



WORLD NEWS

European news

Anplast doubles the size of its production facility



Poland-based fishing accessories manufacturer, Anplast, has more than doubled the size of its production facility to keep up with continuing demand for its products.

The company has extended its manufacturing base and plans to buy bigger injection moulding machines in 2015. The latest

development follows the purchase of new equipment last year (2014) and a 20% increase in staff personnel.

The growth has been achieved despite a slump in sales in Russia. Anplast's co-owner and Export Manager, Filip Frackowiak (above), said: "We started last year by exhibiting at the Hunting & Fishing Show in Russia with high hopes of increasing our sales in that region, which has been our priority for the last two years.

"However, while we were in Moscow the situation in Crimea erupted and everything changed. For the first time we experienced a reduction in sales in the region."

www.bit.ly/1z1B4xk

Marketing updates

Lew's signs exciting TV sponsorship deal

US tackle company Lew's has signed a promotional agreement for 2015 that will take the brand into millions of American households. The deal is with *Hank Parker's Outdoor Magazine* television show, which is about to enter its 29th consecutive season.

"The Lew's and Hank Parker brands have closely paralleled one another over the past three decades. Both take their fishing seriously but have a lot of fun as well," said Lew's CEO Lynn Reeves. "Avid fishermen like Frank help inspire and

educate all age groups. Our goal is to introduce more people to fishing."

Parker (pictured left) was once introduced on CBS as fishing's answer to basketball legend Michael Jordan. He was a successful tournament angler before making outdoors TV his full-time career.

"Like our TV show, Lynn Reeves and Gary Remensnyder at Lew's have something for all ages and skill levels," said Parker. "I believe that we are a great match."

www.bit.ly/1AZ6Yek

Lew's partner Hank Parker has legendary status in the USA.



New signings: the 2014 WCC winning team has joined with Wiley X.

Eyewear

Wiley X looks to Spain, France and Russia

With the precision befitting its military heritage, Wiley X is sweeping across Europe, the Middle East and

Africa as it establishes its brand of fishing sunglasses in the region. Under the watchful eye of Wiley X Europe Vice President and Outdoor Director, Thomas Wæver (left), the company has agreed distribution deals with many fishing tackle distributors throughout the region, including the UK, Ireland, Germany, Italy, the Benelux countries and Malta.

Next in its sights are France, Spain and Russia – countries that Wæver believes offer great potential for its products. "France is a big fishing country, Spain is a place where you should have no problem selling sunglasses and Russia is an up and coming market that is key to us."

Wiley X's growth in the outdoor market in Europe coincides with a crucial switch of strategy. Wæver told *Angling International*: "We didn't have the right strategy back then.

As a multi-market supplier, our specialised eyewear, which consisted of products for fishermen, hunters/shooters, motorcyclists, the optician and airsoft markets as well as the military and security divisions, were being sold under one banner. If you are aiming to do business in the fishing market you need to work with specialists who speak and understand the language of that market."

As part of its plan to continue to develop new products for the recreational fishing market, Wiley X has recruited some of the best anglers in Europe to the Wiley X European Fishing Team. The latest high-profile signing is the winning team in the 2014 World Carp Classic – Krzysztof Charmuszko, Andrzej Walczak and Gabriel Starzek. Charmuszko, said: "We will not only be testing and using the fantastic Wiley X polarized eyewear, but also developing new product from 2016 onwards." www.bit.ly/162aq9H

Rod guides

Sea-Guide to enter North American market

One of the world's best-known rod guide manufacturers has set up a base in the US. Sea-Guide Metal Manufacturing, from Weihai, China, has established a warehouse in Irvine, California, and hired Rick Hall, formerly with Pacific Bay International, as its International and OEM Sales Manager.

"Sea-Guide USA is excited to take this opportunity to enter the US market," said Hall. "We understand there is a need for American rod manufacturers to have a direct source for quality, precision rod components in order to remain competitive in this ever-changing market.

"As one of the largest manufacturers of fishing rod guides in the world, Sea-Guide can offer extremely competitive pricing on high quality products. We can also serve as a link between manufacturing and US brands needing assistance in getting our products to their factories around the world."

Hall added that for the first time, after years of requests, it will now offer its products to the rod building community. www.bit.ly/12JyYlz

