pure®
eyewear

DESK REFERENCE 2021

pure
eyewear

The Pure with Airlock technology collection focuses on minimalistic styling with sleek and modernized designs. The collection is known for its durability yet lightweight construction. Offering multiple shapes, colors and materials for men and women.

DUAL COMPRESSION
MOUNTING SYSTEM

CALIBER COLLECTION

pure

CALIBER 201

SIZE: 53/18/145
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 36.50
LENS SHAPE: RECTANGLE

COLOR: (250) SAND

CALIBER 203

SIZE: 52/18/145
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 33.20
LENS SHAPE: RECTANGLE

COLOR: (046) SILVER

CALIBER 205

SIZE: 55/18/145
PATTERNS AVAILABLE: 53, 55, 57
B MEASUREMENT: 36.00
LENS SHAPE: MODIFIED RECTANGLE

COLOR: (033) GUNMETAL

CALIBER 204

SIZE: 51/18/145
PATTERNS AVAILABLE: 49, 51, 53
B MEASUREMENT: 43.50
LENS SHAPE: ROUND

COLOR: (710) GOLD

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

CHARMED COLLECTION

pure

CHARMED 200

SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 39.00
LENS SHAPE: SQUARE

COLOR: (770) SEMI MATTE ROSE GOLD

CHARMED 201

SIZE: 51/18/140
PATTERNS AVAILABLE: 49, 51, 53
B MEASUREMENT: 35.00
LENS SHAPE: MODIFIED RECTANGLE

COLOR: (040) SEMI MATTE SILVER

CHARMED 203

SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 40.60
LENS SHAPE: RECTANGLE

COLOR: (604) SEMI MATTE BROWN

CHARMED 202

SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 39.00
LENS SHAPE: TEACUP

COLOR: (530) SEMI MATTE LILAC

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

ELEMENT COLLECTION

pure

ELEMENT 200

SIZE: 54/18/150
PATTERNS AVAILABLE: 52, 54, 56
B MEASUREMENT: 33.40
LENS SHAPE: MODIFIED RECTANGLE

COLOR: (033) GUNMETAL

ELEMENT 202

SIZE: 53/18/150
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 30.70
LENS SHAPE: RECTANGLE

COLOR: (412) NAVY

ELEMENT 204

SIZE: 52/18/150
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 36.80
LENS SHAPE: SQUARE

COLOR: (035) SHINY GUNMETAL

ELEMENT 203

SIZE: 55/18/150
PATTERNS AVAILABLE: 53, 55, 57
B MEASUREMENT: 34.00
LENS SHAPE: RECTANGLE

COLOR: (710) SAND

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

EMBRACE COLLECTION

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EMBRACE 200

SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 32.60
LENS SHAPE: RECTANGLE

COLOR: (250) SAND

EMBRACE 201

SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 38.40
LENS SHAPE: BUTTERFLY

COLOR: (465) SILVER BLUE

EMBRACE 203

SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 40.00
LENS SHAPE: TEACUP

COLOR: (601) ROSE

EMBRACE 202

SIZE: 49/18/140
PATTERNS AVAILABLE: 47, 49, 51
B MEASUREMENT: 31.50
LENS SHAPE: OVAL

COLOR: (604) BURGUNDY

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

ENDLESS COLLECTION

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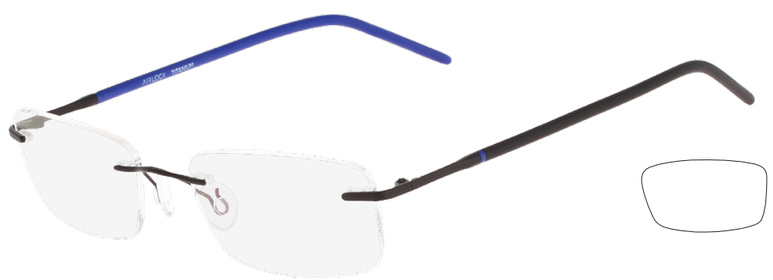

