



WORLD NEWS

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Tournament news

WPC winners in praise of Wiley X eyewear

Top eyewear brand **Wiley X** has re-signed the double World Predator Classic winners Luc Coppens and Jeremy Staverman to its European fishing team.

The pair won the WPC crown for the second year running in Hellevoetsluis, the Netherlands – and attributed much of their success to the advantages offered by Wiley X's premium quality eyewear.

Coppens said after his win: "I feel like I'm living the dream – to win the WPC two years running is just amazing." Coppens and Staverman – fishing for Mercury/Westin – beat Shimano duo Jurgen Hease and Dustin Schone into second place.

"Wearing Wiley X eyewear definitely gave us a distinct advantage in the WPC this year.

It allowed us to see fish that were following lures but not striking straight away. That meant we knew we were in the right spot. As well as Wiley X, I must thank Jeremy – the best team-mates I could ask for," added Coppens.

Wiley X's European Vice President and Outdoor Director, Thomas Waever, said: "Huge congratulations to Luc and Jeremy. I am really happy for them. These two guys are top anglers in their field, but also really switched on guys – it is an absolute pleasure to have them part of the Wiley X team.

"We are also happy to continue our successful working relationship with WPC organiser, Angling Spirit. The work it's doing for the fishing industry is excellent."



US news

ASA elects six to board of directors

Six members of the American Sportfishing Association (ASA) have been elected or re-elected to fill three regional seats and three at-large seats on the board of directors. Their terms begin on October 1st and they will serve two-year terms. The **Regional** seats went to:

South Central Region – **Jeff Pontius**, President of ZEBCO Brands [re-elected]; Southeast Region – **Aledia Hunt Tush**, President of CB's Saltwater Outfitters [re-elected]; West Region – **Ken Elie**, President of Outdoor Pro Shops, Inc. [new board member].

At-Large seats went to: **Peter Foley**, President of Boone Bait Company, Inc. [re-elected]; **Paul Schluter**, President of St. Croix Rods [re-elected]; **Gary Zurn**, Senior Vice President of Industry Relations, Big Rock Sports [re-elected].

Logistics

Shimano unveils state-of-the-art HQ for its Australian business

Tackle giant **Shimano** says that its new state-of-the-art headquarters in southern Sydney will allow it to significantly expand its operations in Australia.

The gigantic warehouse was officially opened last month and holds the full range of the Japanese group's fishing tackle and bicycling parts. It features a high-tech automated material handling and logistics system – one of only five in operation in Australia – which allows products to be sorted, packed and distributed to retailers quickly and efficiently.

The Australian magazine, *Fishing World*, was given a guided tour through Shimano's product information facility where the latest fishing and cycle gear is on display. Ipads linked to the big screens allow visitors to the Shimano offices to browse through websites and videos detailing product information.

Speeches at the opening ceremony noted the vision and business acumen of Shimano Australia founder John Dunphy, who passed away earlier this year. Industry leaders acknowledged that the new building was a lasting testament to Dunphy's legacy as one of the founding fathers of the modern recreational fishing industry.



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