

THE BUSINESS MAGAZINE OF THE SPORTFISHING INDUSTRY

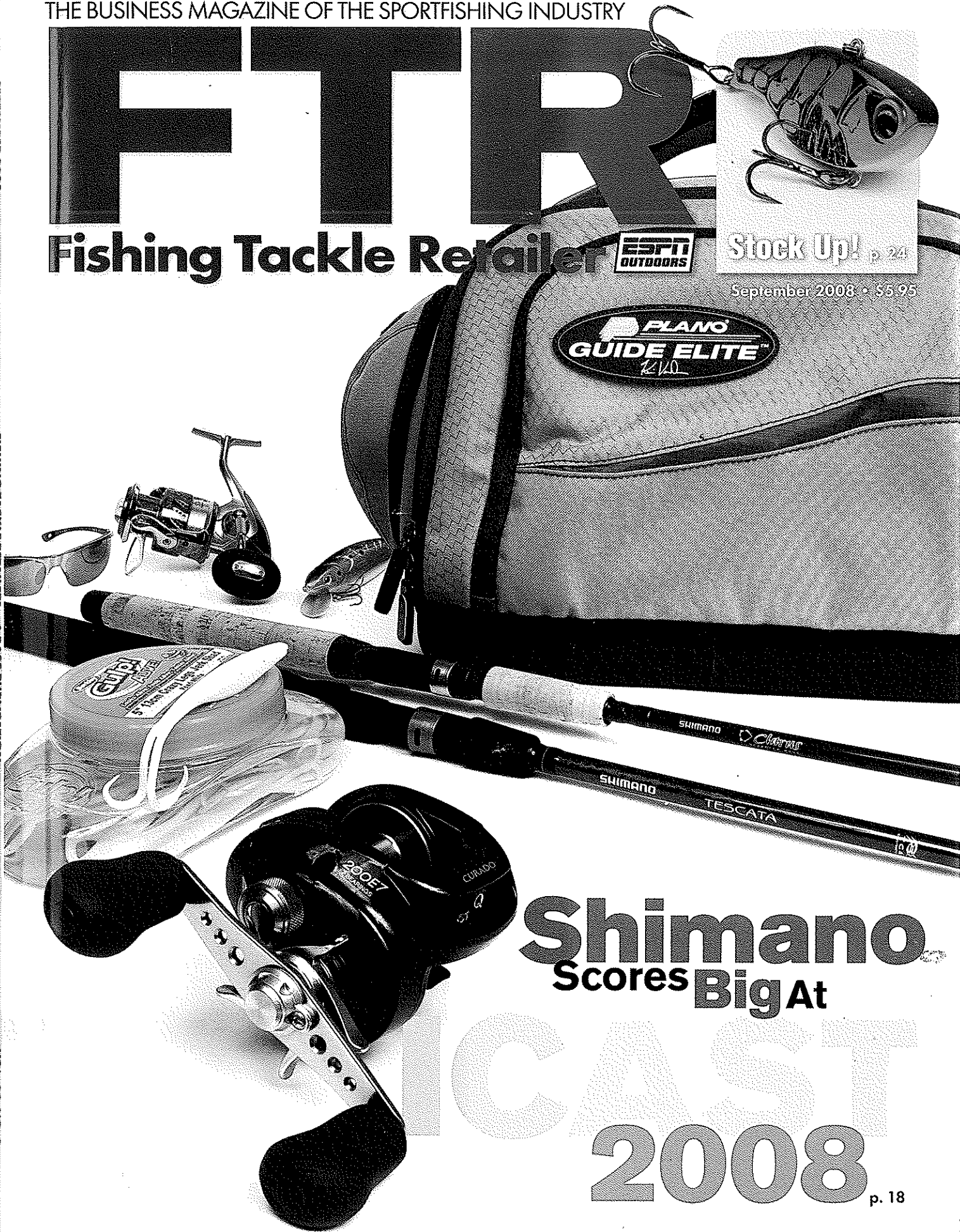
FTFR

Fishing Tackle Retailer



Stock Up! p. 24

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Shimano
Scores Big At

CAST

2008

p. 18

Tackle Reports

Shimano Takes Top Honors At ICAST 2008

At ICAST 2008, the New Product Showcase was more competitive than ever. Sponsored by *Fishing Tackle Retailer*, 190 companies entered 695 tackle products and accessories into the flagship showcase, which has become the sportfishing industry's premier trade event.

