

YOUR PRIME ELEMENT



**PRIMOTEC**  
EYEWEAR FOR SPORTS

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# WHAT'S YOUR PRIME ELEMENT?



That feeling of being totally relaxed in your mind and at the same time pushing your body as far as it can go – and then a bit more. That feeling of being on top of your game practising your favorite sport.

That is you in your prime element. Doing what you love. Feeding your energy. Making you happy.

So what makes you happy? Swinging a golf club, running mile after mile of winding paths, crawling through rough waters, stretching out on hot sand? Doing what you love, even with aching, sweat and tears, makes you feel at home. It is part of you.

MY PRIME ELEMENT

## THE SOFT WATER



Yoga and water gives me a sense of freedom, strength and movement. Swimming in the soft water is physically challenging but at the same time very relaxing. I can shut out the rest of the world and resurface again with new energy.

Yoga and swimming is all about breathing. When you are able to control your breathing, you can control your mind and your body – and perform better.







NAME  
LOUISE JØRGENSEN

SPORT  
YOGA AND SWIMMING

ELEMENT  
THE WATER

EYEWEAR  
EYELINE OPTIQUE AND ARYA SWITCH VISION





MY PRIME ELEMENT

## THE LIVING OCEAN



Life under water is amazing to follow as it develops with the seasons. From the modest life in the cold winter to the early spring blossoming of small shrimps and crayfish. And then, the preferred prey of spearfishing: the sea trout.

Spearfishing demands a lot of your body, but the intense experience never makes me tired. The serene silence under the water gives me more energy and a mental break so I can perform much better at work and at home.







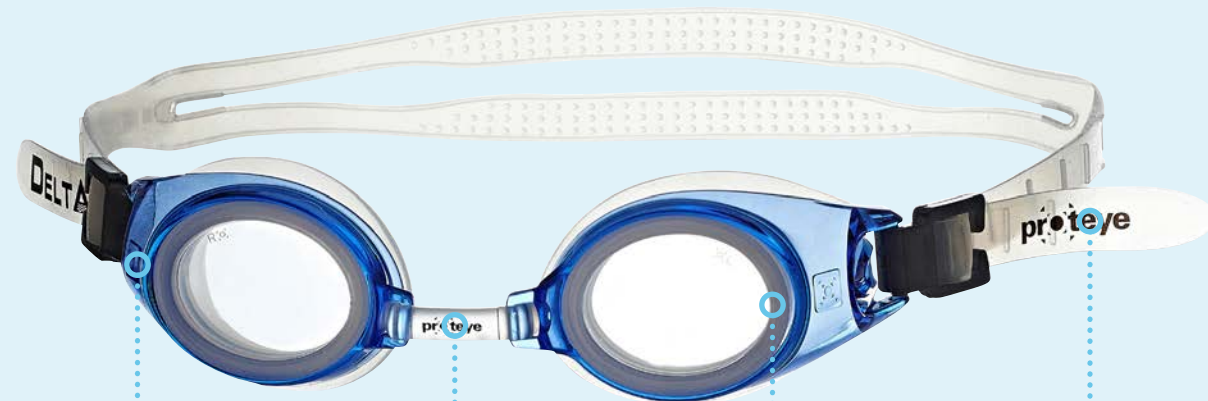
• **NAME**  
MARTIN THOMSEN  
• **SPORT**  
SPEARFISHING  
• **ELEMENT**  
UNDER WATER  
• **EYEWEAR**  
HUNTER IST

## SWIMMING GOGGLES

## FOR FUN AND COMPETITION FOR ADULTS AND KIDS



Our swimming goggles come either with premade step diopter lenses or custom made lenses with the exact prescription. The DeltaRX is available in any power, including cylinders and prisms!

**FRAME**

POLYCARBONATE  
IN FIVE DIFFERENT  
COLOURS

**NOSE BRIDGE**

SEPARATE, 3  
DIFFERENT SIZES /  
TRANSPARENT

**LENSES**

MAX POWER RANGE (PRESCRIPTION):  
-20,00/+20,00 MAX CYL. 6,00

**HEAD STRAP**

WHITE TRANSPARENT  
OR BLACK SILICONE

## FRAME COLOURS DELTA RX



WHITE



YELLOW



RED



BLUE



BLACK

FIND FURTHER INFORMATION ON [WWW.PRIMOTEC.DK](http://WWW.PRIMOTEC.DK)

## DIVING MASKS

## FOR SNORKELING, SCUBA DIVING AND SPEARFISHING FOR ADULTS AND KIDS



We can put ANY prescription in ANY diving mask and we can accommodate even the highest prescription. We can customize the lenses to fit your prescription and your mask.

