



**For More Information Contact:**

Cynthia Trevino  
Weems & Plath  
214 Eastern Avenue  
Annapolis, MD 21403 USA  
Voice: +1-800 638-0428  
Fax: +1-410-268-8713  
cmtrevino@weems-plath.com  
[www.weems-plath.com](http://www.weems-plath.com)



**For Immediate Release  
January, 2015**

## **Weems & Plath creates a NEW line of Waterproof Binoculars!**

Weems & Plath, manufacturer of fine nautical instruments, leads the way in 2015 with its creation of four NEW 7x50 waterproof binocular models implementing the latest technology and standards including the use of Argon gas for improved light transmission and fog prevention. These binoculars are offered at varying price points and for different marine applications. All include a soft black case, padded neck strap, lens covers and an attractive black gift box. They are covered by a two year warranty.

### Waterproof Binocular Highlights:

**Weems PRO** binoculars are loaded with features for discriminating professional sailors and mariners. Built to exceed military specifications for durability and superior optical performance, the PRO includes flat field lenses that result in excellent edge to edge sharpness, high resolution for brightness at dusk and dawn, rubber-armored exterior for a non-slip grip, fold-down eye cups for use with glasses, plus they are shock resistant and waterproof.

Item #BN50 Retail Price \$549.99

**Weems CLASSIC** binoculars are built to the same military specifications as the Pro featuring low light capability, high resolution, rubber-armor exterior and fold-down eye cups. They are lighter and slightly smaller than the Pro and are perfect for use on any size boat.

tem #BN40 Retail Price \$379.99

**Weems EXPLORER** binoculars float and feature an illuminated compass and range finder reticle for users taking readings on the water. These lightweight binoculars are perfectly suited for safe navigation while racing or coastal cruising.

Item #BN20C Retail Price \$299.99

**Weems SPORT** binoculars are lightweight and easy to focus on objects near and far because of the convenient center focus feature. True to its name, these binoculars are perfect for boating, sporting events, bird-watching and sightseeing.

Item # BN10 Retail Price \$189.99

“ We combined our marine industry knowledge and expertise in the field of navigation to answer a growing need for high quality marine industry binoculars. We put our team to work to create this line of tough, best in class choices,” says Peter Trogdon, President.