

reflect your  
**brilliance.**



Welcome to color.™

*Maui Jim*®  
mauijim.com



To live life brilliantly.  
To experience extraordinary success.  
***To master your craft.***

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In Hawaii, that's known as being lae'ula (lie oo' lah). Many have called Maui Jim the master of our craft. Because once you experience the view through a pair of Maui Jim sunglasses, you will suddenly appreciate even the smallest, subtlest nuances. Colors become brighter, more vivid and truer. Glare is gone, allowing sheer brilliance to shine through. We invite you to join other lae'ula, hear their stories and learn how Maui Jim can help reflect your brilliance.



Normal view

View through Maui Jims  
(unretouched)

1

3

2



# Brilliance. *mastered.*

Since our humble beginnings on the beaches of Maui, we have been committed to honing our craft and creating sunglasses like no other. Sunglasses that provide advanced protection from the glare and harmful rays of the sun without distorting the beautiful colors that surround us. That's why Maui Jim is the only company to offer PolarizedPlus2® lens technology. It eliminates glare and boosts color so blues are truer, greens are brighter and reds are more vibrant. It's why many say Maui Jim is the lae'ula of lens technology.



1. Variation in the rocks is crisper and more pronounced.



2. The honeyed tones of the sand stand out.



3. PolarizedPlus2® takes glare off the sky and water.

**POLARIZEDPLUS2® LENS TECHNOLOGY  
WIPES OUT 99.9% OF GLARE. BLOCKS  
100% OF HARMFUL UV. BOOSTS COLOR.**

#### **WATERPROOF AND OLEOPHOBIC COATING**

Waterproof to shed water and snow. Oleophobic to repel grease and make smudges and fingerprints easier to wipe away.

#### **ANTI-REFLECTIVE TREATMENT**

Blocks reflected light and annoying glare from behind to provide a clear view and eliminate eye fatigue.

#### **CLEARHELL® SCRATCH-RESISTANT TREATMENT**

MauiPure™, Maui Evolution® and Polycarbonate lenses perform better longer with the added durability of our CLEARHELL® treatment.

#### **COLOR ENHANCING LENS**

Maui Jim's optically correct, distortion-free lens featuring patented lens treatments or rare earth elements to infuse views with color.

#### **POLARIZING FILM**

Eliminates reflected glare from any flat, smooth or shiny surface for a cleaner, crisper view. Makes it possible to see below the surface of the water.

#### **GRADIENT TREATMENTS**

Bi-Gradient mirror eliminates overhead and reflected glare. Or MauiGradient tint eliminates overhead glare while allowing appropriate light transmission.

# Color *mastered.*

Everywhere you look you'll see bright, vivid, stunning color. And only Maui Jim offers it. See for yourself—customize your own pair of Maui Jims with the lenses that fit your lifestyle and suddenly your whole world is transformed. Glare is gone. Harmful UVA and UVB rays that can damage your eyes are gone. Everything around you becomes crystal clear with more contrast and clarity. That's because only Maui Jim has truly mastered patented color-infused PolarizedPlus2® lens technology to bring you absolutely brilliant color like never before.

See color *like never before.*

## **MauiPure™**

The perfect lens for your everyday active lifestyle, MauiPure™ is the lightest weight choice for long days in the sun. Scratch- and impact-resistant. Injection molded for the crispest optics next to glass.

## **Maui Evolution®**

Maui Evolution® fuses the best properties of SuperThin glass and Polycarbonate for a scratch- and impact-resistant lens with high-performance optics.

## **Polycarbonate**

When durability and protection against shattering are the priority, Polycarbonate will stand up to your most intense activities. This lens is lightweight, scratch- and impact-resistant and injection molded for clear optics.

## **SuperThin (ST) Glass**

This lens provides the best optics available. ST Glass is durable and scratch-resistant. 20% thinner and lighter than standard laminated glass lenses for long-wearing comfort.

Maui Jim sunglasses eliminate glare and boost colors so blues are truer, greens are brighter and reds are more vibrant.



Bright, direct sunlight



**Neutral Grey**

For bright, direct sunlight. The highest available light reduction—no more squinting. Rich color and contrast.



Full sun to overcast



**HCL® Bronze**

For everyday variable conditions. Provides excellent contrast. Great if you love a warm, subtle bronze tint.



**Maui Rose™**

For everyday variable conditions. The highest contrast available. Provides a subtle rose hue.



Low light



**Maui HT™**

For times when most lenses would be too dark. More contrast and color for low light and variable light conditions.



## Prescriptions. *mastered.*

The best—everyone expects it. And Maui Jim delivers it. With our own 24,000-square-foot, state-of-the-art lab, we can guarantee there's no need to compromise when it comes to prescription sunglasses. Our 100% digitally-compensated (Freeform®) and fully automated facility ensures that each lens is crafted with rigorous attention to optical excellence, combined with the advantages of PolarizedPlus2® lens technology. In fact, most orders are filled in just a matter of days.

### Lens Material

#### **MAUI EVOLUTION®**

- Single vision and progressive
- Neutral Grey, HCL® Bronze, Maui Rose™, Maui HT™
- High abbe value for excellent optics and clarity
- Low specific gravity, lightweight and comfortable
- Good scratch, impact and solvent resistance
- Most 6- and 8- base frame styles, including drill mounted

#### **POLYCARBONATE**

- Single vision and progressive
- Neutral Grey, HCL® Bronze
- Excellent impact and solvent resistance
- Most 6- and 8- base frame styles, including drill mounted
- Extremely lightweight and durable



HCL® Bronze: Full sun to overcast



For everyday variable conditions.  
Provides excellent contrast. Great if  
you love a warm, subtle bronze tint.

Normal view



The warm  
gold of the  
sand glows

PolarizedPlus2®  
allows you to see  
into the water



Normal view

Maui Rose™: Full sun to overcast



For everyday variable conditions.  
The highest contrast available.  
Provides a subtle rose hue.



PolarizedPlus2®  
takes the glare  
off the water



Color variation in the  
rocks and sand is  
more pronounced

Maui HT™: Low light



For times when most lenses would be too dark. More contrast and color for low light and variable light conditions.

Normal view



The green is now brighter with more depth and contrast



PolarizedPlus2® reveals more detail in the landscape



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- Neutral Grey, HCL® Bronze, Maui Rose™, Maui HT™
- High abbe value for excellent optics and clarity
- Low specific gravity, lightweight and comfortable
- Good scratch, impact and solvent resistance
- Most 6- and 8- base frame styles, including drill mounted

#### **POLYCARBONATE**

- Single vision and progressive
- Neutral Grey, HCL® Bronze
- Excellent impact and solvent resistance
- Most 6- and 8- base frame styles, including drill mounted
- Extremely lightweight and durable

# MauiPassport™

Wider views. *mastered.*

Experience unmatched clarity in the widest field of view possible. That's what you'll get in a pair of MauiPassport™ Prescription Sunglasses with PolarizedPlus2®. Maui Jim's exclusive compensated lens design fabricated with digital precision means a wider, clearer and more vivid view—without glare or harmful UV.

