

FISHING TACKLE RETAILER[®]

THE BUSINESS MAGAZINE OF THE SPORTFISHING INDUSTRY

March 2015

\$5.95

2015 Retail
Business
Guide



THE CRYSTAL BALL. NOW IN HD.

SEE INSIDE COVER FOR DETAILS.





Outlier XL

SMITH OPTICS

Smith Optics has launched XL-size offerings for its popular Lowdown and Outlier sunglass models so their customers can now select styles based on design rather than be constrained by frame size.

For the fishing market, the new Outlier XL brings all the features one has come to expect from Smith performance-driven sunglasses in a larger frame style that's perfect for medium and large heads. Designed for the thrill seeker, the larger rectangular shaped lenses with distinct keyhole nose detailing are offered in non-polarized (\$80), polarized (\$119) and ChromaPop™ (\$209) polarized lens options. Megol nose and temple pads create a comfortable and secure fit.

The addition of Smith's proprietary color-enhancing and clarity-defining ChromaPop lenses reduce eye fatigue while optimizing a true color experience in the outdoors.

www.smithoptics.com

WILEY X

This year, Wiley X brings 17 new models of polarized sunglasses and four new polarized lenses to the marketplace. The WX Tide is targeted at the angling community and is offered in new Polarized Venice Gold Mirror (amber) or Polarized Blue Mirror (green). In addition, they're also launching the new Polarized Yellow lens for the WX Arrow and WX Gravity.

The WX Tide joins Wiley X's Climate Control™ Series and features a patented, removable, soft-foam Facial Cavity™ Seal that blocks out wind, debris and reflected light. It's ANSI Z87.1-rated for High Velocity and High Mass Impact safety standards, providing occupational grade protection. It's equipped with Wiley X's patented removable and breathable Facial Cavity™

seal which blocks out wind and light for enhanced polarization.

Anglers everywhere know the advantage of reducing peripheral light and glare. You can see better and more comfortably.

The prescription-ready WX Tide features Wiley X's polycarbonate Filter 8™ polarized lenses with anti-scratch, anti-reflective and hydrophobic coatings. WX Tide Model #CCTID04 pairs the new Venice Gold Mirror (amber) lenses with a Matte Hickory Brown frame, while Model #CCTID09 combines Polarized Blue Mirror (green) lenses with a Gloss Black frame. A case, strap, leash cord and cleaning cloth are included with each pair of WX Tides. They fit head sizes between medium and large and the MSRP is \$150.00.

www.wileyx.com



WX Tide

HOOK, LINE, AND BRASS, LEAD, STEEL, TIN OR TUNGSTEN SINKER.

The sinker you grab to fight a lunker largemouth won't be the same one you'll need when trolling for crappie. Whether they're for freshwater or saltwater, Bullet Weights® has the perfect sinkers to fill the tackle box.



BULLET WEIGHTS®



bulletweights.com

CIRCLE NUMBER 009 ON READER SERVICE CARD