

Dear Fellow Shooters:

Polaroid's aren't just for fishing any more!!!!!!!

New technology has given us the ability to produce high contrast tinting in the new age of light colored Polaroid's. For 50 years we have made Polaroid's, at first all Polaroid's we made from graying Polaroid film stock and laminated between two glasses lenses.

Then when tempering glass was introduced we took the front wafer through a heat process to make them more shatter resistant and then laminated to a base lenses. This over the years proved a good lenses, but very heavy and was limited to the frame styles of the day.

What good is a Polaroid you ask? Make believe that you are sitting in your living quarters at Gun Club of choice and you are looking out on the trap line, it's very bright, and undoubtedly you are quite comfortable, so, you yell at someone that it's too bright to see.

With their intelligence they walk to the window and turn the blinds so the brightness goes away but you can still see out. This is demonstrating what a Polaroid does on your face. The lenses eliminate the vertical bouncing light rays so you can make out the image.

The first rules are, the darker the lens the more effect the Polaroid has on glare. The lighter the lens color the less effect it has. Even a little Polaroid helps in all conditions when glare is present. It also does a very good job on haze backgrounds.

Right now we are experimenting with 8 different processes for tinting. Many of our old standby colors are being processed into Polaroid's. Do they cost more? Yes, but as technology increases so do the \$ signs. But, I have found that I carry a lot less pairs of lens in my bag (it used to be 12 pairs) because of the Polaroid's being so versatile. So I can justify a better lens for a little more money if I can use less of them.

I often get asked what is the best all around color? I have to admit this really puts a toe in my spokes. I don't think there is an all around color that will do everything for everybody in every situation. You can always go middle of the road on tints but you will miss on the ends, by this I mean when it's dreary conditions or the very very bright day you will be without the ability to see your very best by color enhancement.

In the next month I will be bringing in some new ideas and what they will mean to shooters. Technology is moving faster than ever and we are trying to stay in the middle of it.

To Great Shooting, Mike Rinard