

CORE VALUES



DESIGN

Swedish design which is at the cutting edge in function, technology and appearance. Carefully developed, quality-assured products which meet the necessary standards and requirements.



FLEXIBILITY

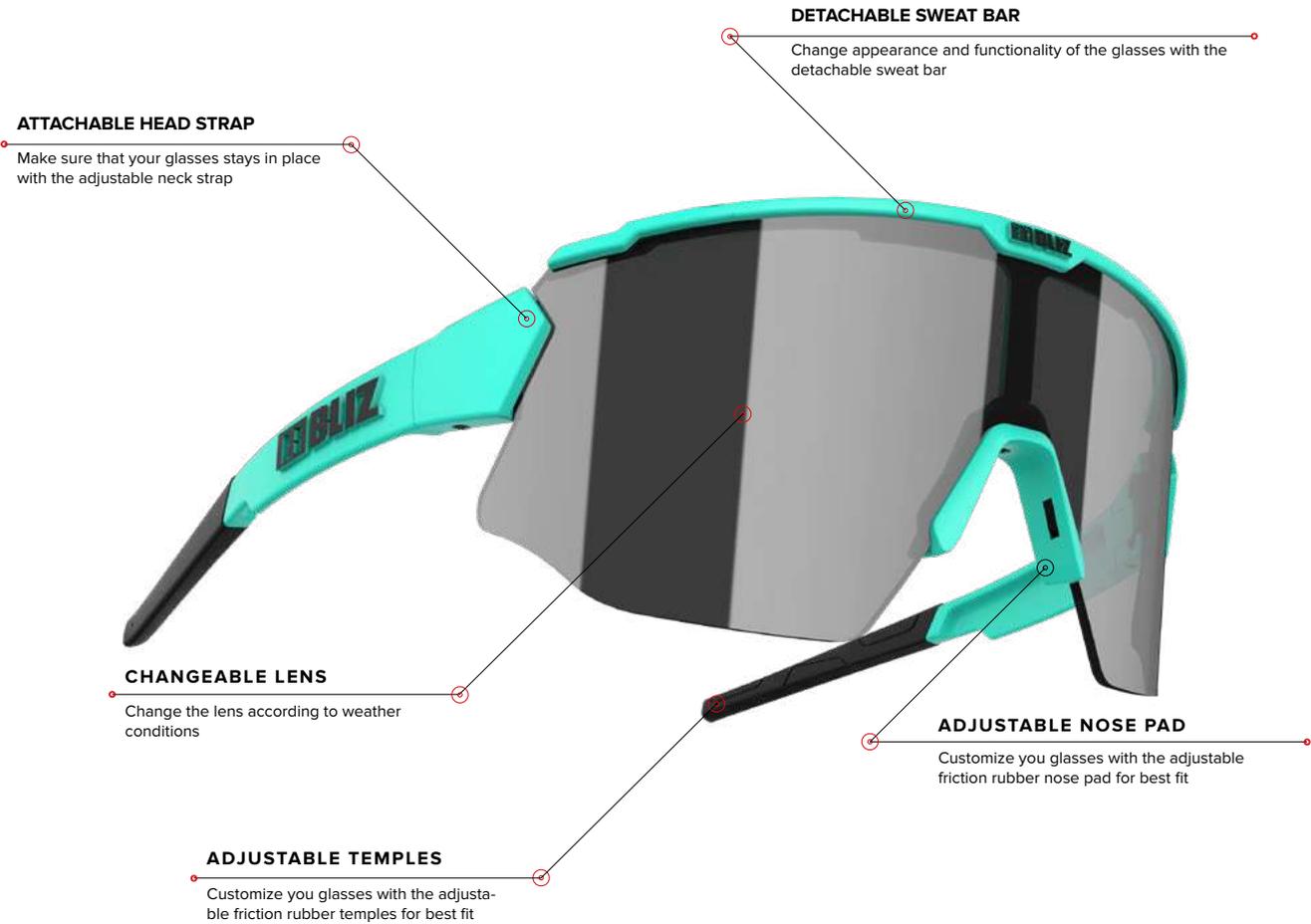
High technical and functional level. The product's functionality and the accessories available combine to provide an unbeatable versatility and flexibility.



VALUE

Bliz Active's advantageous pricing, along with the flexibility of the products and the accessories which are included in the price or can be purchased separately, provide unbeatable value for consumers.





