



**ZEAL**  
OPTICS



**THIS IS A STORY  
OF ADVENTURE. A STORY OF  
ZEAL.**

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IMAGINED, DESIGNED, AND CRAFTED  
RIGHT HERE IN BEAUTIFUL  
BOULDER, COLORADO.

**IT FEATURES OUR  
FAMILY OF DEDICATED  
EMPLOYEES, DREAMERS,  
FRIENDS, ATHLETES,  
DESIGNERS, PHOTOGRAPHERS  
AND CREATIVES THAT ALL  
SHARE THE SAME VISION.**

A photograph of a person climbing a steep, reddish-brown rock face in a forest. The person is wearing a teal long-sleeved shirt, dark shorts, and a light-colored hat. They are positioned on the right side of the frame, looking up at the rock. The background is filled with tall evergreen trees and sunlight filtering through the canopy. A dark green diagonal shape covers the bottom left corner, serving as a background for the text.

**WE ARE  
ALL  
ZEAL.**

**AND THIS IS OUR PLAYGROUND.**



A high-angle, wide shot of a majestic, snow-covered mountain range. The foreground is dominated by large, rounded mounds of pristine white snow, showing subtle textures and shadows. In the middle ground, a lone skier in a bright red outfit is visible, standing on a snowy slope. The background features jagged, rocky mountain peaks partially covered in snow, rising steeply against a pale, overcast sky. The overall atmosphere is one of vastness and quiet solitude.

**SO IS THIS.**

***WE BELIEVE  
LIFE IS  
BEST LIVED  
OUTDOORS.***







AND WE MAKE  
**EYEWEAR THAT  
ENHANCES  
EVERY MOMENT  
YOU SPEND IN IT**  
TO CHANGE YOUR PERSPECTIVE.



**OUR PASSION  
FEEDS YOUR  
ADVENTURES,  
AND PROTECTS THE  
PLACES YOU PLAY.**

A woman with blonde hair, wearing a white knit beanie, dark sunglasses, and a blue jacket with a red fleece vest, is laughing joyfully. She is outdoors, with a red tent and green foliage in the background. The text "OUR VISION IS BETTER VISION." is overlaid on the left side of the image.

**OUR VISION IS  
BETTER VISION.**





Zeal sunglasses and goggles are  
engineered to make your

**EXPERIENCES**

**RICHER**

and your

**MEMORIES**

**MORE**

**VIBRANT.**







We blend innovative materials,  
cutting-edge technologies, and time-honored  
craftsmanship to create some of the

**BEST EYEWEAR  
IN THE WORLD.**





**THIS IS  
OUR  
LOGO.**



EVERY PAIR OF SUNGLASSES AND GOGGLES THAT  
BEARS IT HAS BEEN TESTED IN THE WORLD'S  
HARSHEST ENVIRONMENTS.



**ZEAL**  
OPTICS

WHEN WE'RE NOT  
UP LATE WORKING TO  
IMPROVE & INNOVATE  
OUR OPTICS,  
  
**WE'RE UP EARLY ON  
A MISSION TO TEST  
WHAT WE MAKE.**



**YOU'LL NEVER HEAR US  
COMPLAIN ABOUT  
OUR COMMUTE.**



A woman with long blonde hair and sunglasses is crouching on a rocky trail, looking towards the camera. A child is partially visible behind her, also on the trail. The background is filled with dense green trees and bushes. A large green diagonal shape covers the right side of the image, serving as a background for the text.

**OUR COLORADO R&D LAB  
IS ONE OF THE  
WORLD'S  
BIGGEST. AND BEST.**

It's nearly 100,000 square miles.



It comes with

**300 DAYS OF  
SUNSHINE,  
FOOT AFTER FOOT  
OF FRESH POW,  
AND ENDLESS  
MOUNTAIN RANGES.**

(It's also well stocked with craft beer)

It's these surroundings  
that have lead to

**INNOVATIONS**

that quite literally improve

**YOUR  
EXPERIENCE  
OUTDOORS.**







Innovations like our

## AUTOMATIC+

goggle lenses that use photochromic and polarized technology to adjust to changing light conditions.



And our plant-based

## ELLUME POLARIZED

lenses that eliminate distortion and accentuate detail so you see richer color, greater clarity and more contrast.



But Zeal is more than  
just an eyewear company.

**WE ARE GUIDED  
BY A SIMPLE SET  
OF BELIEFS.**



## **"USE LESS" IS OUR MANTRA.**

There's only one good kind of footprint: The kind that is gone with the next rain, wave, gust or snowfall. All of us live for the outdoors and we all have a responsibility to protect the world around us for generations to come. We are constantly seeking new ways to use less, further reduce our footprint and make more environmentally friendly products.

## **"GIVE BACK" IS OUR GOLDEN RULE.**

It's easy to get caught up in the beauty of the great outdoors. We try to remind ourselves that not everyone is as fortunate as we are when it comes to exploring the wild world around us. At Zeal, we work to bring inspirational adventures to those who might never have felt the thrill of running a river or the calm of a mountain top.

## **"EXPLORE MORE" IS OUR RALLYING CRY.**

"Zeal" means passion and we live by our name every day. Our goal is to create products that inspire us all to pursue our passions. To make sure we always keep the tent packed. The skis tuned. The surfboard waxed. Because you never know when that next perfect day might come along.

### **#ZealResponsibly**

During this public health crisis, spending time in outdoor spaces has become even more important for many Americans. Yet these unusual circumstances mean that all of us, from seasoned outdoor enthusiasts to families heading out to their local park for the first time, could use a little guidance about how to stay safe. This is why Zeal Optics has joined forces with the Recreate Responsibly Coalition, which has created guidelines to offer a starting point for getting outside and keeping yourself healthy, while ensuring we maintain access to parks, trails and beaches during the ongoing

**AFTER ALL...**





***ADVENTURE  
AWAITS.***



In Boulder?

**STOP BY AND  
SAY "HELLO!"**

1230 Spruce Street  
Boulder, Colorado, 80302

*If we're not home, you know where to find us.*

**#EXPLOREMORE**

[ZEALOPTICS.COM](https://zealoptics.com)