ENDLESS 200

SIZE: 53/18/135
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 30.00
LENS SHAPE: RECTANGLE

COLOR: (001) BLACK

ENDLESS 201

SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 32.90
LENS SHAPE: RECTANGLE

COLOR: (035) LIGHT GUNMETAL

ENDLESS 203

SIZE: 54/18/140
PATTERNS AVAILABLE: 52, 54, 56
B MEASUREMENT: 36.00
LENS SHAPE: SQUARE

COLOR: (033) GUNMETAL

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

ESSENCE COLLECTION

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ESSENCE 200

SIZE: 52/18/135
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 31.20
LENS SHAPE: MODIFIED RECTANGLE

COLOR: (210) BROWN

ESSENCE 202

SIZE: 54/18/135
PATTERNS AVAILABLE: 52, 54, 56
B MEASUREMENT: 34.50
LENS SHAPE: RECTANGLE

COLOR: (601) ROSE

ESSENCE 203

SIZE: 53/18/135
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 34.00
LENS SHAPE: MODIFIED RECTANGLE

COLOR: (710) GOLD

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

FOREVER COLLECTION

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FOREVER 200

SIZE: 50/18/135
PATTERNS AVAILABLE: 48, 50, 52
B MEASUREMENT: 33.60
LENS SHAPE: SQUARE

COLOR: (710) GOLD

FOREVER 201

SIZE: 52/18/135
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 34.20
LENS SHAPE: OVAL

COLOR: (434) SLATE BLUE

FOREVER 203

SIZE: 51/18/135
PATTERNS AVAILABLE: 49, 51, 53
B MEASUREMENT: 33.20
LENS SHAPE: OVAL

COLOR: (601) BURGUNDY ROSE

FOREVER 202

SIZE: 52/18/135
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 38.40
LENS SHAPE: SQUARE

COLOR: (046) SILVER

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

GLORY COLLECTION

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GLORY 200

SIZE: 52/18/135
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 41.00
LENS SHAPE: BUTTERFLY

COLOR: (601) ROSE

GLORY 201

SIZE: 52/18/135
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 41.00
LENS SHAPE: HEXAGON

COLOR: (710) GOLD

GLORY 203

SIZE: 51/18/135
PATTERNS AVAILABLE: 49, 51, 53
B MEASUREMENT: 33.10
LENS SHAPE: OVAL

COLOR: (530) LAVENDER

GLORY 202

SIZE: 52/18/135
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 38.30
LENS SHAPE: SQUARE

COLOR: (046) SILVER

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

GRACE COLLECTION

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GRACE 200

SIZE: 49/18/140
PATTERNS AVAILABLE: 47, 49, 51
B MEASUREMENT: 31.50
LENS SHAPE: OVAL

COLOR: (210) BROWN ROSE

GRACE 201

SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 34.00
LENS SHAPE: RECTANGLE

COLOR: (300) MINT

GRACE 203

SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 38.30
LENS SHAPE: SQUARE

COLOR: (530) LAVENDAR

GRACE 202

SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 40.00
LENS SHAPE: CAT EYE

COLOR: (710) GOLD

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

HARMONY COLLECTION

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HARMONY 200

SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 39.80
LENS SHAPE: BUTTERFLY

COLOR: (300) MINT

HARMONY 201

SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 33.40
LENS SHAPE: RECTANGLE

COLOR: (465) SILVER BLUE

HARMONY 203

SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 35.50
LENS SHAPE: TEACUP

COLOR: (601) ROSE

HARMONY 202

SIZE: 54/18/140
PATTERNS AVAILABLE: 52, 54, 56
B MEASUREMENT: 34.50
LENS SHAPE: RECTANGLE

COLOR: (505) PLUM

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

HOMAGE COLLECTION

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HOMAGE 200

SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 36.60
LENS SHAPE: MODIFIED RECTANGLE

