



FORGE™

RADICALLY REFINED
PREMIUM SAFETY EYEWEAR

by



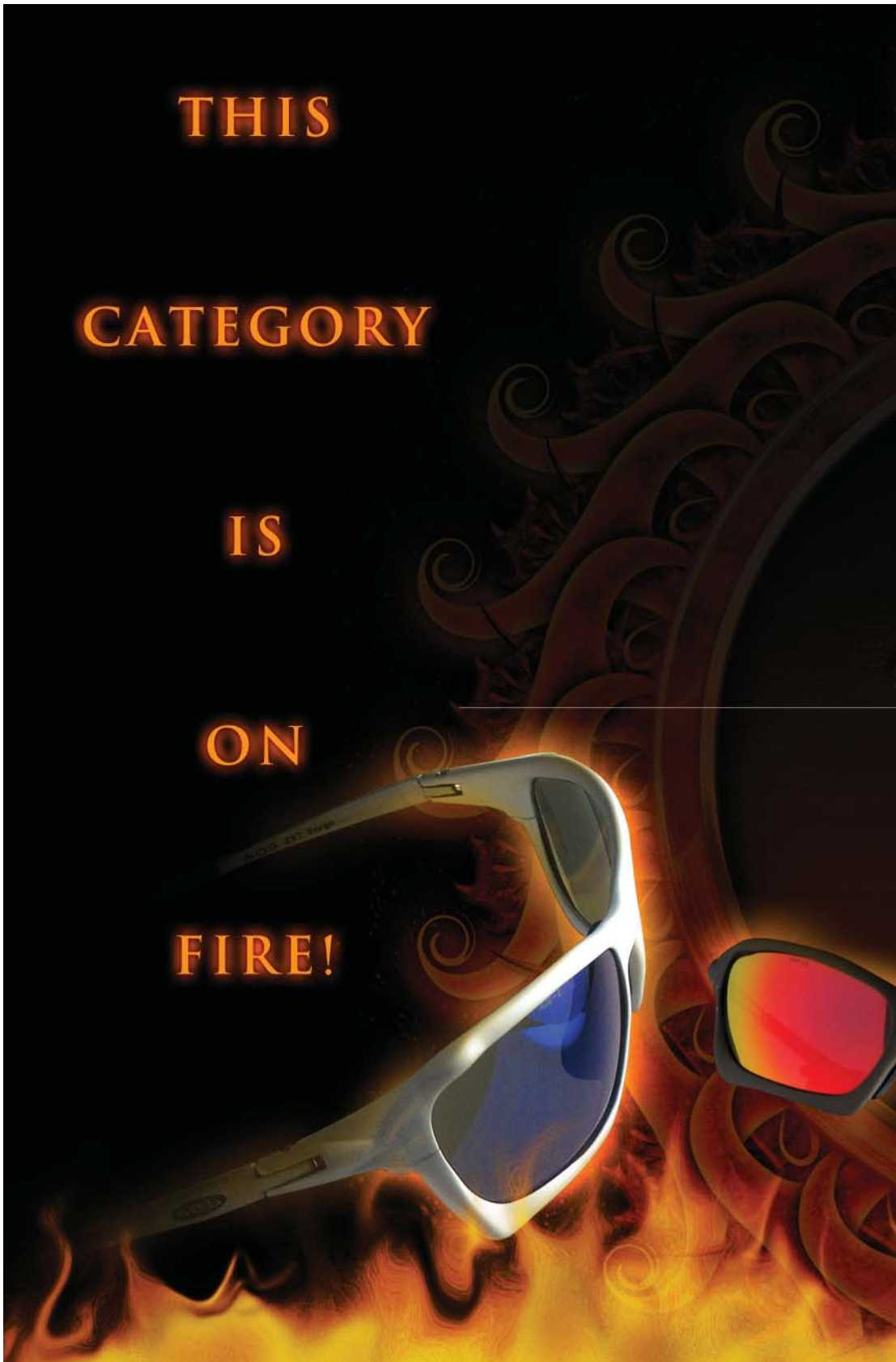
T H E 2 0 0 6 C O L L E C T I O N

THIS
CATEGORY

IS

ON

FIRE!



AOSafety® turns up the heat with **FORGE™** – our most radically refined premium safety eyewear yet. Sales history proves that customers are eager to invest in safety eyewear that delivers maximum styling, extreme safety and red-hot performance. **FORGE** takes it all to the next level by delivering greater profit for you in every pair.