#### Lens options:

- Single vision and progressive
- Maui Evolution® 1.60: Neutral Grey, HCL® Bronze, Maui Rose™ and Maui HT™
- Polycarbonate: Neutral Grey, HCL® Bronze



CONVENTIONAL RX LENS



MAUIPASSPORT™ LENS

- Wide field of view
- Digital lens surfacing ensures optical perfection
- PolarizedPlus2®—brilliant color without glare or harmful UV

# MauiReaders®

Outdoor reading. *mastered.*

See the add power? Of course not. And no one else will either. It's because our master craftsmen have hidden it inside two of our most popular styles. Featuring all the advantages of PolarizedPlus2® technology, MauiReaders® enable your patients to read anything under the sun—maps, menus, cell phones—with ease and style.

- Hidden bifocal encased in lightweight Polycarbonate
- Optimal acuity outdoors, add power for close-up tasks and plano for distance views
- Patented and color-infused PolarizedPlus2® glare and UVA and UVB protection
- Available in two bestselling styles: Ho'okipa and Makaha
- Available in add powers of +1.50, +2.00 and +2.50



# Frames to suit your style. *mastered.*

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PolarizedPlus2® infuses your view with color, making every sun-soaked vista look all the more dazzling. And then we set it apart with the perfect, high-performance frame. Classic. Modern. Sporty. Edgy. Retro. Sophisticated. Maui Jim makes a style to suit your needs and personality. Absolutely brilliant.

## Frame Options

### **Nylon**

Strong, lightweight options, including Cellulose Propionate in an array of brilliant colors and densities, Grilamid for the ultimate in durability and flexible nylon for versatility.

### **Metal**

Choose from high-performance metals, including Titanium, Stainless Steel and Bronze. Each delivers a unique combination of strength, lightness and style.

### **MauiFlex™ Memory Metal**

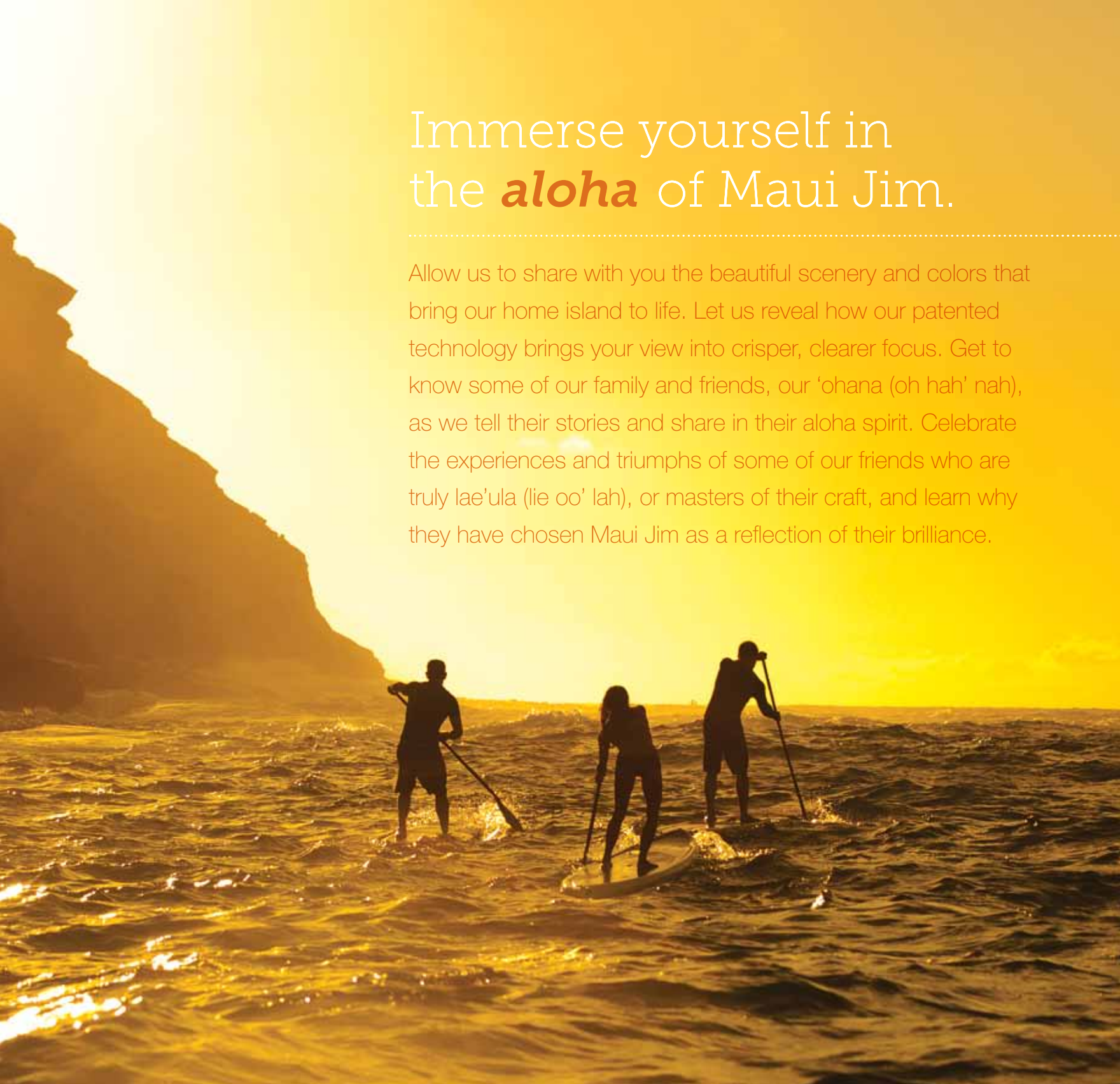
Made from a proprietary flexible metal that “remembers” your fit and retains its shape longer than traditional metal frames. Durable and featherweight. A variety of frame finishes and extra styling features make them as attractive as they are comfortable.



# Immerse yourself in the *aloha* of Maui Jim.

Allow us to share with you the beautiful scenery and colors that bring our home island to life. Let us reveal how our patented technology brings your view into crisper, clearer focus. Get to know some of our family and friends, our 'ohana (oh hah' nah), as we tell their stories and share in their aloha spirit. Celebrate the experiences and triumphs of some of our friends who are truly lae'ula (lie oo' lah), or masters of their craft, and learn why they have chosen Maui Jim as a reflection of their brilliance.

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# Life *styles.*

Maui Jim believes you never have to sacrifice superior lens technology for style. That's why we offer a large range of frames to fit every lifestyle. So whether you're at work or at play, with Maui Jim, you will always look good and see even better.







Kali is wearing Dawn Patrol



# *lifestyle*



## **Charlie Lyon : Maui Painter, author and waterman**

An artist his entire life, Charlie always had great ambitions to publish books, create videos and develop corporate identity projects. About ten years ago, however, he stepped back to focus on what truly inspired him. That's when he started painting full-time and started his series of single palm trees. Of course, when trying to perfect these paintings, vision is critical. That's why he wears Maui Jim sunglasses.