TECHNICAL ADVANCED SPORTS GLASSES

PROTECT YOUR EYES

Your glasses should not only protect your eyes from dangerous UVA and UVB rays, but they should also protect your eyes against wind, dust, bugs, rain, snow, sleet and anything else that you may encounter. It is therefore important that your sports glasses have both great fit and complete eye coverage. Bliz Active eyewear comes in a multitude of frame sizes allowing a perfect fit option for any, and every face.

STAY IN PLACE COMFORTABLY

Your sport glasses should not move about during your activities. If they do, they could cause irritation on the skin, obstruct vision and worst of all, become a distraction from your sport rather than an aid to your sport. Bliz Active eyewear come with patented click-in slip-proof straps, infinitely adjustable rubber temples and nose pieces. This means that your Bliz eyewear can stay comfortably in the perfect place with no slippage, to only enhance your performance.

UNOBSTRUCTED VISION

For maximal safety and top performance it is important that your glasses do not obstruct your vision and only enhance it. Bliz Active eyewear come in a multitude of frame configurations (and sizes) allowing a perfect fit option for any and every face. Several models come with frameless designs for unobstructed 360 degree vision. Others come with half frames and extra high brows. Bliz also offers an endless amount of interchangeable shades and unbreakable precision lens sets suited to maximize vision in the widest variety of different weather conditions. Bliz Active complies with standards EN ISO 12312-1, AS/NZS 1067 & ANSI Z80.3.

LIGHT WEIGHT

To ensure maximum mobility for the head and minimum tension in the neck, Bliz Active eyewear are superlight often weighing only about 30 g, up to 40% less than other brands.



NANO OPTICS™



PRECISION LENS TECHNOLOGY

New production methods have improved both the number of abilities and the performance of modern lenses. Bliz has developed a unique lens with minimal visual distortion and an integrated anti-fog treatment previously thought impossible. The result is Nano Optics™.



NANOOPTICS™

By combining different materials into one single lens, Nano Optics™ gives you a superb vision with minimal distortion. Nano Optics also has an integrated unique anti-fog treatment that last forever.

Available in three different lens types.





MINIMAL DISTORTION | NANO ANTI-FOG

NANO OPTICS™ - gives you a superb vision with minimal distortion. Nano Optics also has an integrated unique anti-fog treatment that last forever.



EXTREME CONTRAST | MINIMAL DISTORTION | NANO ANTI-FOG

NORDIC LIGHT™ is a unique high tech lens which considerably enhances the contrasts and colors, giving you clear and crisp vision in low light conditions and flat light. The lens removes the blurry colors between the blue and green, and between the green and red wavelengths. These selected colors are blocked by the Nordic Light lens, resulting in a noticeable improvement in contrasts and sharpness even during the toughest weather conditions. Reveal your true environment with Bliz. The lenses come in two options; Coral in Filtcat 1 and Begonia in Filtcat 2.



PHOTOCHROMIC | MINIMAL DISTORTION | NANO ANTI-FOG

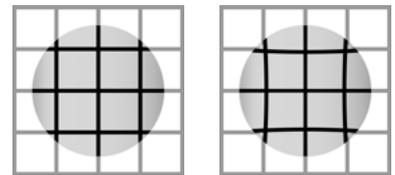
THE PHOTOCHROMIC lens keeps you ready for most situations. The lens changes with the weather conditions, from a light filter category 1 lens which is great for night time or cloudy weather, to a dark category 4 lens suitable for sunny conditions.

ONE LENS TO RULE THEM ALL

MINIMAL DISTORTION



Every lens is cut out with perfection and accuracy providing minimized distortion in the field of view.



NANO ANTI-FOG



An integrated unique anti-fog treatment that last forever. Eliminates condensation and moisture on the lens, ensuring optimal fog free visibility in every condition.



HYDROPHOBIC



The hydrophobic coatings keep rain, snow and water drops off the lens.



ANTI-SCRATCH



This drastically reduces the appearance of thin hairline scratches, keeping your lenses in perfect shape longer.



X-PC



Xstreamley tough lenses resists impacts without damaging your eyes.



UV-PROTECTION



The filter blocks harmful UVA- and UVB rays from reaching your eyes.



PHOTOCHROMIC



The lens changes its shading automatically from light to dark and back again based on the weather conditions.



