



WORLD NEWS



Europe

WileyX enters Norway with Nordic Outdoor

Leading sunglasses and protective eyewear brand, **Wiley X Europe**, has added another partner to its fast-growing network.

The company has appointed Nordic Outdoor as its distributor for Norway. Its Product Manager for the outdoor division, Kjell Myhre (left, checked shirt), said: "We are excited and proud of our new cooperation with Wiley X as we believe the brand makes some of the finest sunglasses in fishing. We look forward to presenting them to our discerning customers. The range will fit perfectly with our portfolio of top-end outdoor and fishing products."

The deal takes the number of international distributors working with Wiley X Europe to over 30. Its European Vice President and Outdoor Director, Thomas Wæver, said: "Signing with Nordic Outdoor is a perfect fit for us as the company is the oldest in the industry – having been in business for more than 80 years."



UK retail

Fishing Republic buys Cotswold Angling

Fishing Republic – the fast-growing UK tackle retailer – has made its first acquisition since floating on the London Stock Exchange earlier this year and has also announced the opening of another store.

It is set to pay £170,000 for the business and assets of Fish XL, trading as Cotswold Angling, a retailer based in Swindon. In the year to September 30, 2014 the business generated sales of approximately £0.43million and made a marginal operating profit.

Co-founder and director of the business, Trevor Gunning, will be joining the senior management team of Fishing Republic as Regional Operations Manager.

Fishing Republic's latest store development is set for Crewe, Cheshire, and based close to one of the country's major motorway networks, the M6. It is expected to open in March.

"The acquisition of Cotswold Angling establishes our presence in the south of England, while the outlet in Crewe complements our existing store network in the north," said Steve Gross, CEO (top).

"Both stores readily fit our 'destination store' model which is designed to attract fishermen from a wide area. Our aim is to build a sustainable presence in a market that is highly fragmented and we will continue to look for further opportunities to expand our geographic footprint while also building our online offering."

In the same news release to the London Stock Exchange, the company also announced the appointment of Russell Holmes as Finance Director.

Fly fishing

Orvis appoints new Palm Beach dealer

StingRay Fishing Outfitters has been appointed the authorised Palm Beach dealer by world fly fishing leader Orvis.

"We are committed to growing saltwater fly fishing and the addition of the Orvis brand allows us to effectively accomplish this goal," said StingRay owner Ray Lorenzo.

"This is a great opportunity for local anglers to experience Orvis quality first hand. The Helios, Recon and Clearwater rods are now in stock, as well as the Mirage, Hydros and Access reels."

As a further boost to its fly fishing service, Stingray has recruited Captain Mike Lee, a guide and the author of a fly fishing guide to local waters, to head up its fly fishing department.



Retail

Field & Stream Stores launches e-commerce site

Field & Stream Stores, the outdoor brand owned and operated by omni-channel retailer Dick's Sporting Goods, has launched its first e-commerce website.

The new site joins 19 store locations and gives customers more ways to shop for a wide selection of national and international brands, including Shimano, Sage and Yeti.

"As we continue to grow our national footprint, it

is our goal to offer customers the convenience of a seamless shopping experience both in-store and online," said Trace Hayes, VP eCommerce for Dick's Sporting Goods.

"With the launch of FieldandStreamShop.com, outdoor enthusiasts across the country are now able to access a vast assortment of products from Field & Stream stores.

Bass fishing

Mann's Bait signs Micah Frazier to its pro-staff

Top US lure manufacturer, **Mann's Bait Company** has signed Bassmaster Elite Series pro Micah Frazier.

The new member of the pro-staff at the Eufaula, Alabama-based company said: "I look forward to becoming a vital part of the Mann's family and helping to continue its history of providing quality and innovative new products for anglers worldwide. The brand has

tremendous value and name recognition within the sport of bass fishing."

Veteran Mann's pro-staffer and former Bassmaster Classic Champion, Paul Elias, added: "I have only known Micah for a short time, but I am super-impressed with his performance on the Elite tour and I believe he will be a great asset to Mann's, as well as to the sport."