



FOR IMMEDIATE RELEASE

**TITE EYEWEAR LAUNCHES AS GOLF'S MOST ADVANCED PERFORMANCE EYEWEAR BRAND, ENGINEERED EXCLUSIVELY FOR THE GAME**

*Patent-pending performance lens technology affords players a competitive edge.*

**GLENS FALLS, NY**, January 12, 2026 - [TITE® Eyewear](https://www.titeeyewear.com), a new performance eyewear brand engineered exclusively for golf, launches today with breakthrough lens technology tuned to reveal every contour, break, and subtle detail of the course. The TITE debut collection was developed with input from elite players and Tour Caddies, and features TITE's proprietary lens in three offerings, across five frame models in multiple wearable colorways.

"We set out to break the mold of what sunglasses mean for golfers and build precision tools to sharpen how players perceive the course, make decisions, and execute shots," says Scott MacGuffie, founder and president of TITE Eyewear. "We know players ask a lot of their equipment and are looking for any advantage to shave a stroke wherever possible. With the launch of TITE, we bring a real-world, course-tested performance advantage to players, in ultralight comfort frames for all-day play."

At the core of the TITE Eyewear collection is its patent-pending lens technology. Tuned for the golf course, TITE lenses filter precise wavelengths of visible light at an almost molecular level. Designed to control and quiet the visual noise so your eyes can see more contrast, clarity and depth, amplify the green spectrum to reveal subtle contours and breaks, and provide above-standard 415 UVA/UVB protection.

"Extensive research led us to understand golfers were not getting what they needed from other 'golf-specific lenses', so we engineered our own," says MacGuffie. "Rather than blocking light like other sunglasses, our lenses harness it, letting more of the right light in so you get more visual information on the course, preserving natural color and surface detail and enhancing contrast."

Three performance lens offerings:

- **Pro Golf Lens:** Engineered to let more usable visible light in, maximizing visual information, preserving natural color and essential surface detail, enhancing contrast, depth perception, and green-reading accuracy.
- **Core Golf Lens:** High-performance lens with blue mirror-coating to soften the intensity of bright sunlight, offering golf-enhancing high-definition greens, contrast, clarity, and depth perception.
- **Photochromic Lens:** Adapts to changing light conditions - lightens or darkens to low or bright sunlight (15-35% Visible Light Transmission), and is optimized for green enhancement, clarity and depth.

The TITE Eyewear collection features five key models: TITE 01, TITE 02, TITE 03, TITE 04, and TITE 05. All models deliver an open field of view, feather-light comfort, no-slip contact points, and UV415 protection supporting long-term eye health. The proprietary TITE-TILT™ fit adjustment system keeps lenses optically centered during swings and putts.

TITE Eyewear will debut the new line at the PGA Show January 20-23 in Orlando, Florida. View the full TITE Eyewear collection at [TiteEyewear.com](https://www.TiteEyewear.com), available for purchase online January 31<sup>st</sup> and at retail in February.

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**About TITE® Eyewear:**

TITE Eyewear is performance eyewear engineered exclusively for golf to sharpen how players perceive the course, make decisions, and execute shots. Where others make sunglasses, TITE builds precision

tools—tuned to reveal every contour, every break, every subtle detail on the course that others miss. It's an unfair edge. For more, visit [TiteEyewear.com](http://TiteEyewear.com).

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