EXTREME CONTRAST

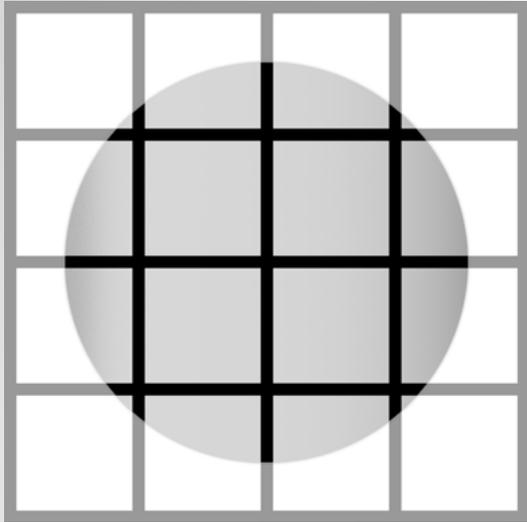


Extreme Contrast for Flat light and bad weather conditions, giving you clearer vision and better performance.

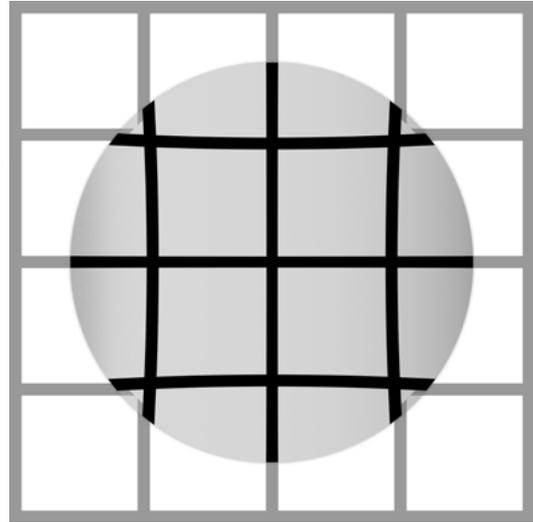




MINIMAL DISTORTION



Nano Optics
Distortion-free view

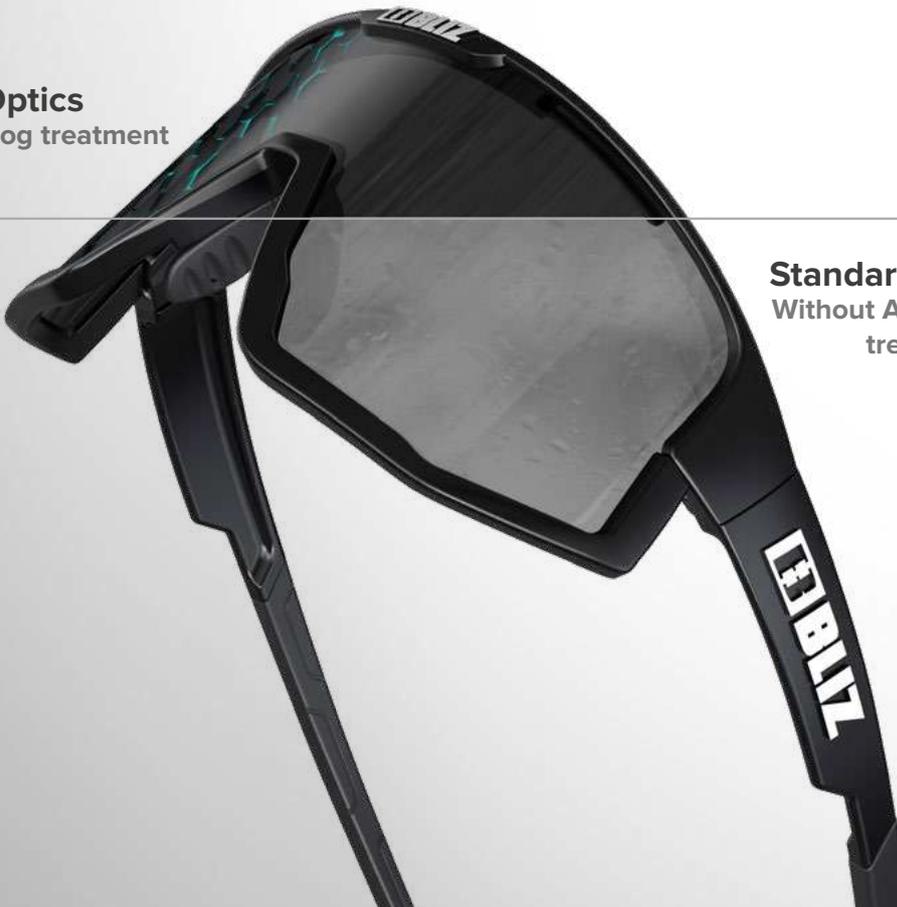


Standard lens
Distorted view



3x ANTI-FOG

Nano Optics
3x Anti-Fog treatment



Standard lens
Without Anti-Fog
treatment



HYDROPHOBIC

Nano Optics
Water-free vision



Standard lens
Without hydrophobic coating



ANTI-SCRATCH

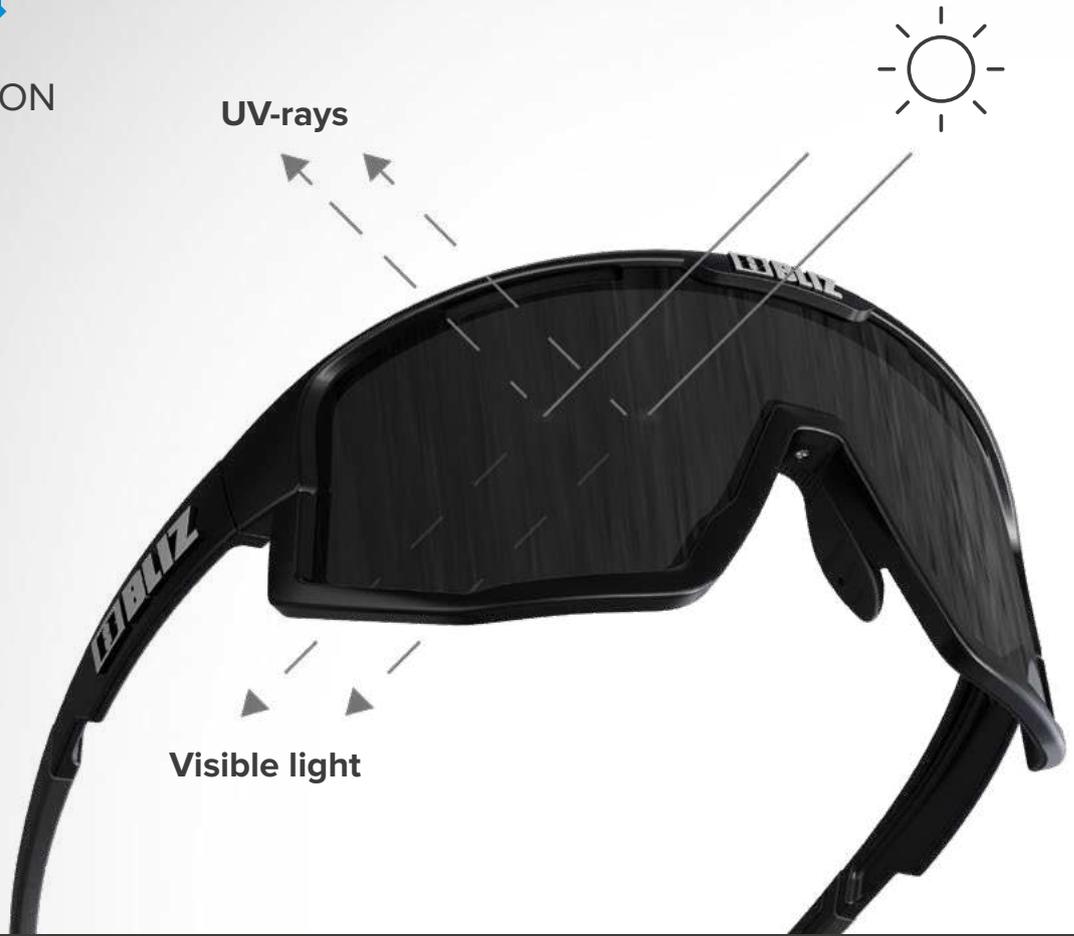
Nano Optics
Scratch-free vision



Standard lens
Without anti-scratch treatment



UV-PROTECTION



XPC

Standard lens
Less impact resistant



PHOTOCHROMIC

The lens changes its shading automatically and instantly from light to dark and back again based on the weather condition.





NORDIC LIGHT™ - EXTREME CONTRAST

Born and raised in the north. Shaped and molded by harsh and unforgiving environments. Approved by the real natives of Scandinavia. This is what led to the creation of Nordic Light.

Nordic Light is a unique high tech lens which considerably enhances the contrasts and colors, giving you clear and crisp vision in low light conditions and flat light. The lens removes the blurry colors between the blue and green, and between the green and the red wave-lengths.