**LENSES**

POWER RANGE:  
-1,00 TO -8,00 AND +1,00 TO  
+4,00 IN STEPS OF 0,50 DPT.

MAX POWER RANGE  
(PRESCRIPTION):  
-15,00/+15,00, CYL. 6,00

**SKIRT**

MADE FROM THE BEST  
GRADE OF CRYSTAL CLEAR,  
HYPOALLERGENIC SILICONE,  
THE SKIRT IS SOFT AND  
AUTOMATICALLY CONFORMS  
TO A WIDE RANGE OF FACIAL  
PROFILES

**STRAP**

MADE OF HYPOALLERGENIC  
SILICONE, SWIVEL AND EASY-  
ADJUST BUCKLES

FIND FURTHER INFORMATION ON [WWW.PRIMOTEC.DK](http://WWW.PRIMOTEC.DK)



MY PRIME ELEMENT

## THE WILD WAVES

Finding the right wave is a never ending adventure for a surfer. When I succeed, it makes me feel at one with nature. Riding on the water, taming the wave, gives me the feeling of being invincible.

Finding the perfect wave is always making me look forward. To the next perfect wave. To the next experience in my life. The following day the perfect wave will be gone and I will have to find another. But it keeps me happy.

**NAME**  
MOR MELUKA

**SPORT**  
SURFING

**ELEMENT**  
THE WAVES

**EYEWEAR**  
B7 SWITCH VISION





MY PRIME ELEMENT

## THE HARD CONCRETE



It does not really matter where I am in the world. When I am outside and there is hard concrete, I move around on my wheels instead of walking. Skating is not a sport. It is a lifestyle. You can ride your board anywhere, anytime, doing anything. Use it as transportation, for playing, for practising.

The best thing about skating is hanging out with friends. Time flies and the excitement over finding new spots to skate, mastering new tricks and challenging your mates is everything.