New - Coming Soon

## **HIDEAWAYS** Rx-able

Maui Evolution MauiGradient/Pure Titanium  
eye size: 64, bridge: 17, temple: 145  
GS248-17 Silver/Neutral Grey  
HS248-16 Gold/HCL Bronze  
GS248-02 Gloss Black/Neutral Grey

Charlie Lyon chooses Hideaways because patented PolarizedPlus2® lens technology protects his eyes from the glare of the sun and allows him to see the brilliant colors that surround him.



New - Available now

## **SAND ISLAND** Rx-able

Maui Evolution MauiGradient/Monel  
eye size: 63, bridge: 18, temple: 122  
GS253-2M Matte Black/Neutral Grey  
HS253-25A Gloss Dark Brown/HCL Bronze



**New - Coming Soon**  
**MAVERICKS** Rx-TBD

Maui Evolution MauiGradient/Pure Titanium  
 For frame information talk to your sales rep.  
 GS264-17 Silver/Neutral Grey  
**HS264-16 Gold/HCL Bronze**  
 GS264-02 Gloss Black/Neutral Gray



**BABY BEACH** Rx-able

Maui Evolution MauiGradient/Pure Titanium  
 eye size: 56, bridge: 18, temple: 137  
**GS245-17 Silver/Neutral Grey**  
 HS245-16 Gold/HCL Bronze  
 HTS245-02 Gloss Black/Maui HT



**PILOT** Rx-able

Maui Evolution/Alloy  
 eye size: 63, bridge: 18, temple: 132  
**210-17 Silver/Neutral Grey**  
 H210-16 Gold/HCL Bronze  
 HT210-02 Gunmetal Black/Maui HT



**CLIFF HOUSE** Rx-able

Maui Evolution MauiGradient/Pure Titanium  
 eye size: 59, bridge: 15, temple: 137  
**GS247-17 Silver/Neutral Grey**  
 HS247-16 Gold/HCL Bronze  
 HTS247-02 Gloss Black/Maui HT



**SANDALWOOD**

Maui Evolution/Alloy  
 eye size: 64, bridge: 14, temple: 132  
 217-17 Silver/Neutral Grey  
 H217-16 Gold/HCL Bronze  
**HT217-02 Gunmetal Black/Maui HT**



**BLACK ROCK**

Maui Evolution/Alloy  
 eye size: 61, bridge: 14, temple: 132  
 218-17 Silver/Neutral Grey  
**H218-16 Gold/HCL Bronze**  
 HT218-02 Gunmetal Black/Maui HT



**WIKI WIKI** Rx-able

Maui Evolution MauiGradient/Pure Titanium  
 eye size: 59, bridge: 17, temple: 137  
 GS246-17 Silver/Neutral Grey  
**HS246-16 Gold/HCL Bronze**  
 HTS246-02 Gloss Black/Maui HT



**BAYFRONT** Rx-able

ST Glass/Monel  
 eye size: 61, bridge: 16, temple: 128  
 H205-16 Gold Satin/HCL Bronze  
**H205-25 Gloss Brown/HCL Bronze**  
 205-17 Gloss Pewter/Neutral Grey



**MAHINA** Rx-able

ST Glass/Monel  
 eye size: 58, bridge: 20, temple: 135  
 229-02 Gunmetal/Neutral Grey  
 H229-16 Gold/HCL Bronze



**AKONI** Rx-able

ST Glass/Monel  
 eye size: 63, bridge: 15, temple: 125  
 117-02 Black/Neutral Grey  
 H117-16 Gold/HCL Bronze



**KULA**

Polycarbonate/Monel-Zyl  
 eye size: 136, bridge: 13, temple: 110  
 H514-23 Metallic Gloss Copper/HCL Bronze  
 R514-22 Sandstone/Maui Rose  
 HT514-02 Gunmetal/Maui HT



**LAHAINALUNA**

ST Glass/Stainless Steel-Acetate  
 eye size: 61, bridge: 17, temple: 128  
 232-02 Black/Neutral Grey  
 H232-20 Brushed Bronze/HCL Bronze  
 R232-17 Brushed Silver/Maui Rose



**KAHUNA** Rx-able

ST Glass/Monel-Acetate  
 eye size: 59, bridge: 20, temple: 135  
 162-02 Gunmetal/Neutral Grey  
 H162-23 Metallic Gloss Copper/HCL Bronze



**HONOLULU**

Polycarbonate/Monel-Zyl  
 eye size: 136, bridge: 14, temple: 110  
 520-02 Gunmetal Black/Neutral Grey  
 H520-23 Metallic Gloss Copper/HCL Bronze  
 HT520-15 Gunmetal Green/Maui HT



**MANELE BAY** Rx-able

ST Glass/Monel  
 eye size: 58, bridge: 20, temple: 135  
 224-17 Pewter/Neutral Grey  
 H224-25 Gloss Brown/HCL Bronze  
 R224-04 Silver & Red/Maui Rose



**KAPENA** Rx-able

ST Glass/Monel  
 eye size: 62, bridge: 17, temple: 130  
 207-02 Gunmetal Black/Neutral Grey  
 H207-20 Matte Bronze/HCL Bronze



## MAKA

Polycarbonate/Monel-Grilamid  
eye size: 140, bridge: 11, temple: 120  
**H513-16 Gold/HCL Bronze**  
513-02 Gunmetal/Neutral Grey

Bryan Phillips chooses Maka because the PolarizedPlus2® lens technology reduces harmful glare and helps him see things crisper, clearer and more brilliantly.



## SANDBAR

Polycarbonate/Monel  
eye size: 140, bridge: 13, temple: 130  
**H511-16 Gold/HCL Bronze**



### ***Bryan Phillips : North Shore Lifeguard***

As a North Shore lifeguard for more than seven years, Bryan is passionate about protecting people in the community where he lives. That's why he works hard every day to master his craft. Surfing, mountain biking, swimming, push ups and pull ups keep him in top notch physical condition. Protecting his vision is another important part of his job as well. That's why he chooses Maui Jim sunglasses.



**New - Available Now**  
**BLACK CORAL** Rx-able

ST Glass/Monel-Acetate  
 eye size: 65, bridge: 16, temple: 130  
 249-2M Matte Black/Neutral Grey  
 H249-19M Matte Espresso/HCL Bronze



**New - Available Now**  
**NAPILI BAY** Rx-able

ST Glass/Monel-Acetate  
 eye size: 65, bridge: 17, temple: 140  
 256-2M Matte Black/Neutral Grey  
 H256-19M Matte Espresso/HCL Bronze



**New - Coming Soon**  
**MAKENA** Rx-TBD

ST Glass MauiGradient/Stainless Steel-Acetate  
 eye size: 63, bridge: 18, temple: 130  
 GS244-02F Brushed Black Gunmetal/Neutral Grey  
 HS244-20 Brushed Bronze/HCL Bronze

Masao Fukayama understands the importance of sun protection for his eyes, as an artist who has always lived in tropical climates. That's why he chooses Makena with patented PolarizedPlus2® lens technology.



