

WILEY X ESCAPES CALIFORNIA AND MOVES HQ TO FRISCO, TEXAS



Wiley X, producer of protective eyewear has recently announced that they will be departing the State of California to move their headquarters to Frisco, Texas. Although the company has stated that the move is to improve shipping and distribution efficiency, I personally believe they'll benefit in a couple other areas as well if they are transitioning from California to Texas.

Livermore, CA – Wiley X®, the leading premium protective eyewear brand, announced plans to move its operations from Livermore to Frisco, Texas. The new global headquarters, manufacturing and distribution site is set to be located in the Star Business Park and completed by Q2 2022. Wiley X joins a growing list of California-based companies seeking new locations, with many finding their new homes in the Dallas and North Texas region. The central location within the United States will increase efficiencies of shipping and distribution, in both time and cost, to the wide range of customers Wiley X supports.

"Our entire team is committed to piloting smart and sustained growth for many years to come," said Dan Freeman, Co-Owner of Wiley X. "To take Wiley X to the next level, Frisco, Texas is the ideal location geographically and economically to set us up for a successful future. The City of Frisco and Frisco Economic Development Corporation have already been great business partners."



Frisco – known as "Sports City USA" – is a perfect fit for Wiley X, a company committed to protection and performance for active pursuits such as shooting, fishing, and motorsports, as well as for the government/first responder network. Wiley X aligns well with Texas values, with a long history of providing protective eyewear to the United States military and being veteran-founded and family-owned. The move to Frisco will inspire the fabrication of a state-of-the-art building to elevate brand operations and will include a flagship retail store for Wiley X fans and local customers to enjoy.

"We're thrilled to make this exciting move to Frisco," said Myles Freeman, Jr., Co-Owner of Wiley X. "All of us at Wiley X have our sights set on servicing our customers like never before and this location is a perfect fit to propel our customer experience forward."

"I am excited to welcome Wiley X to the Lone Star State," Governor Greg Abbott said. "Wiley X is another in a long list of companies choosing Texas as home for its global headquarters and manufacturing and distribution center because of our thriving business climate. 'Made in Texas' is a powerful brand, and I look forward to watching Wiley X flourish."



"Frisco is proud to welcome Wiley X to our veteran-ready community," said Frisco Mayor Jeff Cheney. "Innovative companies like Wiley X thrive here. It's a tremendous asset to have another world-class brand in Frisco creating great jobs for Frisco residents, including our veterans."

I really like Wiley X's interchangeable lens system and I've used similar systems in the past to great effect. There is nothing quite like being able to change the tint of your lenses based on what type of shooting you're doing and what type of environment you're in.



FEATURED IN THIS ARTICLE

SABER ADVANCED

ANSI Z87.1+ BALLISTIC RX INSERT

Ready for action and virtually indestructible, the WX Saber is the model that helped establish Wiley X as a ballistic-eyewear powerhouse. From its aggressive, semi-rimless presentation to adjustable telescoping temple arms, the WX Saber both looks and acts the part of the ultimate protector. Available in one, two, and three-lens kits, the easily changeable lenses let you adjust to varied lighting and conditions, while an adjustable wire-core nose-piece and foam insert assure a customized and slip-free fit in even the most extreme environments.

<https://www.wileyx.com/saber-advanced>



303/303RX
F: MATTE BLACK
L: CLEAR



302/302RX
F: MATTE BLACK
L: SMOKE GREY



309/309RX
F: MATTE BLACK
L: SMOKE GREY / LIGHT RUST /
VERMILLION



CHVAL08
F: MATTE BLACK
L: POLARIZED SMOKE GREY
BLACK OPS



300
F: MATTE BLACK
L: PALE YELLOW