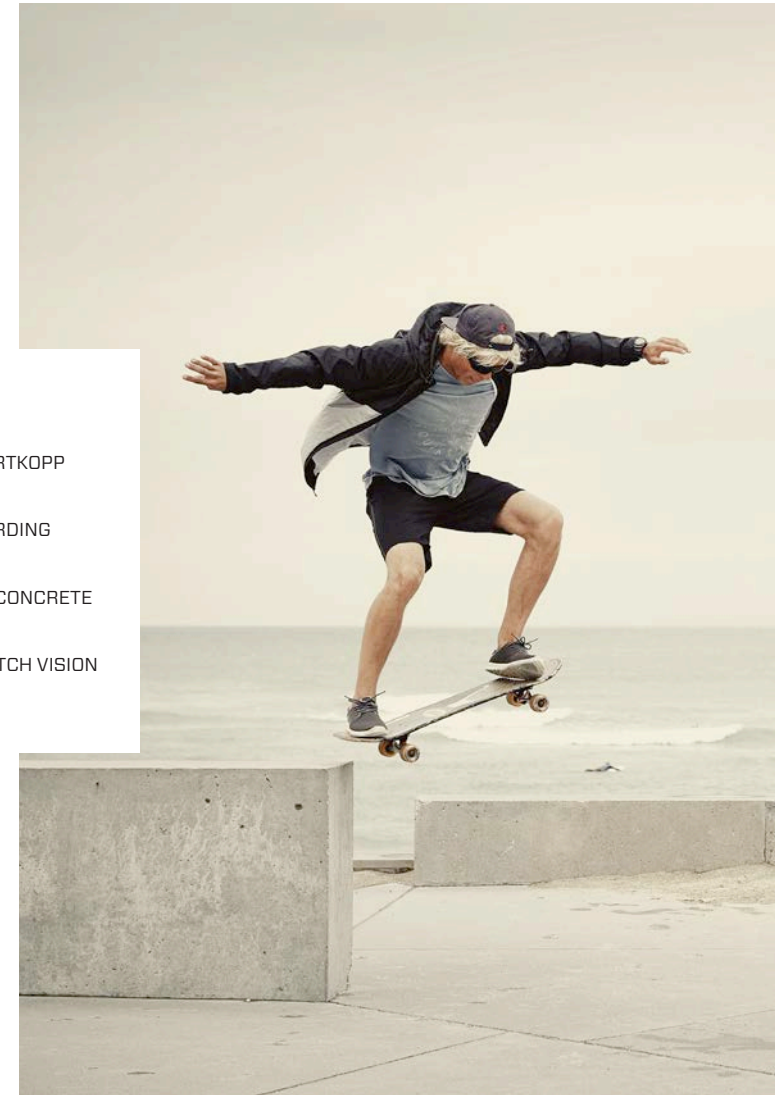


**NAME**  
OLIVER HARTKOPP

**SPORT**  
SKATEBOARDING

**ELEMENT**  
THE HARD CONCRETE

**EYEWEAR**  
LYCAN SWITCH VISION





MY PRIME ELEMENT

## THE STRONG CURVY RIVERS

I am always hunting for the perfect salmon. Standing in the cold river I can relax. At the same time I am extremely concentrated. The salmon can bite at any moment. The challenge is to master the perfect throw with the fishing line. Even when no fish bites, the calm of the river sets my thoughts free and feeds my energy.

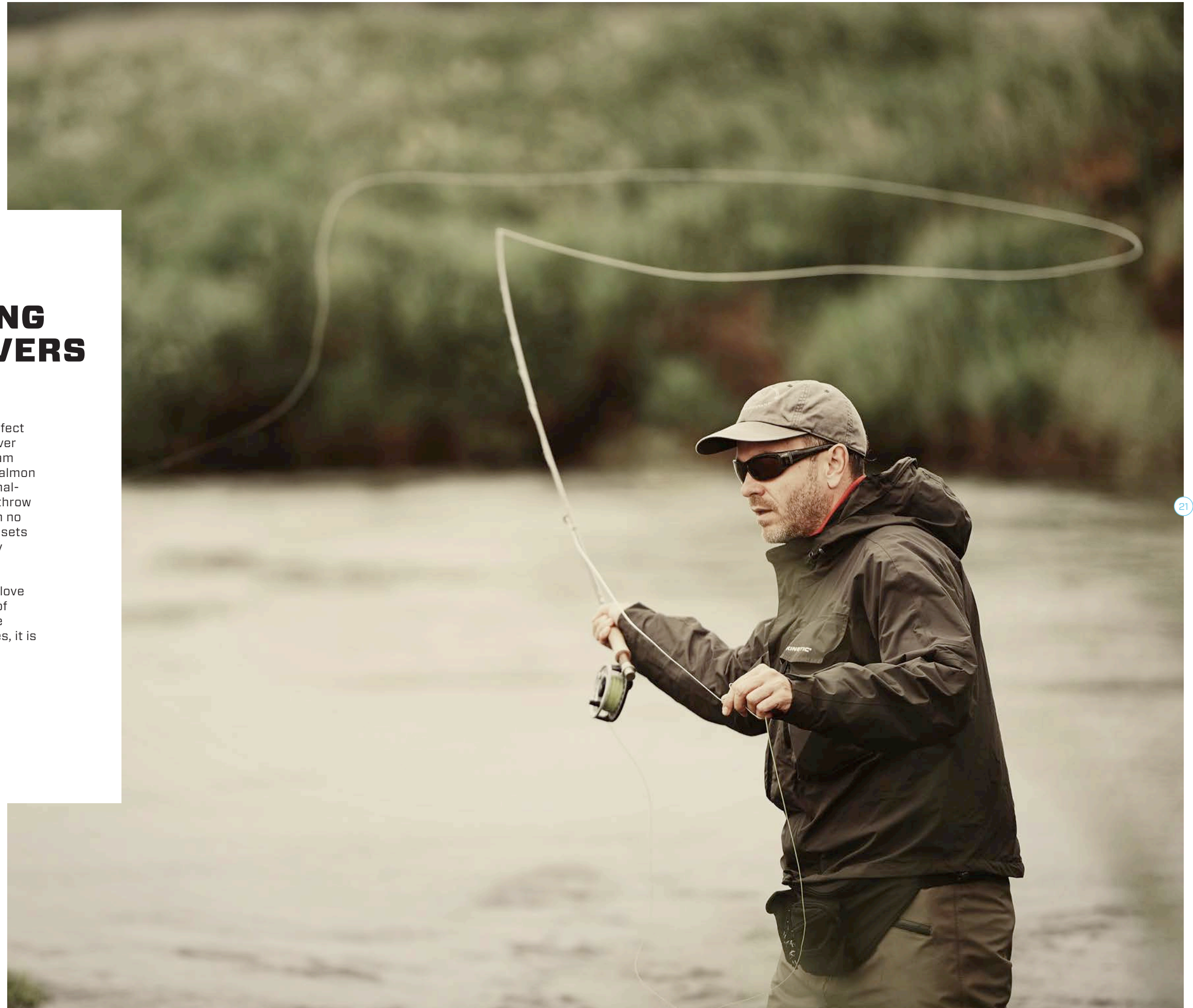
I feel at home in the water and love being subjected to the whims of nature. Everything has to come together perfectly. When it does, it is amazing.

