

# Cycling glasses 2025 - 2026

BBB  
cycling







Cycling well-prepared in various weather conditions is essential. One of the most important accessories for every cyclist is a good pair of cycling glasses. In this brochure, you will find a wide range of cycling glasses that protect your eyes from the sun, wind, and dust, while providing a clear and sharp view during every ride. Discover our collection and choose the perfect cycling glasses for your adventures.

## CONTENTS

We are BBB Cycling	4
Let's make it smarter	6
Flux	8
New! Arc Flux	14
Valor Flux	16
Line-up	18
Marketing	22





## For over 25 years 'Part of your ride'

### We are cyclists

We know what it's like to cycle to work through wind and rain. To tackle that climb once more. Or to just go, further than you've ever been before. And especially then, your gear must simply work. Always. You should be able to trust it blindly.

With a pragmatic Dutch approach and a wealth of cycling experience, we come up with smart solutions that make your ride better. Sometimes more fun. Sometimes safer. Sometimes just a bit faster. Or all at once.

Since 1998, we have grown into a global brand with more than 1500 unique products in over 40 countries. We design as much as possible ourselves: parts, clothing, accessories, and tools. At our headquarters in The Hague, our designers work every day on new ideas. We listen to feedback from colleagues, customers, dealers, and ambassadors. Because only together do we create the best products.

What we make must work. In the real world. For you, for us. Smart, practical, durable, and fairly priced. No unnecessary fuss, but practical solutions for real cyclists, in the real world. Just good stuff for your bike, whether you're racing, gravel riding, touring, or heading into the mountains.

We love smart details that make a difference. From gear that can take a hit and lasts a long time. That makes us happy. Probably you too.

For more than 25 years, 'Part of your ride'. And we will continue to be. Every day. Every ride.





LET'S MAKE  
IT SMARTER

## Sustainable glasses require smart choices

We believe that cycling has immense value, both for our health and for the planet. That's why we develop products that are accessible and smart, designed to last long, with minimal impact on our environment. Our glasses are a great example of this.



### Frames made from castor beans

Our frames are made from plastic based on natural materials. The frames are made from Rilsan® Clear Rnew® G850, a high-quality bio-based polyamide that is 45% made from castor beans, a natural raw material.

This type of plastic has an average 35% lower CO2 emissions during production than traditional plastics. Furthermore, these plastics can be well recycled, reducing the demand for new raw materials. This applies to the majority of our frames. Check the inside of the frame of our glasses to see what material they are made of.

### Recycled packaging

Our transition to a sustainable lineup also extends to our packaging. The packaging of our new glasses is made of 100% recycled paper, plastic-free, and with minimal printing. The glasses pouch is also made from recycled material, sourced from PET bottles.

### Spare parts for long lifespan

As an additional service, we offer more spare parts. This provides the dealer and customer the opportunity to maximize the lifespan of a product. This could involve replacing a lens with a scratch, or replacing a nose bridge or temple arm.

### More than just the product

Sustainability is a key focus in the design process at BBB Cycling. We design for longevity and possibilities for repair or recycling. But sustainability is also a topic beyond our product department. Since 2018, we operate CO2-neutral through compensation for emissions in our own operations. Moreover, we thoroughly examine emissions and practices throughout the entire chain. We do this together with colleagues, customers, manufacturers, and logistics partners who share our mindset.

FLUX

### SHARPEN YOUR SIGHT

Our new high-contrast FLUX lens with multiple coatings filters out non-essential light in specific wavelengths. The result? Sharper and clearer vision of the road or trail ahead. This reduces distractions, allows you to see more details, and prevents your eyes from tiring quickly.

### FLUX LENS TECHNOLOGY

Derived from the Latin word Fluxus, meaning “flow,” our FLUX lenses stand for precision. They only allow essential light waves to pass through for optimal contrast. The FLUX is our leading high-contrast lens, developed with the latest technology for top performance. With special coatings such as anti-scratch, anti-fog, and an oleophobic layer, the FLUX from BBB Cycling offers a lens of unparalleled quality.

Ultraviolet

Visible light spectrum

Infrared



### HIGH BRIGHTNESS

Bright colors, less color gradation, and reduced scattered light.

### HIGH CONTRAST

Enhanced details for more depth and sharpness.

### VISUAL COMFORT

Less strain on your eyes.