**SOUTH SHORE** Rx-able

ST Glass/Monel-Acetate  
 eye size: 57, bridge: 20, temple: 135  
 115-02 Gloss Black/Neutral Grey  
 H115-19 Espresso/HCL Bronze



**New - Coming Soon**  
**DRIFTWOOD** Rx-able

Maui Evolution MauiGradient/Monel  
 eye size: 61, bridge: 17, temple: 135  
 GS254-2M Matte Black/Neutral Grey  
 HS254-25A Gloss Dark Brown/HCL Bronze



**PUAMANA** Rx-able

ST Glass/Monel  
 eye size: 56, bridge: 19, temple: 130  
 227-02 Dark Gunmetal/Neutral Grey  
 H227-20 Brushed Bronze/HCL Bronze



**NALU** Rx-able

ST Glass/Monel-Acetate  
 eye size: 57, bridge: 18, temple: 130  
 122-02 Gunmetal Black/Neutral Grey  
 H122-19 Espresso/HCL Bronze



**New - Coming Soon**  
**KAMUELA** Rx-TBD

ST Glass MauiGradient/Stainless Steel-Acetate  
 eye size: 57, bridge: 19, temple: 130  
 GS243-02F Brushed Black Gunmetal/Neutral Grey  
 HS243-20 Brushed Bronze/HCL Bronze



***Masao Fukayama : Tattoo Artist***

Before being drawn to Maui in 2007, Masao was moved by the aloha spirit in his native Brazil, inviting neighborhood children to join him in afternoon drawing sessions. By encouraging them to express the unique stories within their hearts, he learned, grew and was profoundly influenced to help make lives better through laughter and art.

# *lifestyle*

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## ***Emma Veary, daughter Robyn Kneubuhl, and granddaughter Hina Kneubuhl***

Emma, daughter Robyn and granddaughter Hina are a very close-knit family and share their Aloha spirit and their love of Hawaii with the world. Hawaii's musical treasure, Emma, toured with Broadway shows while Robyn is a disc jockey, hula and ukulele teacher. Hina creates custom-designed shirts prominently featuring Hawaiian imagery and, in the true giving nature of the Hawaiian culture, donates a portion of proceeds to groups supporting Hawaiian plants, animals and cultural education.





**New - Coming Soon**

**LILIKOI** Rx-able

ST Glass MauiGradient/Acetate  
 eye size: 55, bridge: 19, temple: 140  
 GS258-11 Smoke Grey/Neutral Grey  
**GS258-13 Mauve/Neutral Grey**  
 HS258-22 Sandstone/HCL Bronze  
 RS258-28A Amethyst/Maui Rose  
 HTS258-27 Charcoal/Maui HT

Each of the ladies choose Maui Jim sunglasses to not only protect their eyes from the bright Hawaiian sun, but also because Maui Jim offers frames and lenses to fit every lifestyle.



**New - Coming Soon**

**GINGER 221** Rx-TBD

ST Glass MauiGradient/Acetate  
 For frame information talk to your sales rep.



**LANI** Rx-able

ST Glass MauiGradient/Acetate  
 eye size: 56, bridge: 17, temple: 135  
**GS239-02 Gloss Black/Neutral Grey**  
 GS239-28 Amethyst Fade to Crystal/Neutral Grey  
 GS239-10K Koa Tortoise/Neutral Grey  
 RS239-10L Tokyo Tortoise/Maui Rose  
 HS239-04B Ruby with Sandstone/HCL Bronze



**PALMS** Rx-able

ST Glass/Nylon  
 eye size: 63, bridge: 16, temple: 120  
 111-02 Gloss Black/Neutral Grey  
**H111-01 Chocolate Fade/HCL Bronze**



**RAINBOW FALLS** Rx-able

Maui Evolution/Acetate  
 eye size: 63, bridge: 17, temple: 125  
 225-04 Dusty Rose & Red/Neutral Grey  
 H225-12 Cinnamon & Bubblegum/HCL Bronze  
 H225-02 Black & White Swirl/HCL Bronze  
 R225-09 Abalone & White/Maui Rose  
**R225-05 White Pearl & Lilac/Maui Rose**



**PUNCHBOWL** Rx-able

ST Glass/Nylon  
 eye size: 54, bridge: 19, temple: 125  
**219-03 Black & Blue/Neutral Grey**  
 H219-12 Tortoise & Pink/HCL Bronze  
 R219-01 Chocolate Fade/Maui Rose



**ALANA** Rx-able

Maui Evolution/Grilamid-Alloy  
 eye size: 56, bridge: 16, temple: 132  
 215-17 Gloss Black with Silver/Neutral Grey  
**H215-16 Gloss Black with Gold/HCL Bronze**



**ALOHA FRIDAY** Rx-able

Maui Evolution Full Black Mirror/Acetate  
 eye size: 50, bridge: 22, temple: 145  
 241-11 Grey Fade/Neutral Grey  
 H241-01 Chocolate Fade/HCL Bronze  
 H241-10L Light Tortoise/HCL Bronze  
 HT241-15C Olive Stripe/Maui HT



**LAVA FLOW** Rx-able

ST Glass/Nylon  
 eye size: 58, bridge: 18, temple: 120  
 GS250-02 Gloss Black/Neutral Grey  
 HS250-10B Burgundy Tortoise/HCL Bronze



**STINGRAY** Rx-able

ST Glass/Cellulose Propionate  
 eye size: 56, bridge: 22, temple: 129  
 103-02 Gloss Black/Neutral Grey  
**H103-02 Gloss Black/HCL Bronze**  
 H103-10 Tortoise/HCL Bronze  
 HT103-10 Tortoise/Maui HT



**PAU HANA** Rx-able

ST Glass MauiGradient/Acetate  
 eye size: 54, bridge: 20, temple: 145  
 GS238-02B Black with Dark Brown Horn/Neutral Grey  
 RS238-10L Tokyo Tortoise/Maui Rose  
**HS238-21A Honey/HCL Bronze**  
 HTS238-15 Dark Tortoise with Green/Maui HT



**ATOLL** Rx-able

ST Glass/Nylon  
 eye size: 56, bridge: 18, temple: 135  
**220-02 Gloss Black/Neutral Grey**  
 H220-10 Tortoise/HCL Bronze  
 H220-25 Light Brown/HCL Bronze

When she's not in the water, Ocean Ramsey chooses Stingray. The patented PolarizedPlus2® lens technology protects her eyes from harmful UV rays while allowing her to see deep within the water with crystal-clear clarity.



**New - Coming Soon**

**WATERWAYS 267** Rx-TBD

ST Glass/Nylon  
 For frame information talk to your sales rep.



**DAWN PATROL** Rx-able

ST Glass/Nylon  
 eye size: 57, bridge: 14, temple: 135  
 223-02 Gloss Black/Neutral Grey  
**H223-10 Tortoise/HCL Bronze**  
 R223-11 Grey Fade/Maui Rose



**MAUI CAT III** Rx-able

Maui Evolution/Nylon  
 eye size: 55, bridge: 18, temple: 138  
 209-2M Matte Black Rubber/Neutral Grey  
**H209-10 Tortoise/HCL Bronze**  
 HT209-02 Gloss Black/Maui HT



***Ocean Ramsey : Shark Enthusiast, free diver, environmental activist***

From a very young age, Ocean was attracted to the brilliant blue-green water and the amazing creatures that lived within it. Today, as a professional dive instructor, sharing an underwater world with sharks, dolphins and whales has inspired her to want to protect each and every one of them through conservation efforts.