**NAME**  
MORTEN KLAUSEN

**SPORT**  
FLY FISHING

**ELEMENT**  
THE RIVER

**EYEWEAR**  
BOREAL SWITCH VISION







## MY PRIME ELEMENT

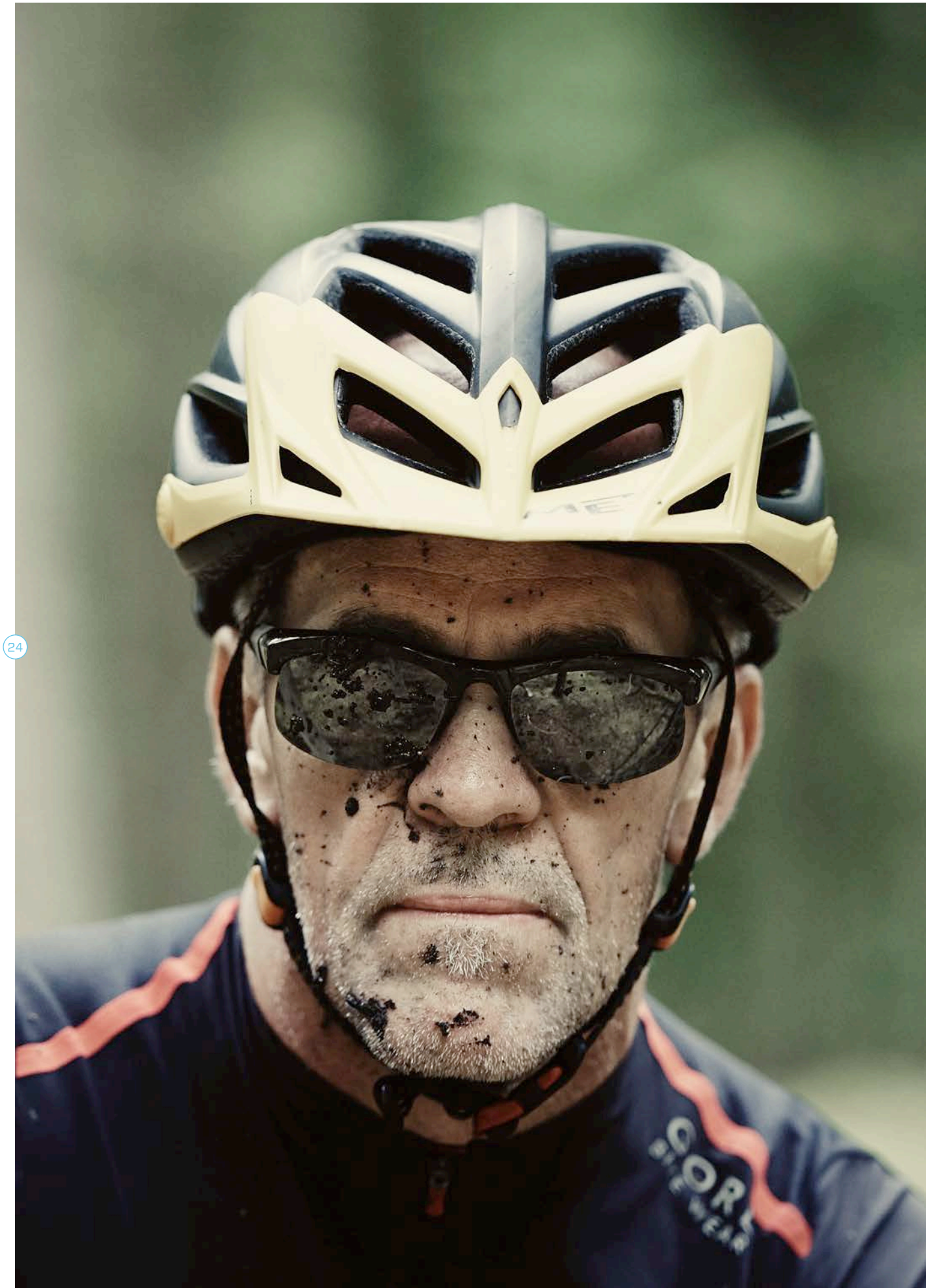
## THE MUDDY TRACKS



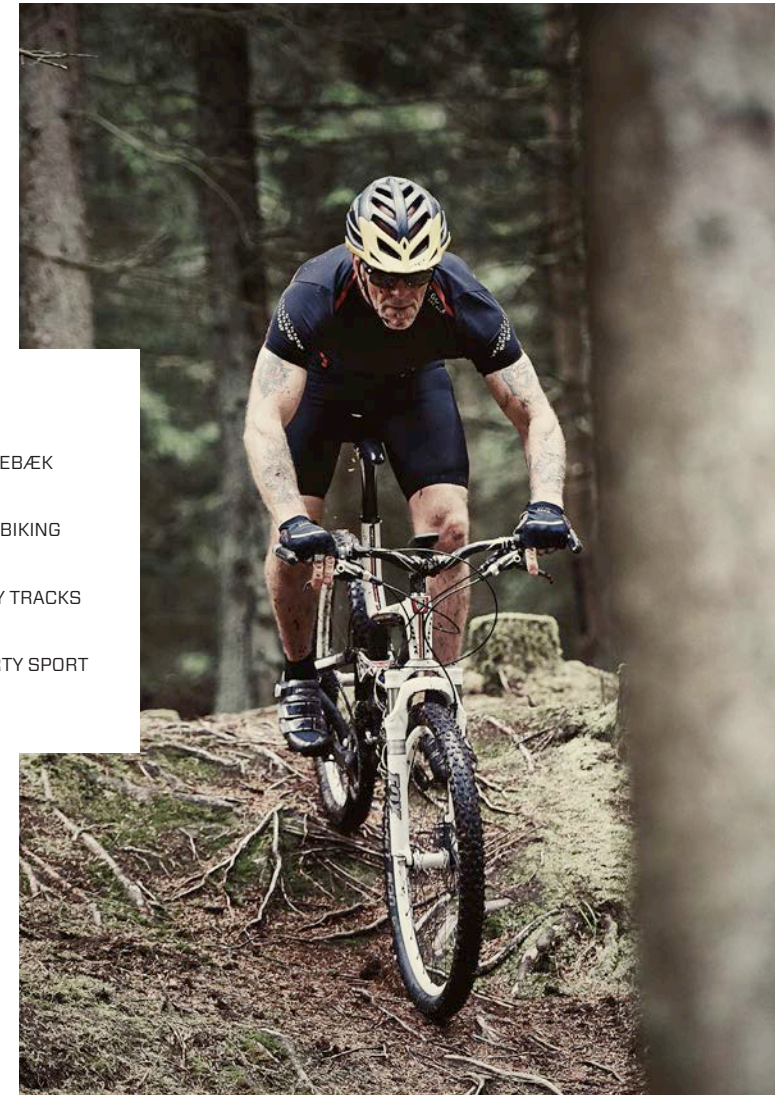
On my bike I lose all sense of time and place. High speed, the feeling of freedom and the roaring adrenaline fills my body going up and down the muddy tracks. Mountain biking demands a lot of your mind and body. It is all about strength and perseverance.

I love being close to nature like this. The sense of pushing my body to the limit. Getting dirty. It gives me energy and makes me feel strong.





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**NAME**  
LARS TANNEBÆK

**SPORT**  
MOUNTAIN BIKING

**ELEMENT**  
THE MUDDY TRACKS

**EYEWEAR**  
IT-20 LIBERTY SPORT

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## MY PRIME ELEMENT

## THE WINDING PATHS



Running puts me in a state of peace. Sometimes it gives me a break from the swarming thoughts. At other times it generates more of them and sparks my creativity. I feel at home on the winding paths knowing every curve and bend of my usual route.

My favorite is long distance running. When your body completely takes over your mind and it just keeps going mile after mile. I am proud of what my body is capable of and it boosts my confidence. On the path and off it.

