

Abaco Polarized Enters the Game of Golf with Viridian

A New Golf Specific Lens Debuting at the PGA Buying Summit in Frisco

After more than a decade crafting premium polarized eyewear for the water and the outdoors, Abaco brings its signature optical clarity to the golf course with a lens engineered specifically for the way the game is played.

Abaco Polarized, the premium polarized sunglass brand carried in over 500 retailers across the U.S. and Caribbean, is launching Viridian, the company's first golf specific lens. Viridian will make its official debut at the PGA Buying Summit in Frisco, Texas, July 26 through 29, 2026, at the Omni PGA Frisco Resort & Spa.

For more than a decade, Abaco has built its name on premium polarized sunglasses for anglers, boaters, and outdoorsmen. Over the years, the brand began showing up in a place no one at Abaco had originally targeted: the golf course. Tour professionals and weekend players alike were choosing Abaco for their rounds, and the company saw an opportunity to build a lens made specifically for the game.

"Polarization is deeply ingrained in our DNA," said Greg Sarkin, Founder of Abaco Polarized. "When we saw tour pros choosing Abaco on the course, we knew it was time to take everything we've learned over the past decade and build a lens designed for the way golfers actually play the game."

The Problem with Traditional Polarization on the Course

Most polarized sunglasses remove too much glare, flattening the subtle undulations of the green that golfers rely on to read break and line up putts. While polarization is a clear advantage on the water, it has historically been a tradeoff on the course.

Viridian solves that problem. The lens is tuned to cut just the right amount of glare while preserving the visual cues golfers need to read greens, judge distances, and play with confidence from the first tee to the eighteenth hole.

Light Adjusting Technology for Every Round

Viridian also features light adjusting technology that adapts the tint to changing conditions throughout the day. From an early morning tee time to a late afternoon back nine, the lens shifts to match the light, eliminating the need to swap sunglasses or squint through a cloud break.

The result is a lens that delivers the clarity, contrast, and depth perception golfers need to play their best, in any light, at any time of day.

A Decade of Optical Craft, Built for the Game

Abaco's expansion into golf marks the next chapter for a brand long associated with coastal and outdoor performance. The Viridian lens is the foundation of a new golf collection from Abaco, with frame styles built for all-day comfort on the course.

Visit Abaco at the PGA Buying Summit

Buyers, retailers, and members of the press can experience Viridian firsthand at the Abaco booth. Demo units will be available for try-on, and the Abaco team will be on site to discuss the new collection, the technology behind the lens, and wholesale opportunities.

About Abaco Polarized

Founded over a decade ago, Abaco Polarized is a premium polarized sunglass and accessories brand carried in over 500 retailers across the United States and the Caribbean. Rooted in the coastal lifestyle, fishing, and watersports world, Abaco has built a reputation for sunglasses that perform as hard as the people who wear them. With the launch of Viridian, the brand brings that same craft to the game of golf.

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