# Resort *styles.*

Only Maui Jim offers patented and color-infused PolarizedPlus2® lens technology, which wipes away blinding glare instantly. Your view is now crisper, more defined. Your depth of field improves so colors are richer, truer. So whether you're on the boat, on the green or just socializing at your favorite resort, we invite you to slip on a pair of Maui Jims and see color like never before.





Michael is wearing Seawall  
Rachel is wearing Hamoa Beach



# resort

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## **Captain Seth : World Cup Blue Marlin Champion**

Even as a young boy, Captain Seth had a passion for fishing. In fact, every time he had \$5 in his pocket he would buy a new fishing lure. When he moved to Maui 20 years ago, he started making lures. Today, he works on a boat teaching other people how to fish, while still mastering the craft of creating lures.



**New - Coming Soon**  
**DORADO 259** Rx-TBD  
 Maui Evolution/Nylon  
 For frame information talk to your sales rep.

Captain Seth chooses Dorado because he knows that a perfect lure isn't the only tool he needs to catch more fish. He also needs to protect his eyes from the glare on the water to help him see what's swimming beneath it. That's why he chooses Maui Jim sunglasses with PolarizedPlus2® lens technology.



**New - Coming Soon**  
**WAIMEA CANYON 265** Rx-TBD  
 ST Glass/Nylon  
 For frame information talk to your sales rep.



**New - Coming Soon**  
**SEAWALL 235** Rx-TBD  
 ST Glass/Nylon  
 For frame information talk to your sales rep.



**PEAHI** Rx-able  
 ST Glass/Grilamid  
 eye size: 65, bridge: 21, temple: 125  
 202-02 Gloss Black/Neutral Grey  
**H202-10 Burgundy Tortoise/HCL Bronze**  
 H202-05M Matte White/HCL Bronze - NEW  
 H202-2M Matte Black Rubber/HCL Bronze  
 HT202-2M Matte Black Rubber/Maui HT



**New - Coming Soon**  
**NINE PALMS 255** Rx-TBD  
 Maui Evolution/Nylon  
 For frame information talk to your sales rep.



**ISLAND TIME** Rx-able  
 ST Glass/Nylon  
 eye size: 64, bridge: 17, temple: 129  
 237-2M Matte Black Rubber/Neutral Grey  
 237-11B Titanium/Neutral Grey  
 H237-15 Striped Rootbeer/HCL Bronze  
**H237-05M Matte White/HCL Bronze - NEW**



**New - Coming Soon**  
**SURF RIDER 261** Rx-TBD  
 ST Glass/Nylon  
 For frame information talk to your sales rep.



New - Coming Soon

## BLUE WATER 236 Rx-TBD

ST Glass/Nylon

For frame information talk to your sales rep.



## LONGBOARD Rx-able

Maui Evolution/Grilamid

eye size: 61, bridge: 20, temple: 123

222-2M Matte Black Rubber/Neutral Grey

H222-26 Rootbeer/HCL Bronze

**HT222-02 Gloss Black/Maui HT**

222-11 Smoke Grey/Neutral Grey



## CANOES

Maui Evolution/Grilamid

eye size: 65, bridge: 18, temple: 125

208-02 Gloss Black/Neutral Grey

**H208-10 Tortoise/HCL Bronze**

HT208-02 Gloss Black/Maui HT

Donnie Jones chooses Canoes because he believes the powerful PolarizedPlus2® lens technology allows him to excel at everything he does.



## OFFSHORE

Polycarbonate/Grilamid

eye size: 74, bridge: 17, temple: 120

**H444-02 Gloss Black/HCL Bronze**

R444-02 Gloss Black/Maui Rose



## AKAMAI Rx-able

Maui Evolution/Nylon

eye size: 60, bridge: 20, temple: 135

212-02 Gloss Black/Neutral Grey

**212-2M Matte Black/Neutral Grey**

H212-26 Rootbeer/HCL Bronze



## KIHEI Rx-able

Maui Evolution/Grilamid-Titanium

eye size: 57, bridge: 20, temple: 140

211-02 Gloss Black/Neutral Grey

**H211-26 Rootbeer/HCL Bronze**





**Donnie Jones : Sailor**

Fishing is a way of life for Donnie. In fact, he even has a picture of himself at three years old holding a fishing rod. Today, as a charter fisherman, he shares his love of the sport with people from around the world. When he's not fishing, Donnie pursues his other passion—Hawaiian sailing canoes. Racing for the past 18 years, Donnie has mastered his craft and now leads one of the top crews in the state.

resort



**Mardy Fish : American Professional Tennis Player, Olympic Silver Medalist**

Mardy has been hitting tennis balls over nets since the tender age of two, and he turned professional at the age of 18. In April 2011, he became the number one American player on the ATP Tour and is currently ranked in the top 10 in the world.



**BREAKWALL**

Polycarbonate/Nylon  
eye size: 63, bridge: 13, temple: 127  
422-02 Gloss Black/Neutral Grey  
H422-26 Rootbeer/HCL Bronze  
HT422-11 Smoke Grey/Maui HT

As a master of the hardcourt, Mardy chooses Breakwall because Maui Jim's proprietary PolarizedPlus2® lens technology reduces glare and improves ball sight, while anti-reflective treatments eliminate eye fatigue for long training sessions.



**New - Coming Soon**

**BANZAI**

Polycarbonate/Nylon  
For frame information talk to your sales rep.  
425-02 Gloss Black/Neutral Grey  
H425-26 Rootbeer/HCL Bronze  
HT425-11 Smoke Grey /Maui HT



## BACKYARDS

Polycarbonate/Nylon  
 eye size: 68, bridge: 13, temple: 127  
 424-02 Gloss Black/Neutral Grey  
**H424-26 Rootbeer/HCL Bronze**  
 HT424-11 Smoke Grey/Maui HT



## HONOLUA BAY Rx-able as 916

Maui Evolution/Titanium Alloy  
 eye size: 61, bridge: 18, temple: 135  
**516-03 Blue/Neutral Grey**  
 H516-21 Amber/HCL Bronze  
 R516-07 Burgundy/Maui Rose  
 HT516-02 Gloss Black/Maui HT



## KAPALUA Rx-able as 902

Polycarbonate/Titanium Alloy  
 eye size: 57, bridge: 17, temple: 135  
**502-02 Gunmetal/Neutral Grey**



## SUGAR BEACH

Polycarbonate/Nylon  
 eye size: 62, bridge: 12, temple: 127  
**421-02 Gloss Black/Neutral Grey**  
 H421-26 Rootbeer/HCL Bronze  
 HT421-11 Smoke Grey/Maui HT



## THOUSAND PEAKS Rx-able as 917

Maui Evolution/Titanium Alloy  
 eye size: 63, bridge: 18, temple: 135  
 517-03 Blue/Neutral Grey  
 H517-21 Amber/HCL Bronze  
**R517-07 Burgundy/Maui Rose**  
 HT517-02 Gloss Black/Maui HT