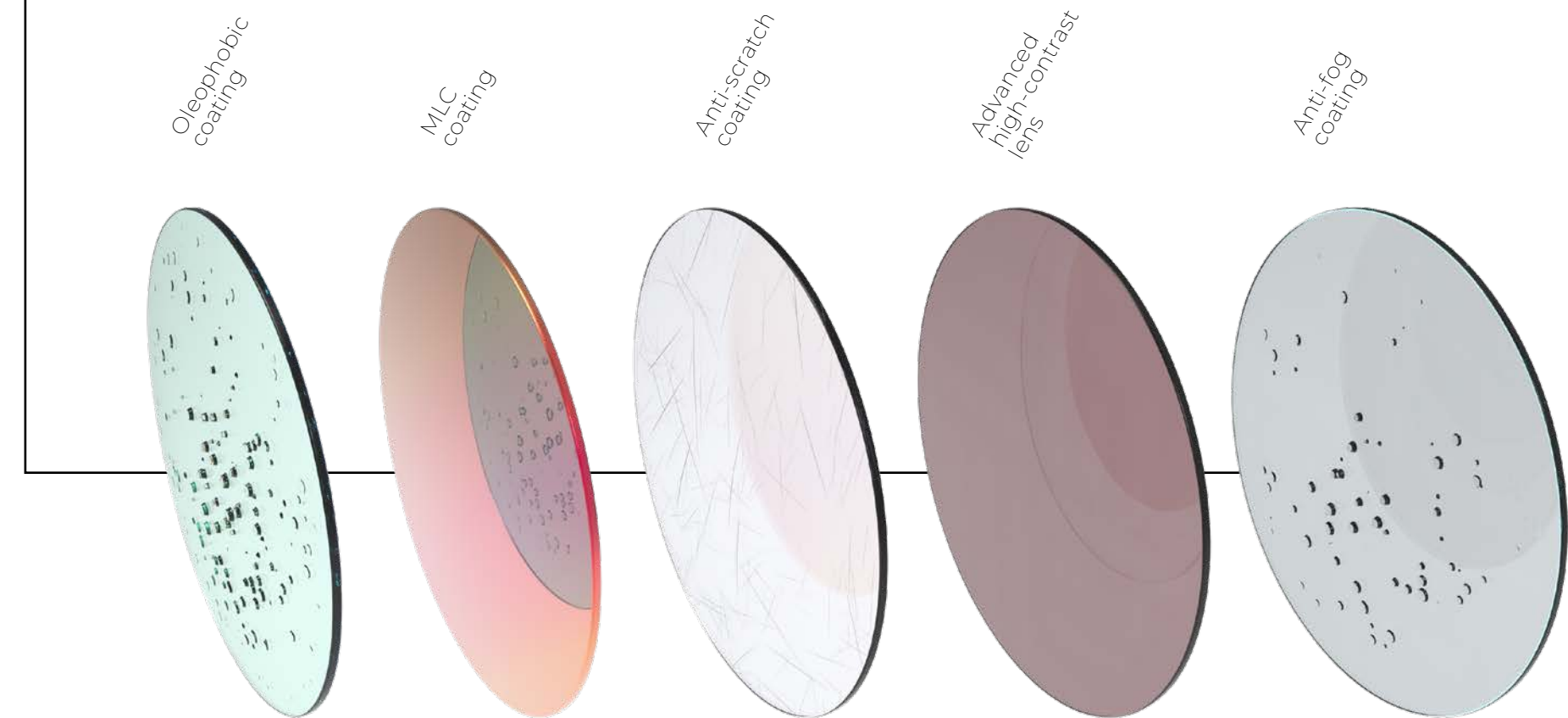
### EYE PROTECTION

100% UV-resistant (UV-A & UV-B)  
Blue light filter  
Infrared light filter



### THE COMPOSITION OF THE FLUX

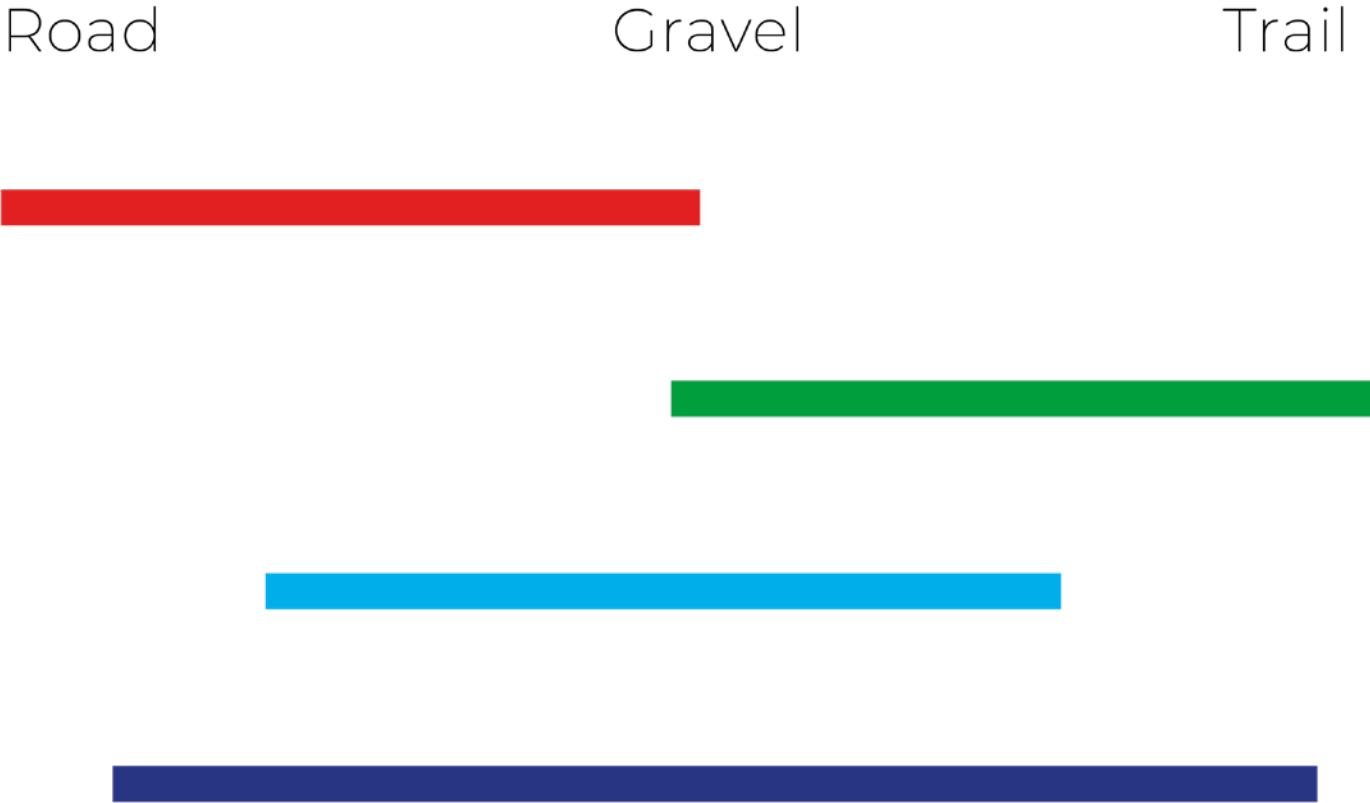
The FLUX lens takes your performance to a higher level thanks to its razor-sharp contrast, water- and dirt-repellent coating, and scratch resistance. An anti-fog layer keeps sweat and vapor out, finished with a stylish Multi Layer Coating for the ideal color adjustment and a sleek appearance.





CHOOSE YOUR COLOR

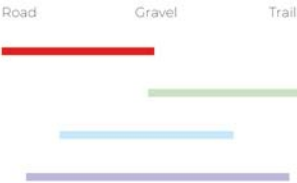
Which lens color is suitable for which type of ride?



FLUX RED

High Contrast	Mainly on grey surfaces
Color enhanced	◆ ◇ ◇
Light transmittance	16,8 %
Usage	Road
Conditions	Bright sun / slightly cloudy

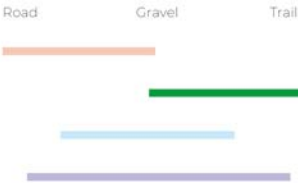
The FLUX red lens provides high contrast on dark surfaces such as asphalt and cobble stones. Furthermore the lens relatively filters out many warm tones, making it an extremely suitable lens for bright sunny days.