**NAME**  
SIV SØRENSEN

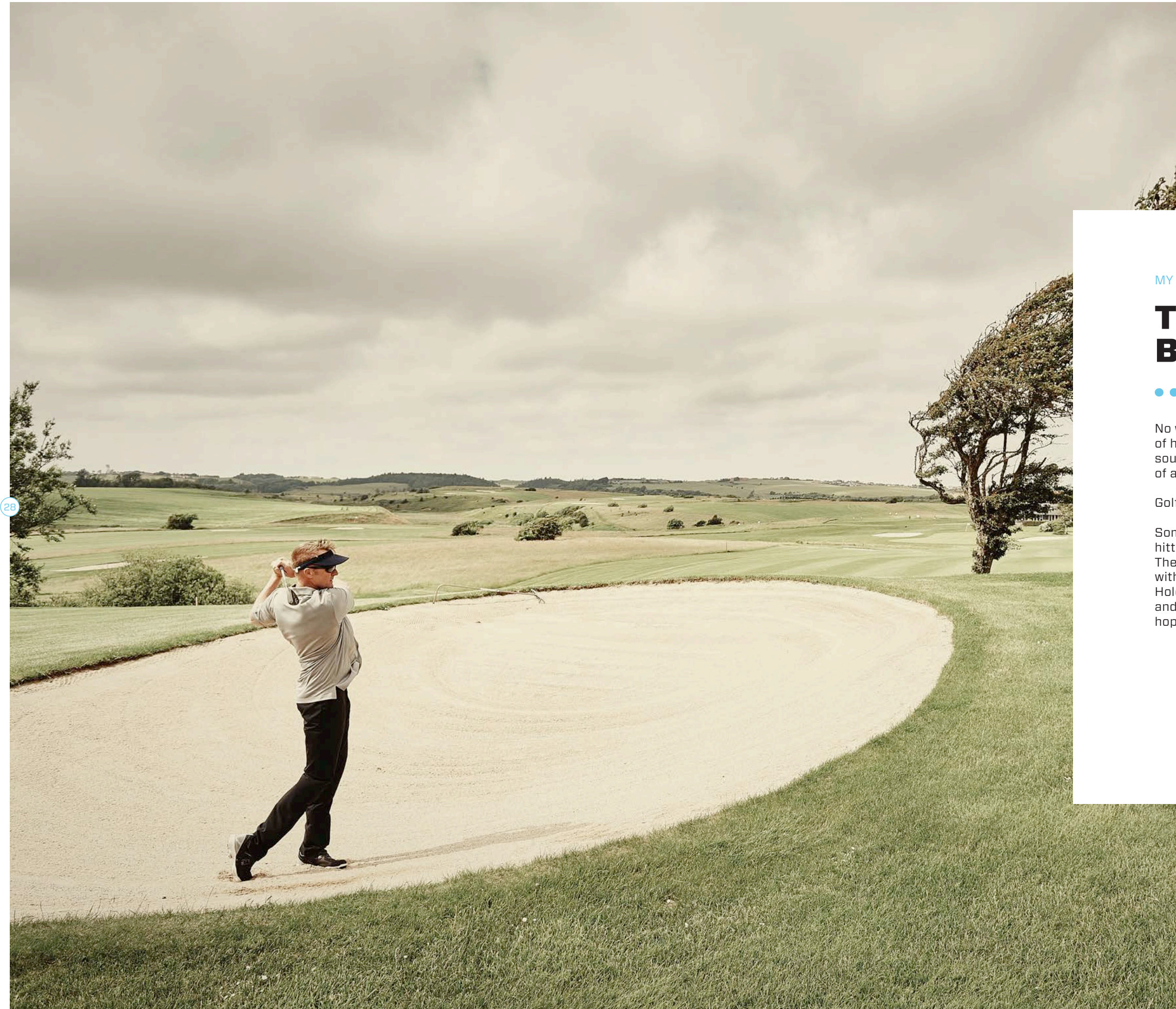
**SPORT**  
RUNNING

**ELEMENT**  
THE WINDING PATHS

**EYEWEAR**  
CHASER LIBERTY SPORT







## MY PRIME ELEMENT

## THE SANDY BUNKERS



No words can describe the feeling of hitting the golf ball perfectly. The sound of the hit. My head is stripped of any thoughts and time stands still.

Golf is all about the perfect hit.

Sometimes I do not register myself hitting the ball. My breathing stops. The ball flies in the right direction with just the right amount of power. Hole-in-one! I live for this moment and I practice again and again in the hope of reliving it.

