

Tru-Turn's revival in Europe gathers pace

Tru-Turn, the 'bent' hook invented by the late John W. Campbell of Alabama, has long enjoyed huge popularity in America. But now the distinctive brand, celebrating its 50th anniversary this year, is opening up new markets in Europe.

Netherlands-based distributor Hengelsport AAS-PNP has secured the exclusive rights for Tru-Turn match hooks and was delighted with the reaction when it took them to the recent ANSPO show in Germany.

Anja van Assen, owner of Hengelsport AAS-PNP, had previously tested response at a regional show, and was encouraged to introduce them on a bigger stage. "We have adapted the packaging for Europe and sales have gone extremely well," she told *Angling International* in Kassel. "We have picked up 40-50 retailers in the past few months and we expect to add to that after interest at the show."

Hengelsport, which also includes French line brand Parallelium among its clients and is expecting

to conclude a deal with a top US lure brand in the near future, has sourced over a million packets of the hooks from America and is confident of prompt delivery into Europe.

But the extra demand for Tru-Turn hooks – and for a range of new colours – means that production of the match hooks has been transferred to Japan and new hooks will be available in January or February of 2011.

It is something of a comeback for Tru-Turn, which was first introduced to Europe some 20 years ago by Mike Duckworth, the first EFTTA president. But when Duckworth retired, the hooks largely disappeared from the market.

"Anja is doing a good job expanding match hook sales in Europe," said Export Manager Ron Stallings, who explained that while Hengelsport is the only company in Europe to have the match hooks, distribution for his company's entire range across



the EU is managed by German company Think Big. "We are excited about the increasing demand."

The popularity of the original Tru-Turn hooks laid the foundations for a multi-brand business known as TTI-Blakemore Fishing Group, managed by John W. Campbell's sons, Wes (President) and Steve Campbell (Vice President). Brands including Daiichi, Xpoint, StandOUT, Mr Crappie and Team Catfish have been added to the line-up. The Blakemore Lure Company was purchased in 2004, bringing the famous Road Runner and Real Magic products into the portfolio.



Above: Tru-Turn hooks with their distinctive bend were once hugely popular in Europe. Now Hengelsport AAS-PNP is looking to grow the market for the match hooks once again.

TRONIX BRINGS HART TO UK



Tronix Managing Director George Cunningham: "EFTTEX was the key to this deal."

Tronix UK Ltd, the manufacturer and distributor of sea terminal tackle and owner of the Tronixpro brand, has been appointed as the sole distributor in the UK for international brand Hart.

The agreement was initiated at EFTTEX and led to both companies sharing a stand at the UK's Tackle and Gun Show, where products on display included the new Hart Bloody rod series for sea spinning and the Hart Revolution lure range, alongside existing Tronixpro sea products.

"Tronixpro was recommended to me by Gareth Whittington at Truetackle, our Irish distributor," explained Aike Klein, Sales Co-ordinator for the European distribution of Hart. "I met Managing Director George Cunningham in Valencia and he has since been over to see our range. We were excited to join him at the UK show in October."

Cunningham, whose business is based in West Sussex, explained that the Hart products he saw and handled at EFTTEX reflected a growing trend in the UK for bass plugging and spinning. "A number of manufacturers are now making tackle for this type of fishing so hopefully we are in at the beginning of something that is going to grow," he told *Angling International*. "The October show will be the launchpad for bringing tackle into the UK."

"I wasn't very familiar with Hart products until I went to Valencia. This wouldn't have happened if I hadn't gone to EFTTEX."

Further information is available from info@tronixuk.com and evia@evia.es.

WHAT DID THE TRADE THINK OF THE IFTD SHOW? See p23

Promar targets Europe with its 'virtually snag-proof' nets

Landing net design has come a long way since the days of knotty mesh, bulky frames and heavyweight handling. Now Promar believes it has raised the bar still further with its Promesh series.

The Californian company's nets grabbed lots of attention at ICAST in July and the production values seem certain to meet the requirements of discerning anglers in Europe and beyond. Designed with the tournament bass and redfish markets in mind, the nets are also ideal for European species such as perch and trout.

The three-size, lightweight series is all about efficiency of use and functionality – with some style thrown in. The specifications listed below certainly make impressive reading.

- The hook-resistant, rubber-coated, knotless mesh (not a generic material but unique to Promar) is sure to find favour with a conservation-minded marketplace.
- All nets have telescopic, adjustable handles. In the two larger models, the handles can be detached by way of a two-pin yoke (many rival nets have a less durable, single-pin yoke).

- Handles and frames are in anodised aluminium.
- All hardware is saltwater resistant, with brass pins and stainless screws.
- An EVA soft-grip handle features on all models.
- The mesh size ensures low resistance when raking the net through water.

"These nets are not gimmicky, everything is functional," explained Director of Marketing Jason Morton when he spoke to *Angling International*. "They are phenomenal for stowing in the car or boat but their space-saving attributes do not mean we have compromised on strength."

"The nets are as close to snag-proof as you can get with such light netting. The netting is also considered 'green' – having been developed with the fish in mind as well as the angler. The fish can sit flat in the bottom of the net, safe from any damaging knots. It is perfect for catch and release."

Promesh is positioned at price points that Morton believes the market has not previously been able to achieve for this level of quality and performance. For further information call +1 310 515 8881 or visit www.promarnets.com.

THE THREE SIZES IN THE PROMESH RANGE

- Promesh comes in three sizes and price points:
 - LN650
12-16 inch frame/26 inch handle/14 inch deep net/
MSRP in US \$29.99
 - LN651
18-20 inch frame/36 inch handle/19 inch deep net/
MSRP in US \$54.99
 - LN652
22-24 inch frame/48 inch handle/24 inch deep net/
MSRP in US \$59.99
- The handle can be detached from the frame in the two longer versions.

Better by design: the larger nets have detachable handles for easy storage.



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