



European Tour Caddies Association (ETCA) agrees new supplier deal with Maui Jim

We are delighted to announce the very first partnership agreement for the ETCA with Maui Jim, the sunglass and eyewear manufacturer renowned for its superior lens technology and premium collection.

Invented more than 30 years ago to combat the harsh rays of the Hawaiian sun, all Maui Jim sunglasses block 100% of harmful UV rays and 99.9% of glare from above, below and behind each lens. Maui Jim's PolarizedPlus2® lenses increase definition and depth perception which is particularly important for golf and can be found in a wide variety of sport and casual styles for both men and women. The Hawaiian sunglasses and eyewear manufacturer is the only company to use three rare earth elements, and other treatments, to white-balance its lenses, resulting in true colour vibrancy. All Maui Jim sunglasses have been recommended by The Skin Cancer Foundation as an effective UV filter for the eyes and surrounding skin.

It's clear to see (pardon the pun) where the benefits lie for members of the European Tour Caddies Association. The European Tour schedule follows the sun on beautiful golf courses around the world and protection from the sun is of paramount importance to the health of the caddies. Thus, making Maui Jim the ideal partner to work with the ETCA.

The partnership centres around product support for every current and new member of the ETCA with a product education element for members to better understand the benefits of Maui Jim lenses and the harm sun damage can cause.

Renaud Schneider who is the Event & Sponsorship Manager for Europe commented with, "Maui Jim has been involved in golf for years partnering through players and tournaments alike thus witnessing first-hand the importance of caddies in the game. Last year we became Official Eyewear of the European Tour and thus made the statement we wanted to support the whole professional golfing community which the caddies are a huge part of. By partnering with them we hope to help in raising awareness on eye care and health issues they are exposed to while offering the best protection."

Sean Russell, Chairman of the ETCA added, "Spending as much time in the sun as we do, top quality sunglasses are absolutely essential, so the ETCA is delighted to be teaming up with the best in the business for 2020."

Finally, Daryl Evans, Managing Director of Rocket Yard Sports, the agent representing the Caddies Association concluded, "We are delighted to help introduce Maui Jim into a partnership agreement with the ETCA."

About Maui Jim:

Maui Jim sunglasses were born on the beaches of Maui; designed to protect eyes from the harsh rays of the island sun. Today, Maui Jim is the world's fastest-growing premium eyewear company and is sold in more than 100 countries. Maui Jim is recognized for its unparalleled "Aloha Spirit", customer service, and advanced, patented PolarizedPlus2® lens technology. All Maui Jim sunglasses block 100 percent of harmful UV rays and eliminate glare, while enhancing color, clarity and detail. Maui Jim sunglasses have earned the Skin Cancer

Foundation Seal of Recommendation as an effective UV filter for the eyes and surrounding skin.

In 2018, Maui Jim expanded further into the eyewear space, offering eyeglasses structurally and stylistically engineered to balance aesthetics with fit and integrity. Maui Jim offers two proprietary clear lenses: Maui Blue Light Protect™, to shield eyes from harmful blue light coming from digital screens, and Maui High Contrast™, which offers better resolution and crisper details. Frames for both sunglasses and eyeglasses utilize the highest-quality materials such as durable titanium, lightweight nylon, and richly-colored acetate, all manufactured in Italy or Japan. For more information, visit mauijim.com or follow us on Instagram, Facebook and Twitter at @OfficialMauiJim.

About the ETCA:

The European Tour Caddies Association was founded in 1986.

The ETCA promotes and protects the wellbeing of its members across the Globe.

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