

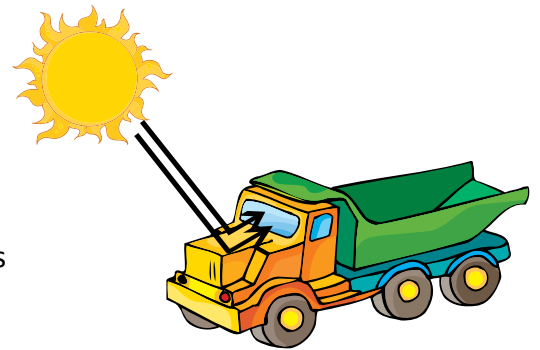
SAFETY INFO: Polarized Safety Glasses Grow In Popularity

According to many industry sources, the popularity of polarized lenses has increased significantly over the past few years. Even in the safety market, where the price point for polarized safety glasses is much, much higher than standard safety eyewear, polarized safety glasses are growing.

Unfortunately, many safety professionals have steered clear of polarized safety glasses because they just don't understand the technology, or their employees need for it. Others haven't invested in them because of the higher cost. In reality, though, the technology is fairly simple to understand and employers and workers would appreciate the advantages of polarized safety glasses, despite the higher cost.

How Polarized Technology Works:

When the brightness of direct or reflected light gets too intense, our eyes see this light as a flash of white. This flash of white light is called glare. Obviously, glare makes it hard to see, which is where polarized lenses come into play. Glare is typically created by horizontal surfaces, such as water, a highway, or the hood of a truck. In much the same way that a venetian blind blocks light, polarized safety glasses block horizontal light, allowing only vertical light to pass through the lens. This helps minimize the blinding effect of glare, which enables the wearer to have a clearer, unobstructed view of the workplace.



Employees in a broad range of work environments can benefit from this technology. Anyone around water, metal, or large flat surfaces – anything that reflects the sun's light – would encounter glare. That means construction workers, roofers, and truck drivers – just to name a few – would likely all prefer polarized safety glasses to traditional safety glasses.

4x4™ Polarized by Gateway Safety

One of the most economical polarized safety glasses available, 4X4™ Polarized is the ideal eye protection solution for outdoor workers who face significant glare from bright sunlight. Featuring a durable, yet lightweight wraparound frame with dual polycarbonate lenses, 4x4 is designed to look like modern sunglasses. Comfort features include a soft nosepiece for a snug fit and flexible temple tips to relieve pressure behind the ears. An anti-scratch coating helps maintain a clear view of the jobsite. These features – sleek sunglass styling, all-day comfort, and clearer vision – encourage daily compliance. Gateway Safety's 4x4 Polarized is UL Certified and therefore meets the ANSI Z87.1+ and CSA Z94.3 standards.