## KA'ANAPALI Rx-able as 901

Polycarbonate/Titanium Alloy  
 eye size: 64, bridge: 16, temple: 135  
 501-02 Gunmetal/Neutral Grey  
**H501-23 Metallic Gloss Copper/HCL Bronze**



## LIGHTHOUSE

Polycarbonate/Nylon  
 eye size: 65, bridge: 13, temple: 127  
 423-02 Gloss Black/Neutral Grey  
**HT423-11 Smoke Grey/Maui HT**  
 H423-26 Rootbeer/HCL Bronze



## LITTLE BEACH Rx-able as 915

Maui Evolution/Titanium Alloy  
 eye size: 54, bridge: 18, temple: 135  
**H515-21 Amber/HCL Bronze**  
 R515-07 Burgundy/Maui Rose  
 515-03 Blue/Neutral Grey



## BIG BEACH Rx-able as 918

Maui Evolution/Titanium Alloy  
 eye size: 68, bridge: 18, temple: 135  
 518-03 Blue/Neutral Grey  
 R518-07 Burgundy/Maui Rose  
**HT518-02 Gloss Black/Maui HT**  
 H518-21 Amber/HCL Bronze

## MAUIREADERS®

Plano in the distance with add powers of +1.50, +2.00, and +2.50.



### MAKAHA MAUIREADER®

Available with the add powers of +1.50, +2.00, and +2.50  
 Polycarbonate/Grilamid  
 eye size: 63, bridge: 19, temple: 130  
 G805-02 Gloss Black/Neutral Grey  
**H805-10 Tortoise/HCL Bronze**  
 HT805-11 Smoke Grey/Maui HT



### HO'OKIPA MAUIREADER®

Available with the add powers of +1.50, +2.00, and +2.50  
 Polycarbonate/Grilamid  
 eye size: 63, bridge: 17, temple: 130  
 G807-02 Gloss Black/Neutral Grey  
 H807-10 Tortoise/HCL Bronze  
**HT807-11 Smoke Grey/Maui HT**



### FLEMING BEACH Rx-able

Maui Evolution/MauiFlex  
 eye size: 63, bridge: 18, temple: 130  
 321-02D Gunmetal with Black & Grey Rubber Tips/Neutral Grey  
 321-17 Silver with Blue & Light Blue Rubber Tips/Neutral Grey  
**H321-23 Metallic Gloss Copper with Brown & Tan Rubber Tips/HCL Bronze**  
 HT321-15A Gunmetal with Black & Green Rubber Tips/Maui HT



### HIGH TIDE Rx-able

Maui Evolution/MauiFlex  
 eye size: 60, bridge: 18, temple: 130  
 322-02D Gunmetal with Black & Grey Rubber Tips/Neutral Grey  
**323-17 Silver with Blue & Light Blue Rubber Tips/Neutral Grey**  
 H323-23 Metallic Gloss Copper with Brown & Tan Rubber Tips/HCL Bronze  
 HT323-15A Gunmetal with Black & Green Rubber Tips/Maui HT



### COCONUTS Rx-able

Maui Evolution/MauiFlex  
 eye size: 58, bridge: 17, temple: 130  
 322-02D Gunmetal with Black and Grey Rubber Tips/Neutral Grey  
 322-17 Silver with Blue & Light Blue Rubber Tips/Neutral Grey  
 H322-23 Metallic Gloss Copper with Brown & Tan Rubber Tips/HCL Bronze  
**HT322-15A Gunmetal with Black & Green Rubber Tips/Maui HT**



### FREIGHT TRAINS Rx-able

Maui Evolution/MauiFlex  
 eye size: 62, bridge: 18, temple: 135  
**326-02 Gunmetal with Black & Grey Rubber Tips/Neutral Grey**  
 326-17 Silver with Blue & Light Blue Rubber Tips/Neutral Grey  
 H326-23 Metallic Gloss Copper with Brown & Tan Rubber Tips/HCL Bronze



### GUARDRAILS Rx-able

Maui Evolution/MauiFlex  
 eye size: 58, bridge: 18, temple: 135  
 327-02 Gunmetal with Black & Grey Rubber Tips/Neutral Grey  
 327-17 Silver with Blue & Light Blue Rubber Tips/Neutral Grey  
**H327-23 Metallic Gloss Copper with Brown & Tan Rubber Tips/HCL Bronze**



## IRONWOODS Rx-able

Maui Evolution/MauiFlex

eye size: 64, bridge: 18, temple: 130

320-02D Gunmetal with Black & Grey Rubber Tips/Neutral Grey

320-17 Silver with Blue & Light Blue Rubber Tips/Neutral Grey

H320-23 Metallic Gloss Copper with Brown & Tan Rubber Tips/HCL Bronze

HT320-15A Gunmetal with Black & Green Rubber Tips/Maui HT

Matt Kuchar chooses Ironwoods because Maui Jim's patented PolarizedPlus2® lens technology reduces glare and enhances color, so reading greens is easier.

