

SNOB MILANO EXPANDS THE OFFER OF MAGNETIC CLIP-ONS WITH THE INTRODUCTION OF A SPECIFIC TECHNICAL LENS FOR THE PRACTICE OF GOLF

ZEISS Sunlens has developed for SNOB Milano a specific lens for Golf that mainly acts on two fundamental colours of the colour spectrum, blue and green. In particular: the blue light reflected from the white ball and the green light, which is predominant, reflected from the golf course.

There are many benefits of the developed lens: **better depth perception, high-contrast vision and better detection of the white ball on the green.** The new lens offers a brighter field of view with maximum image definition and allows you to better identify the white ball during the swing compared to the green background of the grass and blue of the sky. Finally, the reduction in green light allows the eye to have a high-contrast visibility of the visual field, especially in changing light conditions or on cloudy days.

The **official launch** has taken place on **15 June on the occasion of the first SNOB Milano trophy** organised at the Golf Club of Castelconturbia, an opportunity to test the advantages of this lens immediately and live.

"Once again, we have found in ZEISS Sunlens a reliable partner, attentive to customer requests and of course of the highest quality," – comments Tommaso Bossetti – founder of Snob. "The introduction of an additional sports clip allows us to be even more competitive, offering our audience a triple function of use with a single pair of glasses: optical, sunglasses with our classic clip-on and sports-oriented thanks to the new clip-on."