



**ZEAL**  
OPTICS



THIS BOOK IS A STORY OF OUR ADVENTURES. IMAGINED, DESIGNED, AND PRINTED  
RIGHT HERE IN BEAUTIFUL BOULDER, COLORADO. IT FEATURES US, OUR FRIENDS,  
AND OUR ATHLETES ALL CAPTURED BY LOCAL PHOTOGRAPHERS.



WE ARE  
ZEAL  
OPTICS.

AND THIS IS COLORADO.



SO IS THIS.



WE BELIEVE  
LIFE IS  
BEST LIVED  
OUTSIDE.



AND WE MAKE

# ADVENTURE READY EYEWEAR

FOR THOSE WHO AGREE.



OUR PASSION  
IS OUTDOOR  
ADVENTURE.

A woman with long black hair and purple sunglasses is lying on her back in a field of green grass and white daisies. She is wearing a grey t-shirt and has her hands behind her head. A teal bag with a red strap is visible behind her. The scene is bright and sunny.

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 BATTLE-TESTED BY US IN  
THE WILDS OF COLORADO.

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



**YOU'LL NEVER HEAR US**

**COMPLAIN ABOUT**

**OUR COMMUTE.**



**WE HAVE THE  
LARGEST R&D LAB  
IN THE WORLD.**

IT'S OVER 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  
OUTSIDE.**



Innovations like our

## AUTOMATIC+

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



And our polarized, plant-based,

*ellume*

lens that eliminates distortion and accentuates detail so you see richer color, greater depth, 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; all of us 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.

**AFTER ALL...**



ADVENTURE  
WAITS FOR  
NO ONE.



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**

COLORADO, USA

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