COLOR: (046) SILVER

HOMAGE 201

SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 33.10
LENS SHAPE: RECTANGLE

COLOR: (033) GUNMETAL

HOMAGE 203

SIZE: 55/18/140
PATTERNS AVAILABLE: 53, 55, 57
B MEASUREMENT: 36.00
LENS SHAPE: RECTANGLE

COLOR: (001) BLACK

HOMAGE 202

SIZE: 51/18/140
PATTERNS AVAILABLE: 49, 51, 53
B MEASUREMENT: 36.00
LENS SHAPE: ROUND

COLOR: (424) NAVY

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

PROSPER COLLECTION

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PROSPER 200

SIZE: 54/18/140
PATTERNS AVAILABLE: 52, 54, 56
B MEASUREMENT: 35.00
LENS SHAPE: RECTANGLE

COLOR: (070) GUNMETAL

PROSPER 201

SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 34.90
LENS SHAPE: RECTANGLE

COLOR: (001) BLACK

PROSPER 203

SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 42.00
LENS SHAPE: ROUND

COLOR: (210) BROWN

PROSPER 202

SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 39.00
LENS SHAPE: SQUARE

COLOR: (305) OLIVE

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

REFINE COLLECTION

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REFINE 200

SIZE: 52/18/145
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 33.10
LENS SHAPE: RECTANGLE

COLOR: (046) SILVER

REFINE 201

SIZE: 53/18/145
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 37.00
LENS SHAPE: RECTANGLE

COLOR: (033) GUNMETAL

REFINE 203

SIZE: 55/18/145
PATTERNS AVAILABLE: 53, 55, 57
B MEASUREMENT: 36.00
LENS SHAPE: RECTANGLE

COLOR: (424) NAVY

REFINE 202

SIZE: 54/18/145
PATTERNS AVAILABLE: 52, 54, 56
B MEASUREMENT: 36.00
LENS SHAPE: RECTANGLE

COLOR: (210) BROWN

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

SEVEN-SIXTY COLLECTION

pure

SEVEN-SIXTY 201

SIZE: 53/21/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 37.80
LENS SHAPE: MODIFIED RECTANGLE

COLOR: (032) GUNMETAL

SEVEN-SIXTY 202

SIZE: 52/21/135
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 37.10
LENS SHAPE: TEACUP

COLOR: (250) GOLDEN SAND

SEVEN-SIXTY 203

SIZE: 50/21/140
PATTERNS AVAILABLE: 48, 50, 52
B MEASUREMENT: 31.00
LENS SHAPE: RECTANGLE

COLOR: (412) NAVY

SEVEN-SIXTY 204

SIZE: 49/20/135
PATTERNS AVAILABLE: 47, 49, 51
B MEASUREMENT: 31.00
LENS SHAPE: OVAL

COLOR: (210) COFFEE

SEVEN-SIXTY 205

SIZE: 49/21/140
PATTERNS AVAILABLE: 47, 49, 51
B MEASUREMENT: 31.60
LENS SHAPE: OVAL

COLOR: (046) SILVER

SEVEN-SIXTY 209

SIZE: 49/21/135
PATTERNS AVAILABLE: 47, 49, 51
B MEASUREMENT: 29.50
LENS SHAPE: OVAL

COLOR: (710) GOLD

SEVEN-SIXTY 210

SIZE: 48/21/135
PATTERNS AVAILABLE: 46, 48, 50
B MEASUREMENT: 28.20
LENS SHAPE: RECTANGLE

COLOR: (035) GRAPHITE

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

SEVEN-SIXTY COLLECTION

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SEVEN-SIXTY 215

SIZE: 55/21/140
PATTERNS AVAILABLE: 53, 55, 57
B MEASUREMENT: 38.00
LENS SHAPE: BUTTERFLY

COLOR: (505) PLUM

SEVEN-SIXTY 216

SIZE: 51/21/140
PATTERNS AVAILABLE: 49, 51, 53
B MEASUREMENT: 33.60
LENS SHAPE: TEACUP

COLOR: (601) ROSE

SEVEN-SIXTY 217

SIZE: 52/21/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 33.40
LENS SHAPE: TEACUP