FLUX GREEN

High Contrast	Mainly on brown / yellow'ish surfaces
Color enhanced	◆ ◆ ◇
Light transmittance	16,0 %
Usage	Trail
Conditions	Sunny / cloudy

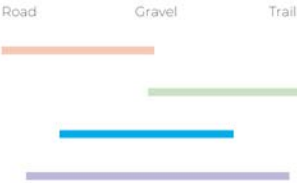
The FLUX green lens provides high contrast on brown and yellow surfaces. Ideal for off-road use to better and earlier detect obstacles like: stones, roots and holes on the trails. In addition, the green colors are enhanced for a better distinction between the trail and the forest.



FLUX BLUE

High Contrast	Mainly brown surfaces
Color enhanced	◆ ◆ ◆
Light transmittance	14,6 %
Usage	Gravel
Conditions	Sunny / cloudy

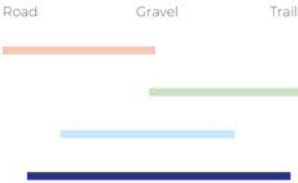
The FLUX blue lens is widely applicable. Both in terms of surface and weather conditions. Because the lens mainly transmits warm tones, it is a pleasant lens in both sunny and cloudy weather, but also when you ride through both open fields and forests. It especially enhances the contrast on gravel paths.



FLUX PURE

High Contrast	Allround
Color enhanced	◆ ◆ ◇
Light transmittance	12,5 %
Usage	Allround
Conditions	Sunny / cloudy

The FLUX pure lens has the best of both worlds, delivering high contrast on all surfaces and is due to its color enhancement suitable for riding on sunny and cloudy days.





New!

ARC FLUX | BSG-82

The Flux lens with softer lines for a more refined look. Also suitable for a narrower face







Now available in 8 colors!

Update!

VALOR FLUX | BSG-81

The Valor Flux cycling glasses combine professionalism with innovative design

Equipped with the latest FLUX high-contrast lens

Openings for ventilation and condensation regulation

Sleekly designed temple arms with rubber inner side for optimal grip and wearing comfort

Lens equipped with smart coatings: anti-scratch, anti-fog to prevent misting, and the oleophobic coating prevents water droplets and dirt from sticking





**TOWN RE**  
BSG-56RE  
€ 59,95



**COMET**  
BSG-75  
€ 39,95



**CHESTER NARROW**  
BSG-73  
vanaf € 54,95



**CHESTER**  
BSG-69  
vanaf € 54,95



**IMPULSE**  
BSG-62  
€ 79,95



**FUSE**  
BSG-65  
vanaf € 74,95



**CHESTER FLUX**  
BSG-74  
€ 89,00



**FULLVIEW HC**  
BSG-70  
€ 109,00



**VALOR FLUX**  
BSG-81  
€ 129,00

Update!



**ARC FLUX**  
BSG-82  
€ 129,00

New!





**COMET PH**  
BSG-75PH  
€ 69,95



**IMPULSE PH**  
BSG-62PH  
€ 109,00



**CHESTER NARROW PH**  
BSG-73PH  
€ 109,00



**CHESTER PH**  
BSG-69PH  
vanaf € 109,00



**FUSE PH**  
BSG-65PH  
vanaf € 119,00



**CHESTER PH MLC**  
BSG-69PH  
vanaf € 119,00



**FUSE PH MLC**  
BSG-65PH  
€ 129,00



**FULLVIEW PH MLC**  
BSG-70PH  
€ 149,00



**VALOR PH/PH MLC**  
BSG-81PH  
€ 169,00



**ARC PH**  
BSG-82PH  
€ 169,00

Nieuw!



**COMET READER**  
BSG-76  
€ 59,95



**COMET READER PH**  
BSG-76PH  
€ 79,95



**IMPULSE READER PH**  
BSG-64PH  
€ 109,00



**OPTIC SET**  
BSG-72  
€ 42,95



**IMPULSE OPTIC**  
BSG-71  
€ 109,00



**IMPULSE OPTIC PH**  
BSG-71PH  
€ 139,00

Photochromic (PH)

Optics



# Get to know our sports glasses presentation

Discover our stylish new line of sports glasses displays, made in the Netherlands. These displays are flexibly usable for wall and counter use, offer expansion possibilities, and are robustly designed for long-lasting durability.

