



# WORLD NEWS

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## Acquisitions

### Brunswick Corp CEO explains purchase of BLA

**Brunswick Corporation**, the US-based marine manufacturer, has acquired BLA, Australia's largest supplier of boating, lifestyle and adventure products.

BLA includes many fishing products among its 15,000 SKUs. In 2014 it reported revenues of around

AUS\$50 million.

Headquartered in Brisbane, the company offers products from top brands such as Minnkota, Ocean Kayak, Old Town, Humminbird and Cannon, selling fishing equipment



that includes kayaks, electric motors, downriggers, rod holders, tackle stations, livewell pumps and other accessories.

Founded in 1974, it has established an extensive dealer network throughout Australia and New Zealand and also has a strong OEM business. Brunswick says the acquisition will strengthen its marine parts and accessories (P&A) sales in the region.

"BLA bolsters the distribution arm of our marine P&A business by expanding our reach and customer responsiveness in the important Australia marine marketplace and this part of the world," said Brunswick Chairman and CEO, Dustan E. McCoy. "We will continue and extend the connection with BLA's current client base."

BLA will continue to conduct business under its current name and will remain in Brisbane. It also has operations in Melbourne and Perth and in Auckland, New Zealand. Brunswick is based in Lake Forest, Illinois.

## Events

### Wiley X to sponsor World Predator and Carp Classics



**Wiley X**, one of the world leaders in protective eyewear, has renewed its sponsorship of two of the biggest fishing tournaments in Europe.

The company is once again backing the World Predator Classic and the World Carp Classic, fast growing competitions run by Angling Spirit.

Thomas Weaver, Wiley X's European Vice President and Outdoor Director (*above left*), said: "By sponsoring two of the biggest fishing events in Europe, we ensure that we get our message across different types of fishing, allowing all sorts of dedicated anglers to know more about eyewear and how important it is to have the right ones and how they can drastically change your success when fishing."

Ross Honey (*above right*), founder and organiser of both events, said: "We are delighted to have extended the relationship with Wiley X as the official eyewear sponsor. Wiley X combines safety and great style and has proved to be very popular throughout the angling community.

"All winners of our events are really happy with the prizes that include Wiley X eyewear and in particular the overall champions as they are invited to join its European Fishing Team." [www.bit.ly/1F9dJfb](http://www.bit.ly/1F9dJfb)

## Reels

### First picture of ultra-light PENN Clash

Renowned reel maker **PENN** plans to launch the lightest spinning reel in the famous brand's history at EFTTEX. In addition, PENN has introduced new technology into the reel's drag and rotor, provided an almost perfect line lay system and introduced machined gearing for the first time at a modest price point.

As revealed exclusively by *Angling International* earlier this year, the PENN Clash has been engineered at the company's HQ in Columbia, South Carolina. Details of the model have previously been kept under wraps, but full specifications – and the first picture in its striking black and gold livery – have now been disclosed in readiness for the big trade show in Warsaw.

"A number of exciting advances and improvements have been built into the reel," said EMEA Brand Manager, Robert Valkeneer.

"CNC or machined gearing is different to the diecast gearing used in many reels. Diecast is basically a metal mold in the shape of a drive gear or pinion gear. But a machined gear is shaped using special software to produce not just strength but precision."



## Angling International



**Anthony Hawkswell, Editor**  
Appointed Editor in January 2013, Anthony's background in news publications and in-depth reporting enhances the magazine's reputation for leading the way in providing the best news service in angling.



**Mel Bagnall, Consultant Editor**  
Mel's experience in the angling industry includes five years as our senior editor, guiding the magazine from its very first issue. Now, as Consultant Editor, he contributes special reports on the industry and insight into the leading news developments of the day.



**Stuart Pavlik, US Marketing Director**  
Stuart is based in Florida where he manages the accounts of our US and Canadian clients. An avid fisherman with advertising experience gained at *Florida Sportsman*, Stuart has a strong understanding of worldwide fishing from his tenure at IGFA and from extensive travel.



**Rob Carter, Editorial Director**  
Rob formed *Top Corner* in 2005 and launched *Angling International* three years later. His responsibilities include managing the sales and editorial teams and growing the *A.I.* brand by introducing new services for customers worldwide.



**Keely Docherty-Lee, Production Director**  
Co-founder and co-director of the business, Keely manages the design team that produces *Angling International* each month, the international websites, monthly emails, and the design and catalogue design service.

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