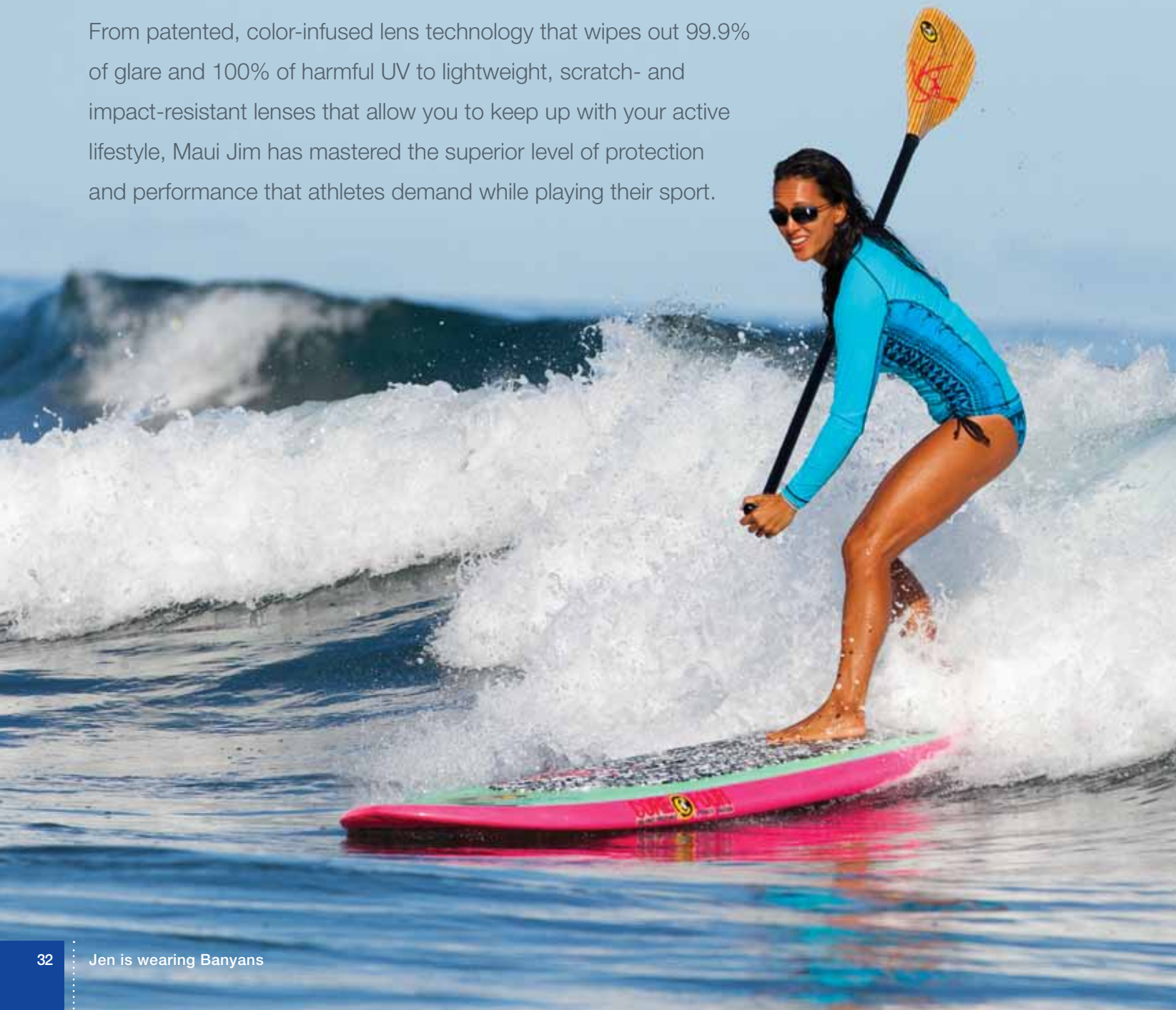


### **Matt Kuchar : Golf Pro**

While attending Georgia Tech, Matt Kuchar was awarded the prestigious Fred Haskins Award, which is given to the nation's top collegiate golfer. Today, Matt is ranked ninth in the Official World Golf Rankings, but in order to remain a master on the greens, Matt requires clarity, focus and protection from the elements.

# Active *styles.*

From patented, color-infused lens technology that wipes out 99.9% of glare and 100% of harmful UV to lightweight, scratch- and impact-resistant lenses that allow you to keep up with your active lifestyle, Maui Jim has mastered the superior level of protection and performance that athletes demand while playing their sport.





Patrick is wearing Third Bay





**PARADISE** Rx-able

Maui Evolution/Titanium Alloy  
 eye size: 57, bridge: 21, temple: 130  
 H506-23 Metallic Gloss Copper/HCL Bronze



**RUNABOUT** Rx-able

Maui Evolution/Titanium Alloy  
 eye size: 61, bridge: 21, temple: 130  
 509-02 Gunmetal/Neutral Grey  
 R509-23 Metallic Gloss Copper/Maui Rose



**LAHAINA** Rx-able as 950

Polycarbonate/Stainless Steel  
 eye size: 59, bridge: 19, temple: 135  
 450-02 Gunmetal/Neutral Grey

Introducing Maui Jim's proprietary new lens material:

**MauiPure™**

MauiPure™ is a bold new statement of innovation and performance providing extraordinary lens technology. MauiPure fuses the crispest optics of our SuperThin glass with superior lightweight comfort and scratch- and impact-resistance for a powerful new choice for any lifestyle.



New - Coming Soon

**LOWALU** Rx-TBD

MauiPure/Titanium-Nylon  
 For frame information talk to your sales rep.  
 526-02 Black & Gunmetal/Neutral Grey  
 H526-26 Rootbeer & Copper/HCL Bronze  
 HT526-11 Translucent Grey & Gunmetal/Maui HT



New - Coming Soon

**MALA** Rx-TBD

MauiPure/Titanium-Nylon  
 For frame information talk to your sales rep.  
 525-02 Black & Gunmetal/Neutral Grey  
 H525-26 Rootbeer & Copper/HCL Bronze  
 HT525-11 Translucent Grey & Gunmetal/Maui HT



New - Coming Soon

**NAKALELE** Rx-TBD

MauiPure/Titanium-Nylon  
 For frame information talk to your sales rep.  
 527-02 Black & Gunmetal/Neutral Grey  
 H527-26 Rootbeer & Copper/HCL Bronze  
 HT527-11 Translucent Grey & Gunmetal/Maui HT

Mary Osborne chooses Mala because of the patented PolarizedPlus2® lens technology and proprietary MauiPure lenses with scratch-resistance and crisp optics.





**Mary Osborne : Surfer**

An inspiration for women surfers, Mary Osborne won the long boarding division in the MTV reality series *Surf Girls* in 2003. Since then, she's appeared on countless magazines, television shows and even coauthored a surfing book, but Mary's love of the ocean runs deeper than just surfing. Since 2005, she's worked to raise awareness for environmental issues around the world.

# active

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***Ryan and Patrick Dolan: U.S. National Sprint Kayak Team***

Born in Kailua, Hawaii, the Dolan Brothers work as a team to master canoeing and kayaking as they focus on qualifying for the Olympic Games. Being able to read the ocean and the textures in the waves is a key part of their training routine. That's why they choose Maui Jim sunglasses.



**New - Coming Soon**

### THIRD BAY 268 Rx-TBD

ST Glass/Nylon

For frame information talk to your sales rep.

Ryan Dolan chooses Third Bay because Maui Jim's PolarizedPlus2® lens technology protects him from the glare that can cause eye fatigue—and brings everything into clearer, crisper focus.



### HAMOA BEACH Rx-able

ST Glass/Nylon

eye size: 61, bridge: 17, temple: 131  
226-2M Matte Black Rubber/Neutral Grey  
H226-15 Rootbeer/HCL Bronze  
R226-05 White Pearl/Maui Rose



### LAGOON Rx-able

ST Glass/Cellulose Propionate

eye size: 62, bridge: 20, temple: 129  
189-02 Gloss Black/Neutral Grey  
H189-26 Rootbeer/HCL Bronze



### VOLCANO Rx-able

ST Glass/Nylon

eye size: 60, bridge: 22, temple: 118  
H142-10 Tortoise/HCL Bronze



### NAVIGATOR Rx-able

ST Glass/Nylon

eye size: 60, bridge: 19, temple: 125  
H110-10 Tortoise/HCL Bronze



### CYCLONE Rx-able

ST Glass/Nylon

eye size: 56, bridge: 18, temple: 135  
H136-10 Tortoise/HCL Bronze



**HANAIEI** Rx-able as 913

Maui Evolution/Grilamid  
 eye size: 64, bridge: 18, temple: 130  
 413-02 Gloss Black/Neutral Grey  
 H413-10 Tortoise/HCL Bronze



**KANAHA** Rx-able as 909

Polycarbonate/Grilamid  
 eye size: 60, bridge: 16, temple: 130  
 409-02 Gloss Black/Neutral Grey  
 H409-02 Gloss Black/HCL Bronze  
 H409-10 Tortoise/HCL Bronze



**HO'OKIPA** Rx-able as 907

Polycarbonate/Grilamid  
 eye size: 63, bridge: 17, temple: 130  
 407-02 Gloss Black/Neutral Grey  
 H407-02 Gloss Black/HCL Bronze  
 R407-10 Tortoise/Maui Rose

As a coach and triathlete, John Flanagan knows the importance of superior protection and lightweight performance. That's why he chooses Maui Jim Ho'okipa sunglasses.



