

News Release



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Proof Eyewear Announces New Material Used: The Recycled Aluminum Collection To Release This Month

Boise, Idaho – Proof Eyewear, the pioneer in sustainable eyewear, is excited to roll out their newest collection made of fully recyclable aluminum. The collection provides a completely new set of silhouettes while in turn giving aluminum scraps another life.

“We’ve been hard at work designing this collection over the last year, so this release is highly anticipated for us to say the least. We’re able to offer some truly unique shapes that we haven’t been able to because of our limitations on sustainable materials. Aluminum adds an entirely new element to our current sustainable collections: Wood, Skate, and Eco. Offering a metal frame option gives the Proof line a full range of options.” Tanner Dame, COO of Proof Eyewear.

The Aluminum Collection is made from the purist element found in the earth’s crust known for its low density and ability to resist decomposition. Each frame features spring-loaded hinges, premium quality polarized lenses, wood accents on the temples and fully adjustable ear and nose pieces. Aluminum is known for being lightweight, malleable, and infinitely recyclable. Sticking to Proof’s sustainable initiative, this collection allows customers to wear classic looks while keeping their human footprint to a minimum.

The Aluminum Collection features 3 silhouettes with MSRPs starting at \$125. The collection will be available for a Kickstarter pre-order on February 16th with exclusive pricing starting at \$75.

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About Proof

Proof was founded in 2010 by 3 brothers in Idaho, but its roots can be traced back to 1954 when their grandfather, Bud Dame, started a sawmill. The brothers grew up with sawdust in their veins working in the family mill and exploring the Idaho outdoors. The start-up provides products handcrafted from sustainable materials including FSC-certified wood, cotton-based acetate, and repurposed skateboard decks. Proof stands firm on three principles: heritage, sustainability, and giving back. The bird logo represents the belief, “Everyone has wings to fly, some just need a little help.”
Learn more at iwantproof.com