

BYCAC – Get Involved!

The 2016 Korda British Young Carpers' Angling Championship, organised by the team here at Carp-Trade, Carpworld and Crafty Carper, will once again take place on Oxlease Lake at the Linear Fisheries complex in Oxfordshire. This is a great opportunity for businesses within the angling trade to support the future of carp angling. Sponsorship packages range from donating items for the entrants goody bags to sponsoring a section. The event is heavily covered in both our consumer titles, Carpworld and Crafty Carper, as well as being featured in our other media sponsor title, Carp-Talk. The event has its own

dedicated website and social media platforms, and will be filmed by Sky Sports. The competition will be held from Tuesday 2nd August to Sunday 7th August, and will consist of three day-only eliminators and a 48-hour final. Each eliminator will have approximately 30 junior anglers aged 17 and under, fighting it out for the top 10 spots to qualify for the final. The angler who has landed the biggest weight of carp at the end of the 48 hours will be crowned the 2016 champion.

For more information on how you can be involved, please email: jemima@anglingpublications.co.uk

BYCAC 2016
THE KORDA BRITISH YOUNG CARPERS' ANGLING CHAMPIONSHIP

progressive step to take. Prologic continues to build a firm following by offering products that form practical solutions to the vast majority of carp-angling situations. My own role is not simply to be frontline but also behind the scenes, heavily involved in product design and testing. This aspect greatly appealed because most consultancy roles are nothing of the sort. I am looking forward to helping the brand develop in the UK while also expanding my own angling across some of the mighty European venues – there are certainly some exciting times ahead, and I am delighted to be aboard."

Prologic product and brand manager, Enrico Parmeggiani, said: "This is a huge leap forward for Prologic, and one that I feel extremely



positive about. Product and brand development is something that I've undertaken solely over the past 5 years, so to have an experienced consultant like Adam Penning on board means the research, development and testing process of all future products will receive a major boost. I'm very much looking forward to working with Adam on some exciting new projects we have scheduled for the near future."



Wiley X Europe Partners with Norwegian Giant Nordic Outdoor



From left to right: Wiley X Outdoor director Thomas Wæver and Nordic Outdoor product manager, Kjell Myhre.

Leading premium sunglasses and protective eyewear brand Wiley X has added yet another strong partner to its fast-growing network of distributors, in the shape of Norwegian company Nordic Outdoor. Nordic Outdoor will be exclusively handling the distribution and sales of Wiley X's complete range of protective eyewear for the fishing and outdoor markets in Norway, alongside its portfolio of internationally recognised fishing and outdoor brands.

Kjell Myhre, product manager for the Outdoor division at Nordic Outdoor, explained: "We at Nordic Outdoor are excited and proud of our new cooperation with Wiley X, as we believe the brand makes some of the world's finest sunglasses for fishing. We look forward to presenting them to our discerning customers. It will fit perfectly with our existing portfolio of top-end outdoor and fishing."

This deal takes the number of international distributors working with Wiley X Europe to over 30, and according to the company's European vice-president and Outdoor director, Thomas Wæver, there's much more on the cards.

"Signing with Nordic Outdoor in Norway is a perfect strategic signing for Wiley X, as the company is one of the oldest in the industry, with more than 80 years in business. Nordic Outdoor is also one of the most respected companies in Norway, and is a market leader in fishing, as well as the outdoor markets. Benefiting from this partnership, Nordic Outdoor will be able to penetrate both markets with a wide selection of Wiley X eyewear. Wiley X will really be able to use its network as well as market know-how to the maximum. I look forward to be working with Kjell and his team of dedicated fishing and outdoor staff, who are all true specialists in their fields."

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