Formed from an advance aluminum-magnesium alloy, **FORGE** frames smolder with tensile strength – yet are lighter weight than titanium and more rugged than traditional single metal frame designs. **FORGE** styling carries seamlessly through outrageously hot packaging and striking POP displays – all designed to catch the eye and ignite the sale.

And consumers can trust **FORGE** because they meet or exceed industrial safety guidelines*, comply with OSHA regulations and provide protection against 99.9% of harmful UV rays.

*Meets the “High Impact” level of the
ANSI Z87.1 Industrial Safety Standard



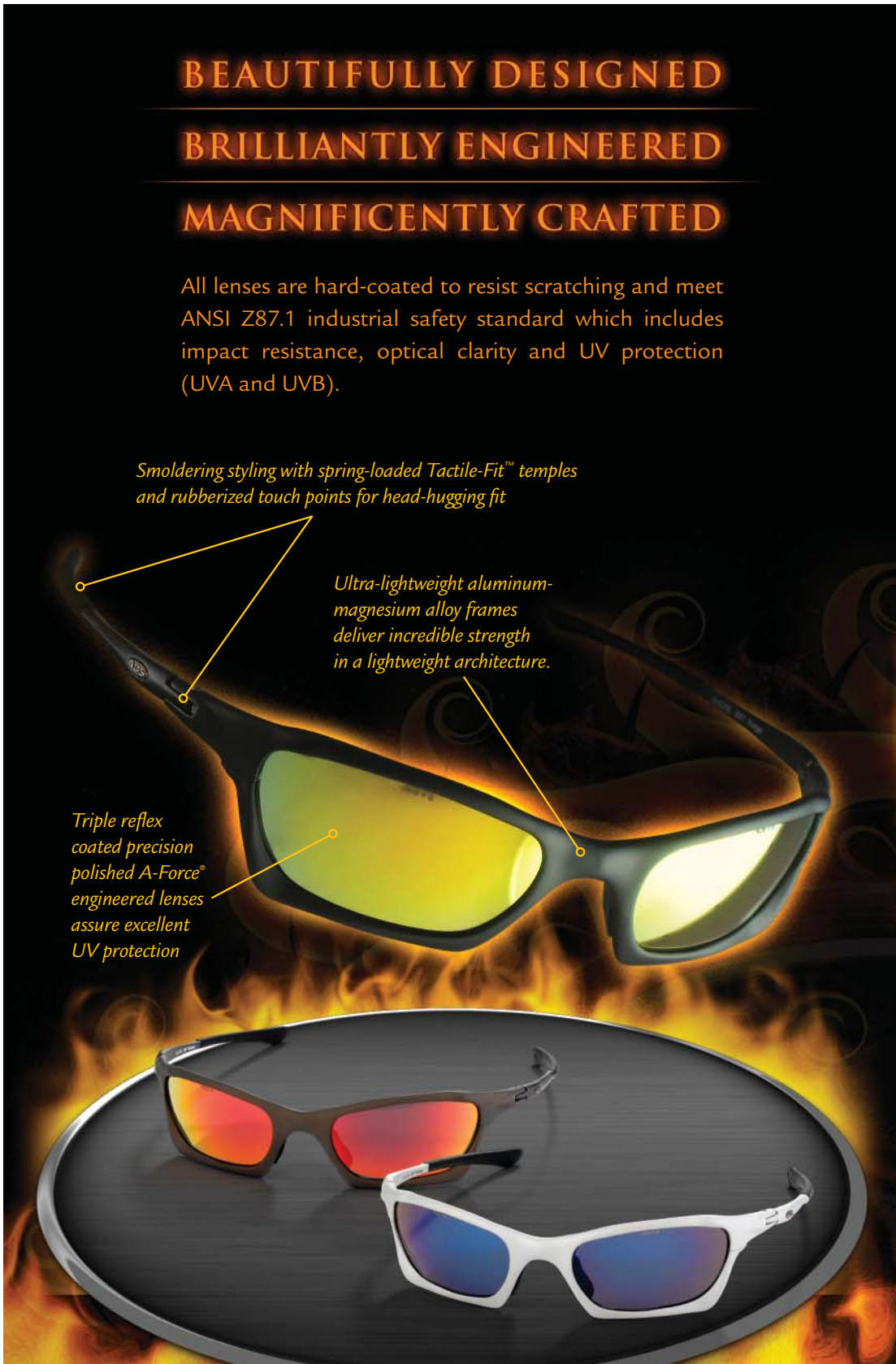
BEAUTIFULLY DESIGNED
BRILLIANTLY ENGINEERED
MAGNIFICENTLY CRAFTED

All lenses are hard-coated to resist scratching and meet ANSI Z87.1 industrial safety standard which includes impact resistance, optical clarity and UV protection (UVA and UVB).

