

The background features a large, stylized Arsenal logo in red and black. The word "ARSENAL" is written in a bold, italicized, white sans-serif font across the center of the logo.

**ARSENAL**

**100% PURE POLARIZED**

**2011 BUYERS GUIDE**



**ARSENAL**

FULLY LOADED FOR SPORT

## FRAME TECHNOLOGY

*Arsenal Optix uses durable Grilamid injected nylon in the construction of its frames. Grilamid is a high performance thermoplastic material which is extremely lightweight and flexible, yet durable enough to withstand varying temperature extremes.*

*Metal frames are constructed with a Monel nickel-silver alloy that offers strength and resiliency not found in other alloys. Monel is inherently hypo-allergenic and retains its shape and finish longer than other metal frame materials.*

*Each style has been designed to provide maximum comfort and an ergonomic fit. Select styles feature rubberized temple tips and precision spring hinges.*

## LIFETIME WARRANTY

*Arsenal Optix warrants its frames and lenses to be free from any and all defects in material and workmanship for the lifetime of the product. Upon receipt and inspection, Arsenal Optix will repair or replace, at its sole discretion, any eyewear returned subject to terms and conditions described in the warranty product card which is included with each Arsenal Optix product.*

*Each Arsenal Optix sunglass comes with a free microfiber case.*

**2** TO PLACE AN ORDER CALL TOLL FREE 866.393.5464  
OR EMAIL: [ORDERS@EYEKING.COM](mailto:ORDERS@EYEKING.COM)

**ARSENAL OPTIX TRI-EXTREME POLARIZED LENS TECHNOLOGY PROVIDES LAYERS OF GLARE AND UV PROTECTION. THIS PROPRIETARY LENS TECHNOLOGY OFFERS A GLARE REDUCTION SYSTEM THAT VIRTUALLY ELIMINATES ALL GLARE.**

**THE BENEFITS OF THE ARSENAL TRI-EXTREME POLARIZED LENS**



**NON-POLARIZED LENSES**  
LIGHT IS REFLECTED OFF  
THE ROAD'S SURFACE  
CAUSING GLARE



**ARSENAL TRI-EXTREME  
POLARIZED OPTIX  
ELIMINATES GLARE**



**NON-POLARIZED LENSES**  
LIGHT IS REFLECTED OFF  
THE WATER'S  
SURFACE CAUSING GLARE



**ARSENAL TRI-EXTREME  
POLARIZED OPTIX  
ELIMINATES GLARE**

Glare off horizontal surfaces decreases depth perception, reduces visual acuity and causes eye fatigue. Polarization provides visual glare reduction. Ordinary sunglass lenses only reduce the amount of UV and visible light entering the eye. The Arsenal Optix Tri-Extreme Polarized Lens System provides a level of light and glare management that ordinary sunglasses cannot deliver. The Tri-Extreme lens possesses filters in horizontal parallel modules that virtually eliminate glare off horizontal reflective surfaces such as water or the highway. The result gives the wearer enhanced depth recognition, visual acuity and is comfortable for extended periods.

**ARSENAL LENSES ARE GREEN** 

Arsenal's Tri-Extreme Polarized lenses are made using cellulose which comes from cotton and wood pulp. Cellulose is the most common organic compound on earth, is a natural resource, and is extremely renewable.

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**NEW PRIMAL**



*51SI / SHINY BLACK / SMOKE w. FLASH MIRROR (featured)*

*48SD / MATTE BLACK / SMOKE w. BLUE MIRROR*

**NEW**

# **CHARGER**



*51SI / SHINY BLACK / SMOKE*

*48SO / MATTE BLACK / SMOKE w. ORANGE MIRROR (featured)*

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**NEW RUSH**



*94S / SHINY TORTOISE / SMOKE*  
*51G / SHINY BLACK / GREEN* (featured)

**NEW LOCKDOWN**



70S / CRYSTAL SMOKE / SMOKE  
48S / MATTE BLACK / SMOKE *(featured)*

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**NEW BANSHEE**



*51SI / SHINY BLACK / SMOKE w. FLASH MIRROR (featured)*  
*40SD / SHINY GRAPHITE / SMOKE w. BLUE MIRROR*

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2011 COLLECTION



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51S / SHINY BLACK / SMOKE  
94B / SHINY DARK TORTOISE / BROWN *(featured)*