**BANYANS** Rx-able as 912

Maui Evolution/Grilamid  
 eye size: 67, bridge: 18, temple: 130  
 412-02 Gloss Black/Neutral Grey  
 H412-10 Tortoise/HCL Bronze  
 HT412-02 Gloss Black/Maui HT



**SANDY BEACH** Rx-able as 908

Polycarbonate/Grilamid  
 eye size: 56, bridge: 17, temple: 130  
 408-02 Gloss Black/Neutral Grey  
 H408-10 Tortoise/HCL Bronze  
 R408-10 Tortoise/Maui Rose



**HAPUNA** Rx-able as 914

Maui Evolution/Grilamid  
 eye size: 63, bridge: 18, temple: 130  
 414-02 Gloss Black/Neutral Grey  
 R414-10 Tortoise/Maui Rose  
 HT414-02 Gloss Black/Maui HT



**MAKAHA** Rx-able as 905

Polycarbonate/Grilamid  
 eye size: 63, bridge: 19, temple: 130  
 405-02 Gloss Black/Neutral Grey  
 R405-10 Tortoise/Maui Rose  
 H405-10 Tortoise/HCL Bronze



**SUNSET**

Polycarbonate/Nylon  
 eye size: 60, bridge: 17, temple: 130  
 402-02 Gloss Black/Neutral Grey



**John Flanagan** : Triathlete, Hawaii Swimming Hall of Famer

After spending four years on the U.S. National Swim team, John came out of a five year retirement to try out for the Olympics. He didn't make the team, but decided to give a triathlon a go. A year later, he had mastered it and was racing as a pro. When he's not training, he works alongside his brother as co-head coach at the Kamehameha Swim Club.

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**Slater Trout wears Waterways : U.S. Stand-up Paddle Champion**

Pushed onto a surfboard at the tender age of three, Slater's never looked back. After moving to Maui from Florida, he continued surfing, but also tried stand up paddle boarding. Today, Slater is a true champion and an ambassador for the sport. He knows that the glare from the water can be harmful to his eyes. That's why he chooses Maui Jim sunglasses with patented PolarizedPlus2® lens technology. They help eliminate glare, keep him from squinting and allow him to see the subtle nuances in the water so he can continue to master his craft.



# Happiness. *mastered.*

We want you to be happy. That's why we stand behind every pair of sunglasses we make.

## **Fast repairs. Mastered.**

We craft high-quality, durable sunglasses. But accidents happen. Whether you need a quick fix or a major overhaul, Maui Jim offers unequalled repair service with fast three-day turnaround (not including shipping times) for most repairs. It's just another reason many believe Maui Jim is the lae'ula of the sunglass realm.

## **An iron-clad warranty.**

Our sunglasses are warranted to the original purchaser for two years from the date of purchase against any defect in materials and workmanship. We'll repair or replace, at our option, any pair of Maui Jims found to be defective—exclusive of damage caused by improper or unreasonable use.

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PolarizedPlus2 lens technology is covered by U.S. Patent No. 6,145,984. Maui Jim Sunglasses may be covered by one or more of the following patents: U.S. Patent Nos. D481059; D481060; ; D508514; D539828; D543230; and 6,145,984.



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#### **MAINLAND-U.S.**

Maui Jim, Inc.  
One Aloha Lane  
Peoria, IL 61615  
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Fax 800-516-5160 • 309-692-6719

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#### **CANADA**

Maui Jim Canada ULC  
2830 Argenta Road  
Unit 3  
Mississauga, Ontario, Canada  
L5N 8G4  
888-628-4546 • 309-691-3700  
Fax 800-516-5160 • 309-692-6719

#### **GERMANY**

Maui Jim Germany, GmbH  
Hamburger Str. 273C  
38114 Braunschweig  
0 800 MAUIJIM (6284546)  
49 (0) 531-12175-0  
Fax 49 (0) 531-12175-15

Also serving the Netherlands,  
Switzerland, Austria, Poland

#### **U.K.**

Maui Jim UK Ltd.  
Unit 3, Weyvern Park  
Portsmouth Road  
Peasmarsh, Guildford, Surrey  
United Kingdom  
GU3 1NA

0800 980 1770  
Fax 01483 459597

Also serving Ireland

#### **MEXICO**

Maui Jim Sunglasses de México,  
S. de R.L. de C.V.  
Av. Camino a la Tijera 806-B5  
Parque Industrial La Tijera  
Tlajomulco de Zuñiga, Jalisco  
45640 México  
Tel: (33) 36126956 • 01 (800) 00 ALOHA  
Fax: (33) 36945912 • 01 (800) 7 156038

#### **SWEDEN**

Maui Jim Nordic AB  
Bergkällavägen 32  
Box 304  
192 30 Sollentuna  
SVERIGE  
46 (0)8 594 828 80  
Fax 46 (0)8 594 828 99

Also serving Norway,  
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#### **ITALY**

Maui Jim (Italy) S.r.l.  
Via Giuseppe Garibaldi 3  
37057 San Giovanni Lupatoto (VR)  
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Fax 39 045 925 11 97  
Also serving Greece

#### **HAWAII**

Maui Jim, Inc.  
721 Wainee Street  
Lahaina, HI 96761  
800-848-3644 • 808-661-8841  
Fax 800-638-0351 • 808-661-0351

#### **AUSTRALIA**

Maui Jim Australia Pty Ltd.  
3 Tilley Lane  
Frenchs Forest, NSW 2086  
1800 010 244 • 61 2 9452 5575  
New Zealand 0800 400 887  
Fax 1800 010 266 • 61 2 9452 5501  
Also serving New Zealand

#### **INDIA**

Maui Jim Sun Optics India Pvt Ltd.  
71/1 Mc Nicholas Road  
Chetpet  
Chennai-600031  
India  
91 44 42968899  
Fax 91 44 42968888

#### **CHINA**

Maui Jim Asia Ltd.  
28/F; Coda Designer Centre  
62 Wong Chuk Hang Road  
Hong Kong  
Tel: (852)2580-2899  
Fax: (852)2580-8678  
Also serving Japan, Korea, Philippines,  
Taiwan, Vietnam, Thailand, Malaysia,  
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#### **FRANCE**

Maui Jim France  
650, Avenue André Ampère  
Z.A. des Garrigues  
CS70007  
34173 Castelnau Le Lez Cedex  
France  
0 800 800 349 • 33-(0) 4 67 17 09 80  
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Also serving Belgium

#### **SPAIN**

Maui Jim Spain, S.L.  
c/Rafael Pillado Mourelle, 25  
(Nave 1)  
Pol. Ind. Río de Janeiro  
28110 Algete (Madrid)  
900 161 606 • 916 289 420  
Fax 916 289 421  
Also serving Portugal

#### **UNITED ARAB EMIRATES**

Maui Jim Middle East FZE  
Dubai Airport Free Zone  
Warehouse #116  
PO Box 293633  
Dubai, United Arab Emirates  
971 4 299 1207  
Fax 971 4 299 1203  
Also serving the Middle East