Smoldering styling with spring-loaded Tactile-Fit™ temples and rubberized touch points for head-hugging fit

Ultra-lightweight aluminum-magnesium alloy frames deliver incredible strength in a lightweight architecture.

Triple reflex coated precision polished A-Force® engineered lenses assure excellent UV protection





FORGE™

THE ACCESSORIES



AOSafety's value-added accessories ignite in-store sales and with **FORGE** the accessories are blazing hot. **FORGE** customers will appreciate the rugged bauxite derived aluminum case with form fitting foam insert plus a microfiber storage bag for added convenience and protection. And an AOSafety first – affinity logo decals allow customers to extend their product experience – adding fuel to the purchasing fire!

THE PACKAGING

Tantalizing curves and stunning graphics flirt with the imagination and beg to be touched - and consumers respond. AOSafety knows the importance of alluring packaging and **FORGE** tops the category, crossing boldly from safety to lifestyle with confidence. Sleek lines. Rounded edges. Glistening relief. The packaging speaks to the quality of the product, reinforcing the value and substantiating the premium price-point.



THE DISPLAY

Quickly customize your existing Premium Eyewear Display with the new **FORGE** header and sample eyewear try-on station. Bold graphics, striking lifestyle photography and ergonomically-angled shelving create an inferno of selling opportunities in this flexible display.



FORGE :: Black Frames | Yellow Mirror Lenses
90852-80000
UPC :: 0 78371 90852 2



FORGE :: Olive Frames | Red Mirror Lenses
90853-80000
UPC :: 0 78371 90853 9



FORGE :: Silver Frames | Blue Mirror Lenses
90854-80000
UPC :: 0 78371 90854 6

FORGE Header Kit
90748-00000

SPARK THEIR IMAGINATION AND HEAT UP YOUR SALES

FORGE takes safety eyewear to a whole new level – stretching consumers' minds beyond what was possible – delivering the most premium offering anywhere and elevating profit potential like never before.

FORGE Safety Eyewear features blistering safety factors!

FORGE delivers essential UV protection :

Ultraviolet protection refers to lenses that block out damaging effects to the eyes caused by UV light. Too much exposure to the sun may cause changes in the eyes that lead to cataracts, macular degeneration, cancer of the eyelids and skin around the eyes, and photokeratitis - a painful sunburn of the eyes. Dark lenses do not automatically mean protection against UV rays.

OSHA Regulations :

OSHA (Occupational Safety & Health Association) is a division of the U.S. Department of Labor. OSHA establishes regulations for safety eyewear. **FORGE** Premium Safety Eyewear comply with OSHA regulations.

ANSI Safety Standards :

The American National Standards Institute (ANSI) is a private, non-profit organization that administers and coordinates many U.S. voluntary standardization and conformity assessment programs. Requirements for meeting ANSI Standards include passing several tests, including high mass impact and high velocity impact. **FORGE** Premium Safety Eyewear passed the ANSI tests for both safety glasses and non-prescription sunglasses.

ANSI Z87.1-2003 :

Is the current standard for safety glasses, which defines criteria for aspects of quality and safety that consumers cannot assess visually. There are two levels of lens protection "basic impact" and "high impact". "High impact" lenses must pass a "high velocity" test where 0.25-inch diameter steel balls are projected at 150 feet per second upon the lens and a "high mass" test where a pointed, 1.1-lbs. steel rod is impacted onto the lens from a height of 50-inches. High impact lenses are designated by the "+" symbol after the manufacturer logo. **FORGE Premium Safety Eyewear lenses are tested to meet ANSI Z87.1-2003 "high impact" tests. Ordinary sunglasses are not required to meet this high level of impact.**



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Fax Order To: 1-800-488-8007 • on the web at www.aosafety.com

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