

E-NEWS
NOW MAILED
AROUND THE
WORLD EVERY
2 WEEKS

WORLD NEWS

We have condensed the biggest stories in the global angling trade into the next seven pages. You can read more by subscribing to Communiqué Online and visiting www.angling-international.com.

Letter from the editor



Although not a massive shock within industry circles, the bankruptcy of Maurice Sporting Goods has raised a number of eyebrows – not least the mind boggling debts that the Northbrook, Illinois wholesaler and distributor has amassed.

The creditors list reads like a who's who of the industry and reveals an astounding amount of money owed to individual companies. A list of the top 17 creditors starts with Normark at the top – owed \$1.47 million – down to Rapala USA, which has \$539,495 outstanding. Sandwiched in between are household names that include Shimano North America (\$991,181), Gary Yamamoto Custom Baits (\$967,174), Pure Fishing USA (\$736,750) and its Canadian arm (\$721,649).

It seems likely that these creditors will stand no chance of recouping anywhere near what they are owed so will have to take the hit. The effect of absorbing those losses doesn't bear thinking about in a fishing tackle industry in North America that is still reeling from turmoil in the outdoor sports retail sector.

The really big manufacturers should be able to overcome the loss, although I would expect there will be questions asked as to why and how the bills were allowed to become so astronomical. I would also expect a round of cost cutting within the business to recoup some of the money.

But what of the smaller suppliers? Overcoming such a loss is going to be more difficult to accommodate and the livelihood of the businesses must be under threat. The fall-out could be terminal.

For Maurice Sporting Goods, at the time of going to press it looked like it will be taken over and rise from the ashes, saving the 91-year-old business. However, it may not be such a happy ending for others.

MARCH ISSUE FOCUSES ON BAIT

Our March issue will cast the spotlight on soft/dough baits and its importance with the growth of the carp fishing market across Europe and beyond. The feature represents an opportunity for manufacturers within the sector to show distributors and retailers alike what you have to offer. Contact our International Sales Director, Rob Carter (rob@topcornered.co.uk) if you are based in Europe or Asia or US Marketing Director, Stuart Pavlik (stuartpavlik@aol.com) if your business is based in North America.

ANTHONY HAWKSWELL, Editor **ai**
anthony@angling-international.com

Conservation

ASA UNDERWRITES SCHEME TO REMOVE LIONFISH IN FLORIDA

US industry representative body, the **American Sportfishing Association (ASA)** – alongside other fishing and boating trade leaders and organisations – has presented the Florida Fish and Wildlife Conservation Commission (FWC) with funding to support the 2018 tagged-lionfish removal incentive programme.

The initiative rewards harvesters who find and remove previously tagged lionfish from waters around the state of Florida. ASA's contribution is part of an overall \$25,000 donation.

"The American Sportfishing Association is proud to help fund the FWC's 2018 tagged-lionfish removal incentive programme," said Glenn Hughes, [right] ASA's Vice President for Industry Relations. "We are thankful for FWC's dedication to lionfish control efforts and its development of innovative approaches to combat this invasive species and to protect Florida's native ecosystems."



"It's important for Florida's recreational industry to be involved in the fight against invasive lionfish that threaten our fisheries, which is why ASA and Keep Florida Fishing continue to strongly support the Florida Fish and Wildlife Conservation Commission through programs like these," said Kellie Ralston, ASA's Florida Fishery Policy Director.

Lionfish are a non-native invasive species that can reduce native fish populations and negatively affect the overall reef habitat. The programme will run from May through to September and will coincide with the annual summer-long Lionfish Challenge, which rewards recreational and commercial lionfish harvesters with prizes for submitting their lionfish removal efforts.

Distribution

Wiley X seals deal for Hungarian market

Award-winning protective eyewear brand, **Wiley X**, has signed up another distributor following a successful EFTTEX trade show earlier this year.

Hungarian-based Fishmedia Hu Kft has become the fifth company to sign on the dotted line, following in the footsteps of firms in France, Iran, the Baltics and Russia. The two parties agreed a deal in principal at the show in Budapest before finally confirming an agreement recently.

Founder and Managing Director of **Fishmedia Hu Kft**, Zoltán Szabó, said: "Like my fishing tackle, I am always looking for the best and in Wiley X polarised products I have found that. It was a pleasure for me to sign the distributor agreement with Wiley X after EFTTEX in my homeland. I am looking forward to taking the brand into the market and letting the Hungarian fishing tackle business know what special features they hold."

Alongside its success in signing up new distributors at EFTTEX, Wiley X also triumphed in the *Angling International*-sponsored Best New Products Awards, where its Wiley X Boss with Kryptek® triumphed in the sunglasses/headwear category.

Thomas Wæver, Wiley X EMEA Vice President and Outdoor Director, said: "Hungarians love to fish – in fact there are more than 400,000 anglers in the country with over 130,000 hectares of water available. The market represents huge potential.

"I am looking forward to working with Zoltán and his team to promote the Wiley X brand to anglers and fishing shops in this truly great angling country."



Wiley X EMEA Vice President and Outdoor Director, Thomas Wæver [left], agrees a deal in principal at EFTTEX with the Founder and MD of Fishmedia Hu Kft, Zoltán Szabó.