NAME  
SØREN JØRGENSEN

SPORT  
GOLF

ELEMENT  
GOLF COURSE

EYEWEAR  
LYNX SWITCH VISION



LIBERTY SPORT

# PROTECTIVE SPORTS EYEWEAR FOR ADULTS AND KIDS



All Liberty Sport protective eyewear is designed to handle most prescriptions. The frames will accommodate even the most demanding prescriptions with 6-base lenses.

**FRAME**  
FRAME IS MADE OF HIGH IMPACT NYLON

**LENSES**  
POLYCARBONATE LENSES THAT MEET OR EXCEED ASTM F803 STANDARDS

**STRAP**  
DOUBLE SLIDE ADJUSTABLE STRAP



**NOSE BRIDGE**  
SOFT TPR BRIDGE PADDING FOR COMFORT AND FIT (HYPO ALLERGENIC)

**MATERIALS**  
UNIQUE SOFTNESS OF THE MATERIAL ALLOWS THE TEMPLE TO BOW/FLEX. THEREBY ACTING AS AN EXTENSION OF THE STRAP - PROVIDING COMFORT AND HUGGING THE FACE DURING PLAY

SWITCH

# MAGNETIC INTERCHANGE LENS SYSTEM



When conditions change, Switch lets you adapt instantly with the world's first Magnetic Interchange Lens System™. Switch uses high-energy magnets embedded in the lens and frame that let you swap in the lens you need quickly and easily.

**FRAME**  
EVERY FRAME COMES WITH 1 PAIR OF PRIMARY LENSES TRUE COLOR GREY OR CONTRAST AMBER, POLARIZED OR NON POLARIZED

**LENSES**  
SWITCH LENSES ARE MADE WITH LIGHTWEIGHT, OPTICAL GRADE, SHATTERPROOF POLYCARBONATE AND COATED WITH TRIGUARD™. THIS PATENTED, THIN-FILM COATING WITHSTANDS ROUGH HANDLING, CAUSES WATER TO BEAD UP AND RUN OFF AND IS EASY TO CLEAN



**FRAME**  
SWITCH FRAMES ARE MADE WITH TOUGH, SUPERIOR-GRADE THERMOPLASTIC NYLON TO WITHSTAND THE DEMANDS OF YOUR SPORTS LIFESTYLE

**MAGNETIC ATTRACTION**  
SWITCH FRAMES AND LENSES USE HIGH-ENERGY, EMBEDDED MAGNETS FOR POWERFUL MAGNETIC ATTRACTION BETWEEN THE LENS AND THE FRAME

SPECIAL LENSES FOR SPECIFIC ACTIVITIES



GREEN  
GOLF/TENNIS



YELLOW  
SKI



ROSE AMBER  
DRIVER



ROSE RED  
SPEED



ORANGE  
TRAIL



SUN READER  
SILVER/BRONZE

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MY PRIME ELEMENT

# MY BEST FRIENDS



Playing football, shooting hoops, swimming, diving and riding scooters. It does not really matter if it is one thing or the other. I just love playing with my friends and being active. Sports is not about being the best and winning. It is about having fun. Getting to know each other. Making friends. Sometimes we fall, miss the basket, have a bad day. But practising together, learning new tricks and getting better always makes me laugh at the end of the day.

NAME  
JONAS MUNKSGAARD

SPORT  
RIDING SCOOTER

ELEMENT  
SKATE PARK

EYEWEAR  
VELOCITY LIBERTY SPORT





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**NAMES**  
NANNA AND TRISTAN

