

# Competition Research



### Wiley X Saint

The Wiley X Saint comes with different lens styles, shatterproof Selenite polycarbonate lenses meeting ballistic standards, scratch resistant coating, and double injected temples and nose bridge for a secure fit.  
\$95

### Motofly Wear

The Motofly glasses come with "steez" and "moto" arms, they are dust, water, and grease resistant and 100% UV protection. The lenses are interchangeable and the back side is coated with a non reflective layer to protect from headlights. They have photochromic lenses and fog resistant coating as well.  
\$190

### Baruffaldi Easy Rider

The Easy Rider bridge is adjustable and integrated with the frame and the temples are flexible. The cushion behind the frame is wide and is in a soft and massaging leather. They are hand-made and padded for protection and the lenses are interchangeable.  
\$208

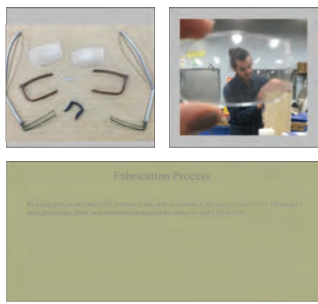
## Persona P/A Map



## Product P/A Map



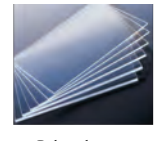
## Product Testing



Flexon



Nylon



Polycarbonate

Flexon utilizes NITINOL, a shape memory alloy composed of titanium and nickel which unlike other metals, can "remember" and return to its original set shape. This offers a number of advantages over other eyewear materials, including a lighter weight and increased durability.

A generic designation for a family of synthetic polymers. Nylon is a thermoplastic silky material that can be melt-processed into fibers, films or shapes.

A group of thermoplastic polymers containing carbonate groups in their chemical structures. Polycarbonates used in engineering are strong, tough materials, and some grades are optically transparent. They are easily worked, molded, and thermoformed.