These selected colors are blocked by the Nordic Light lens, resulting in a noticeable improvement in contrasts and sharpness, even during the toughest weather conditions. Reveal your true environment.

Testing things in laboratory conditions is great. But what does that say about user experience? We have had the world elite in cycling and cross country skiing testing the lenses in the toughest possible environment. After getting their feedback, this is the result. Nordic Light.

Nordic Light

The blurry colors are blocked by the Nordic Light lens, providing the carrier greater contrast and clarity.

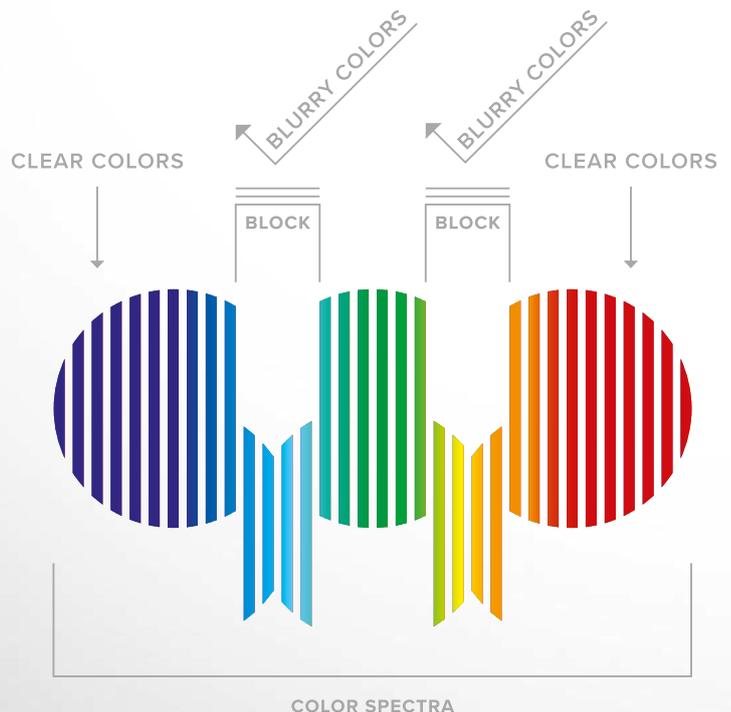
Standard lens

Unfiltered and blurry colors.

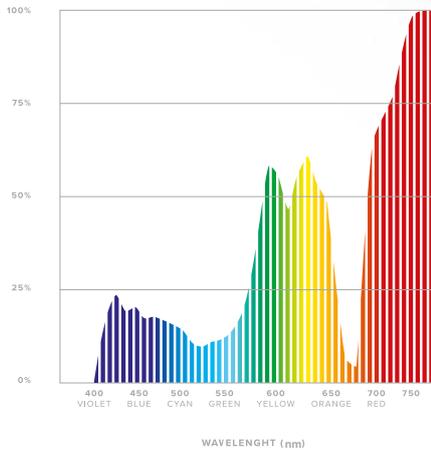


REMOVE TO IMPROVE

Your eyes are amazing – but not always perfect. It's difficult to distinguish colors between the blue and the green, and the green and the red wavelengths. These crossovers are blocked by the Nordic Light lens, providing the carrier greater contrast and clarity in tough conditions.



DIFFERENT LENSES



BEGONIA- VIOLET

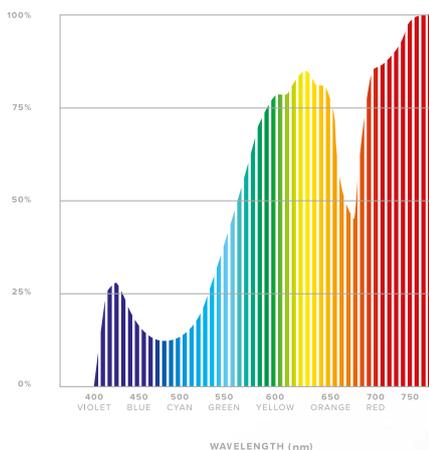
Light transmission: 25-28%
Category: 2
Mirror: Blue multicoating
Hydrophobic & Oleophobic

Innovative allround lens with game changing characteristics. The recipe pops the contrasts and blocks the faded colors in between. The lens is a violet filt. cat 2 lens. It cuts out parts of red light and vastly enhances flat light visibility. Additionally, it also blocks out destructive UV-light.