COLOR: (604) BURGUNDY

SEVEN-SIXTY 285

SIZE: 52/21/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 30.50
LENS SHAPE: RECTANGLE

COLOR: (202) ESPRESSO

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

VALOR COLLECTION

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VALOR 200
SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 36.60
LENS SHAPE: SQUARE

COLOR: (046) SILVER

VALOR 202
SIZE: 54/18/140
PATTERNS AVAILABLE: 52, 54, 56
B MEASUREMENT: 33.40
LENS SHAPE: RECTANGLE

COLOR: (210) BROWN

VALOR 204
SIZE: 56/18/140
PATTERNS AVAILABLE: 54, 56, 58
B MEASUREMENT: 36.00
LENS SHAPE: MODIFIED RECTANGLE

COLOR: (434) BLUE

VALOR 203
SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 33.20
LENS SHAPE: RECTANGLE

COLOR: (033) GUNMETAL

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

DUAL COMPRESSION
MOUNTING SYSTEM

WISDOM COLLECTION

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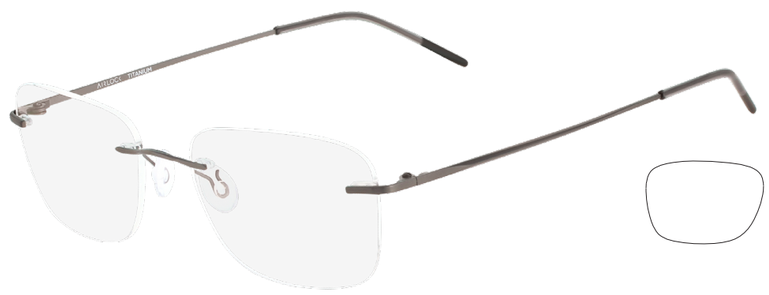

WISDOM 200
SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 36.60
LENS SHAPE: SQUARE

COLOR: (033) SATIN GUNMETAL

WISDOM 201
SIZE: 51/18/140
PATTERNS AVAILABLE: 49, 51, 53
B MEASUREMENT: 29.40
LENS SHAPE: SQUARE

COLOR: (210) SATIN BROWN

WISDOM 204
SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 33.20
LENS SHAPE: MODIFIED RECTANGLE

COLOR: (001) SATIN BLACK

WISDOM 202
SIZE: 52/18/140
PATTERNS AVAILABLE: 50, 52, 54
B MEASUREMENT: 33.20
LENS SHAPE: MODIFIED RECTANGLE

COLOR: (424) SATIN NAVY

WISDOM 203
SIZE: 49/18/140
PATTERNS AVAILABLE: 47, 49, 51
B MEASUREMENT: 41.30
LENS SHAPE: ROUND

COLOR: (046) SATIN SILVER

WISDOM 205
SIZE: 54/18/140
PATTERNS AVAILABLE: 52, 54, 56
B MEASUREMENT: 32.50
LENS SHAPE: RECTANGLE

COLOR: (035) SATIN GREY MOSS

WISDOM 206
SIZE: 53/18/140
PATTERNS AVAILABLE: 51, 53, 55
B MEASUREMENT: 31.50
LENS SHAPE: RECTANGLE

COLOR: (710) SATIN SAND

ONLY INTERCHANGE WITH DUAL COMPRESSION MOUNTING SYSTEM SHAPES

LENS GUIDE
FEMALE STYLES

RECTANGLE	STYLE NAME	SIZES AVAILABLE
	EMBRACE 200	51, 53, 55
	ESSENCE 202	52, 54, 56
	GRACE 201	51, 53, 55
	HARMONY 201	50, 52, 54
	HARMONY 202	52, 54, 56