## EYECATCHER 31 PIECES

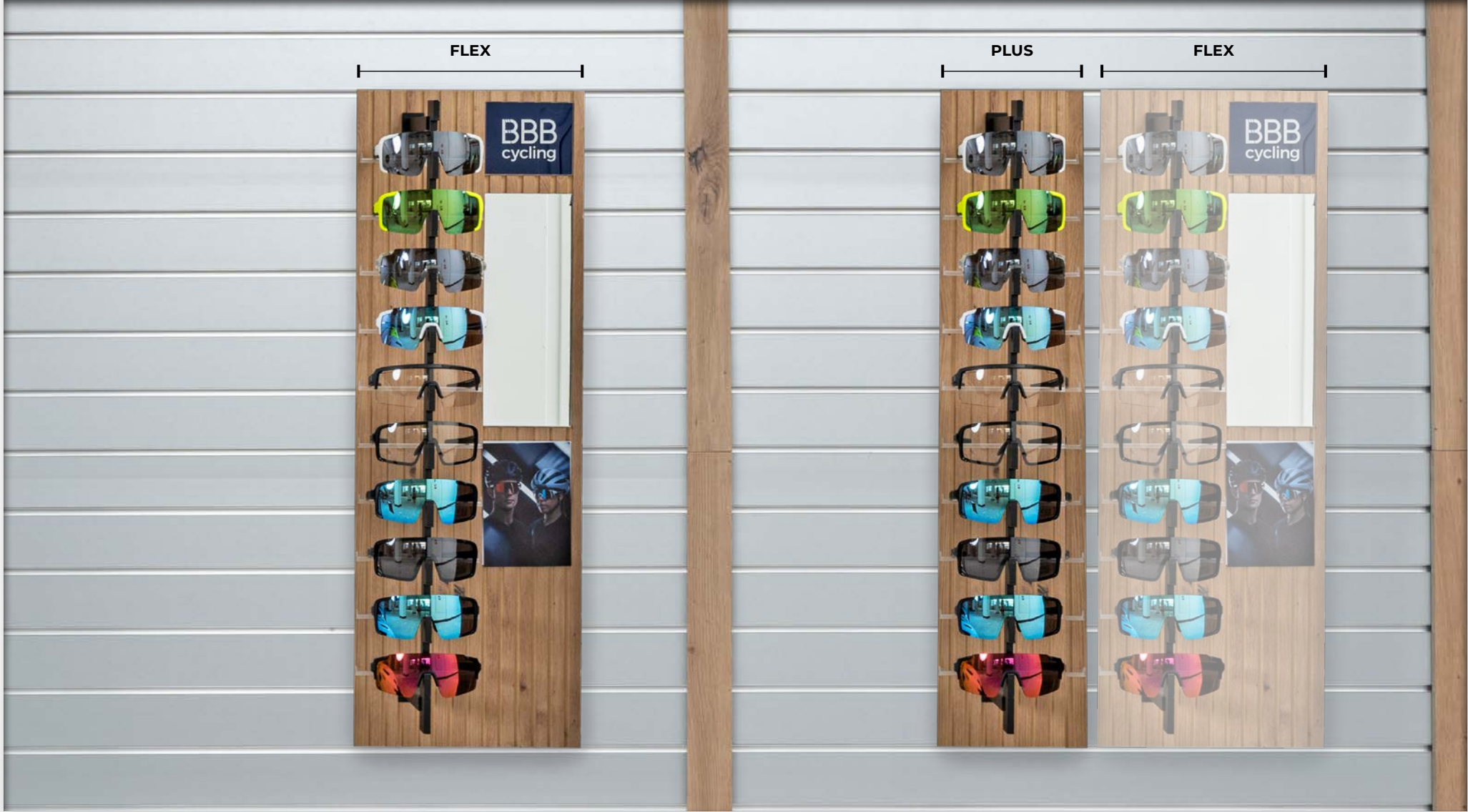
Eyecatcher 190 x 47 x 43 cm : 2999998034  
Storage box : 2999998036

Only available to order in combination.



## COUNTERDISPLAY 4 PIECES

Eyecatcher 190 x 47 x 43 cm : 2999998182



## FLEX DISPLAY 10 PIECES

Flex panel 90 x 40 cm : 2999998115  
Base plate 40 x 2 cm : 2999998116

Transform the Flex display into a counter display by adding the base plate. Without the base plate, it is a wall display, fitting into the regular slatwall.

## PLUS DISPLAY 10 PIECES

Plus panel 90 x 20 cm : 2999998033

The Flex display is the base panel and can be expanded with the Plus display for more sports glasses positions on the wall.



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