**LEGEND**



**LIBERTY**

49SI / BRIGHT BLACK / SMOKE w. FLASH MIRROR *(featured)*  
51SI / SHINY BLACK / SMOKE w. FLASH MIRROR



51S / SHINY BLACK / SMOKE  
94B / SHINY TORTOISE / BROWN (featured)

## **MONGOOSE**

51S / SHINY BLACK / SMOKE  
51SD / SHINY BLACK / SMOKE w.BLUE MIRROR  
94B / DARK TORTOISE / BROWN (featured)

94SI / CRYSTAL BROWN / SMOKE w. FLASH MIRROR



## **RAPP**

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## **VOLTAGE**



- 51B / BRIGHT BLACK / BROWN**
- 51S / SHINY BLACK / SMOKE** *(featured)*
- 51SD / SHINY BLACK / SMOKE w. BLUE MIRROR**
- 52SI / SHINY WHITE / SMOKE w. FLASH MIRROR**



## **CALIBER**

58B / CRYSTAL BROWN / BROWN  
51S / SHINY BLACK / SMOKE *(featured)*



## **BURST**

94B / SHINY TORTOISE / BROWN *(featured)*  
49SI / BRIGHT BLACK / SMOKE w. FLASH MIRROR



49S / BRIGHT BLACK / SMOKE

51S / SHINY BLACK / SMOKE *(featured)*

51SO / SHINY BLACK / SMOKE w. ORANGE MIRROR

55S / SHINY RED TO BLACK / SMOKE



## **BULLET**



## **FALCON**

10SI / SHINY CARBON / SMOKE w. FLASH MIRROR

51SI / SHINY BLACK / SMOKE w. FLASH MIRROR *(featured)*



51S / SHINY BLACK / SMOKE (featured)

## KAOS



## PLASMA

51SI / SHINY BLACK / SMOKE w. FLASH MIRROR (featured)

52SI / SHINY WHITE / SMOKE w. FLASH MIRROR

49SI / BRIGHT BLACK / SMOKE w. FLASH MIRROR

38SI / MATTE GRAPHITE / SMOKE w. FLASH MIRROR



## JINX

51SI / SHINY BLACK / SMOKE w. FLASH MIRROR *(featured)*  
49SI / BRIGHT BLACK / SMOKE w. FLASH MIRROR  
40SO / SHINY GRAPHITE / SMOKE w. ORANGE MIRROR

40SI / SHINY GRAPHITE / SMOKE w. FLASH MIRROR  
51SI / SHINY BLACK / SMOKE w. FLASH MIRROR *(featured)*



## TORCH

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*39SI / SHINY GUNMETAL / SMOKE w. FLASH MIRROR (featured)*  
*75B / SHINY COPPER / BROWN*



**ACE**



**LIVEWIRE**

*39SI / SHINY GUNMETAL / SMOKE w. FLASH MIRROR (featured)*  
*58B / SHINY COPPER / BROWN*



39S / SHINY GUNMETAL / SMOKE  
51B / SATIN BLACK / BROWN *(featured)*

## **RAIL**

39S / SHINY GUNMETAL / SMOKE *(featured)*  
51B / SATIN BLACK / BROWN



## **ANVIL**

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39SD / SHINY GUNMETAL / SMOKE w. BLUE MIRROR  
39SI / SHINY GUNMETAL / SMOKE w. FLASH MIRROR (featured)  
51BI / SATIN BLACK / BROWN w. FLASH MIRROR



## HONCHO



## STEELE

39S / SHINY GUNMETAL / SMOKE (featured)  
75B / SHINY COPPER / BROWN

## DISPLAYS



*PREMIUM*

- 80 UNIT CAPACITY
- TURNS
- CAN HOLD INVENTORY ON BOTH SIDES

- 40 UNIT CAPACITY
- NON-TURNING

- HOLDS INVENTORY ON 1 SIDE



CONTACT YOUR REP FOR DETAILS

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100% PURE POLARIZED / LIFETIME WARRANTY

160 TERMINAL DRIVE. PLAINVIEW.NY.11803

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