BUTTERFLY	STYLE NAME	SIZES AVAILABLE
	CHARMED 203	50, 52, 54
	EMBRACE 201	50, 52, 54
	GLORY 200	50, 52, 54
	HARMONY 200	51, 53, 55
	SEVEN-SIXTY 215	53, 55, 57

MODIFIED RECTANGLE	STYLE NAME	SIZES AVAILABLE
	CHARMED 201	49, 51, 53
	ESSENCE 200	50, 52, 54
	ESSENCE 203	51, 53, 55

CAT EYE	STYLE NAME	SIZES AVAILABLE
	GRACE 202	51, 53, 55

LENS GUIDE
FEMALE STYLES

TEACUP	STYLE NAME	SIZES AVAILABLE
	CHARMED 202	50, 52, 54
	EMBRACE 203	51, 53 55
	HARMONY 203	50, 52, 54
	SEVEN-SIXTY 202	50, 52, 54
	SEVEN-SIXTY 216	49, 51, 53
	SEVEN-SIXTY 217	50, 52, 54

OVAL	STYLE NAME	SIZES AVAILABLE
	EMBRACE 202	47, 49, 51
	FOREVER 201	50, 52, 54
	FOREVER 203	49, 51, 53
	GLORY 203	50, 52, 54
	GRACE 200	47,49,51
	SEVEN-SIXTY 204	47, 49, 51
	SEVEN-SIXTY 209	47, 49, 51

SQUARE	STYLE NAME	SIZES AVAILABLE
	CHARMED 200	50, 52, 54
	FOREVER 200	48, 50, 52
	FOREVER 202	50, 52, 54
	GLORY 202	50, 52, 54
	GRACE 203	50, 52, 54

HEXAGON	STYLE NAME	SIZES AVAILABLE
	GLORY 201	50, 52, 54

LENS GUIDE
MALE STYLES

MODIFIED RECTANGLE	STYLE NAME	SIZES AVAILABLE
	CALIBER 205	53, 55, 57
	ELEMENT 200	52, 54, 56
	HOMAGE 200	50, 52, 54
	SEVEN-SIXTY 201	51, 53, 55
	VALOR 204	54, 56, 58
	WISDOM 202	50, 52, 54
	WISDOM 204	51,53,55

SQUARE	STYLE NAME	SIZES AVAILABLE
	ELEMENT 204	50, 52, 54
	ENDLESS 203	52, 54, 56
	PROSPER 202	51, 53, 55
	VALOR 200	50, 52, 54
	WISDOM 200	50, 52, 54
	WISDOM 201	49, 51, 53

ROUND	STYLE NAME	SIZES AVAILABLE
	CALIBER 204	49, 51, 53
	HOMAGE 202	49, 51, 53
	PROSPER 203	51, 53, 55
	WISDOM 203	47, 49, 51

OVAL	STYLE NAME	SIZES AVAILABLE
	SEVEN-SIXTY 205	47, 49, 51

LENS GUIDE
MALE STYLES

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RECTANGLE	STYLE NAME	SIZES AVAILABLE
	CALIBER 201	51, 53, 55
	CALIBER 203	50, 52, 54
	ELEMENT 202	51, 53, 55
	ELEMENT 203	53, 55, 57
	ENDLESS 200	50, 52, 54
	ENDLESS 201	51, 53, 55
	HOMAGE 201	50, 52, 54
	HOMAGE 203	53, 55, 57
	PROSPER 200	52, 54, 56
	PROSPER 201	51, 53, 55
	REFINE 200	50, 52, 54
	REFINE 201	51, 53, 55
	REFINE 202	52, 54, 56
	REFINE 203	53, 55, 57

	STYLE NAME	SIZES AVAILABLE
	SEVEN-SIXTY 203	48, 50, 52
	SEVEN-SIXTY 210	46, 48, 50
	SEVEN-SIXTY 285	50, 52, 54
	VALOR 202	52, 54, 56
	VALOR 203	50, 52, 54
	WISDOM 205	52, 54, 56
	WISDOM 206	51, 53, 55

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