**SPORT**  
RIDING SCOOTER

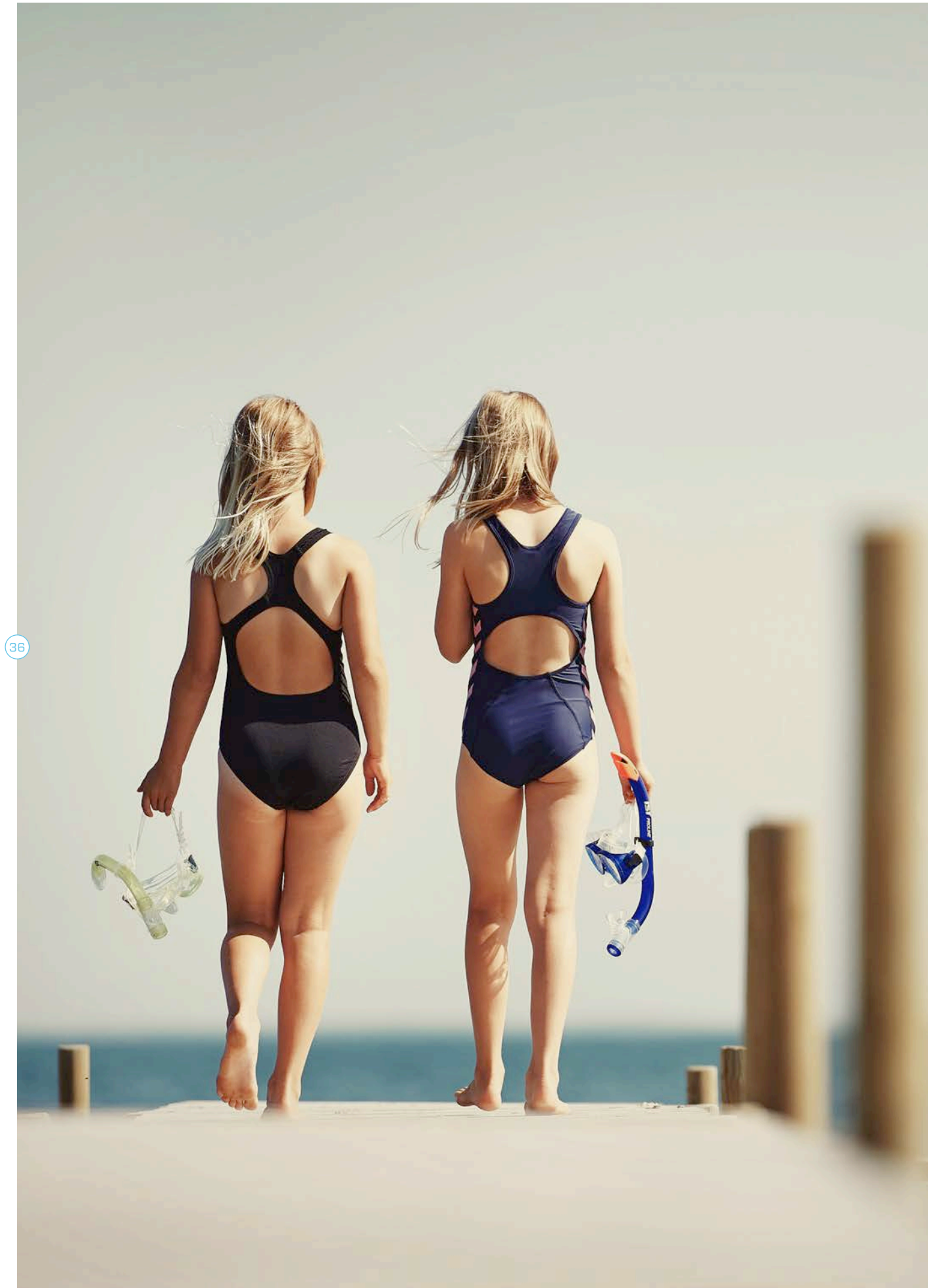
**ELEMENT**  
SKATE PARK

**EYEWEAR**  
F8 LIBERTY SPORT



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**NAMES**

CECILIE AND ASTA

**SPORT**

DIVING AND SWIMMING

**ELEMENT**

WATER

**EYEWEAR**

PRIMOTEC JR. OPTIQUE AND M59 IST







NAME  
FRIDA LISBY

SPORT  
BASKETBALL

ELEMENT  
THE HARD CONCRETE

EYEWEAR  
SLAM GOGGLE LIBERTY SPORT



NAME  
NOAH SASS

SPORT  
FOOTBALL

ELEMENT  
THE FOOTBALL FIELD

EYEWEAR  
VELOCITY LIBERTY SPORT





# WHAT'S OUR PRIME ELEMENT?



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A year ago Primotec Sports left the bustling city and moved to the West Coast of Denmark. Here we are in our element. In the unpolished nature, close to the sea, far from the concrete shadows of the city. Here we do sports, seek inspiration and test our equipment.

Primotec Sports has specialized in glasses for all the different sports. We believe that everyone has a right to an active life – perfect vision or not. Our photos have been shot in the rough nature of Klitmøller – Cold Hawaii and Lemvig. The models are locals loving their sport. In their prime element.

PRIMOTEC SPORTS  
EYEWEAR FOR SPORTS

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