The filt.cat 2 makes this a great lens in every environment and every weather condition. Glare from the sun is cut by the multi coated color. Compared to the Coral lens, this lens works best in varying weather conditions.



NORDICLIGHT BEGONIA LENS



CORAL - AMBER

Light transmission: 49-51%
Category: 1
Mirror: Blue
Hydrophobic & Oleophobic

Groundbreaking filt.cat 1 lens that enhances contrasts and blocks out destructive UV-light. These lenses cut out the blurry light in between the clear colors. Leaving the clear colors gives your eyes more comfort and better vision. The experience is that your visual perception is boosted and you see contrasts more clearly.

The soft and relaxing amber color gives your eyes the relaxation and contrast needed to keep focused all day long, especially in bad weather conditions.



NORDICLIGHT CORAL LENS



« BLIZ LENS TECHNOLOGY™

All Bliz Active glasses are equipped with Bliz Lens Technology to deliver precision lens sets of the highest optical standards. The materials and manufacturing techniques are selected to provide maximum safety and clarity, even in the harshest conditions. Whether it's a peaceful morning run through the woods, a daylong bike ride over a mountain pass, or a rapid descent down a snowy Nordic ski trail at sundown, Bliz Active lenses will keep you focused.

All Bliz Active lenses are made with Bliz X-PC, the virtually xtreameley Polycarbonate that complies with standard EN ISO 12312-1, AS/NZS 1067, and ANSI Z80.3 standards for high-mass and high-velocity impact. This state of the art lens material also delivers a 100% filter from harmful UVA and UVB rays.

Additionally, all Bliz lenses are molded with Bliz Perfect Curve Technology™ to provide no breaks or distortions in your visual field.

We offer two lens series' within which come with a multitude of lens shades. Bliz Nano Optics™ is our revolutionary top-end lens type with no distortion and an integrated unique anti-fog treatment that last forever. Bliz Hydro Lens System™ is our traditional model with a high optical quality for a clear vision.

Bliz Lens Technology delivers the highest quality solution for any weather, every light, all terrains, and every speed so you can keep focused on what's ahead.



Bliz Hydro Lens Technology™ is our intermediate lens type. It delivers HYDROPHOBIC features, UV-PROTECTION, X-PC SHATTER PROOF, ANTI SCRATCH and when desired Multicoating or Polarized in one great lens.



Nano Optics Lens - gives you a superb vision with minimal distortion. Nano Optics also has an integrated unique anti-fog treatment that last forever.



Nano Optics - Nordic Light™ is a unique high tech lens which considerably enhances the contrasts and colors, giving you clear and crisp vision in low light conditions and flat light. The lens removes the blurry colors between the blue and green, and between the green and red wavelengths. Resulting in a noticeable improvement in contrasts and sharpness. The lenses come in two options; Coral in Filtcat 1 and Begonia in Filtcat 2.



The Nano Optics - Photochromic lens keeps you ready for most situations. The lens changes with the weather conditions, from a light filter category 1 lens which is great for night time or cloudy weather, to a dark category 4 lens suitable for sunny conditions.



LENS TABLE	 NANO OPTICS [®]	 NANO OPTICS [®] NORDIC LIGHT	 NANO OPTICS [®] PHOTOCHROMIC	 HYDRO LENS SYSTEM™
PHOTOCHROMIC			X	
EXTREME CONTRAST		X		
NANO ANTI-FOG	X	X	X	
MINIMAL DISTORTION	X	X	X	
ANTI-SCRATCH	X	X	X	
HYDROPHOBIC	X	X	X	X
X-PC	X	X	X	X
UV PROTECTION	X	X	X	X
POLARIZED				X

X ALWAYS INCLUDED

X AVAILABLE IN CERTAIN MODELS

FILTER CATEGORIES



INDOOR OR AT NIGHT

CLEAR OR LIGHTLY TINTED LENS.
TRANSMITTANCE GOES BETWEEN 80-100%



FLAT LIGHT

LIGHTLY TINTED LENS. LUMINOUS OF
TRANSMITTANCE GOES BETWEEN 43-80%



MODERATE SUNLIGHT

MEDIUM TINTED LENS. LUMINOUS OF
TRANSMITTANCE GOES BETWEEN 18-43%



STRONG SUNLIGHT

DARK TINTED LENS. LUMINOUS OF
TRANSMITTANCE GOES BETWEEN 8-18%



EXTREME SUNLIGHT

VERY DARK TINTED LENS. LUMINOUS OF
TRANSMITTANCE GOES BETWEEN 3-8%