The 51st annual show, produced by the American Sportfishing Association, was held at the Las Vegas Convention Center, July 16-18, 2008.

Making up a special section of ICAST's 350,000-square-foot show floor, the New Product Showcase gives the industry's latest innovations in gear and accessories special visibility during the show. There are more than 7,000 representatives of the global

sportfishing community in attendance with nearly 2,000 buyers and more than 400 media representatives in Las Vegas for the world's largest sportfishing trade show.

Shimano American Corp. was this year's big winner, sweeping all the major rod and reel categories as well as earning the show's top honor, overall "Best of Show," for its new Curado E freshwater reel series.

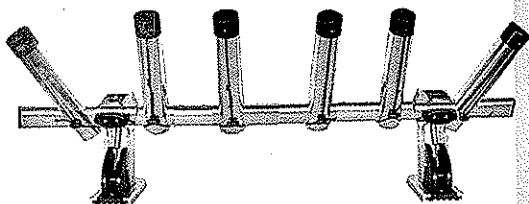
Buyers and media representatives judged the products based on their levels of innovation, execution, workmanship and practicality to select "Best of Show" honors in 17 categories, as well as the overall "Best of Show" winner. — Nathan Benson

ICAST New Product Showcase Award Winners

**OVERALL BEST OF SHOW
FRESHWATER REEL**
Shimano, Curado E Series



BOATING ACCESSORY
Bert's Custom Tackle,
Drop Down Rocket Launcher



CLOTHING (Not Pictured)
e21 Fishing, Wind, Rain, Ice Rain Gear

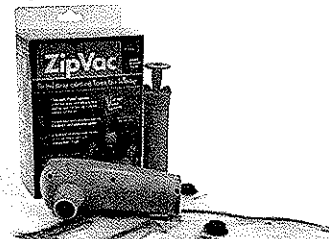
ELECTRONICS
Humminbird,
Ice 55 Flasher



EYEWEAR
Old Harbor Outfitters,
Mako



FISHING ACCESSORY
CTI Industries Corp.,
ZipVac Jumbo Vacuum Storage Bags



HOW'S BUSINESS?

A flash report from the manufacturing, rep and retailing segments of the tackle industry. BY KEN FREEL

MANUFACTURER

Cory Schmidt
Marketing Manager, Nature Vision Inc.
Brainerd, Minn.

According to Cory Schmidt, the hottest Nature Vision product is the new Platinum Series swimbait, particularly the Rock Hard series, which is the hard bait version of the ultra-natural swimming Platinum Natural. The Rock Hard is available in 4-, 6-, 8- and 10-inch sizes, five colors and in slow- and fast-sinking versions. He says besides the bass arena, these baits are starting to catch fire with enthusiasts seeking other species, even saltwater gamefish. Though relatively pricey, Schmidt says these baits are not meant to be works of art — they're meant to be fished. "Once your customers fish one for the first time, they will be hooked!"

RETAILER

Larry North
Owner, North 27 Bait & Tackle
Carrollton, Ga.

Larry North sees a lot of Zebco 202 and 33 combos moving fast, mostly because of price and the economy. He says that live baits, especially worms, are great for business during the season because of their long shelf life and demand by his customers. His advice for other shops is not to buy products too soon, even with "bill later" incentives. He once made a big purchase in September and it sat on his shelves until the spring.

REP AGENCY

Joe Kennedy
President, J&K Fishing Specialists
Flemington, N.J.

Joe Kennedy says that Pelagic Gear is very hot among the young angler set. The Z-Man Turn-onZ lures are getting a lot of play with the tuna fleet from New Jersey to New England, and so is the Z-Man FlyerZ, says Kennedy. Also, the Surf Eel and Rainfish lures are selling well in anticipation of the fall striper and bluefish runs. The Avet SX is a favorite with local striper sharpies, and the Hannon Wavespin 5000 is the reel for braided lines. •

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