



# WORLD NEWS

**E-NEWS**  
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WORLD EVERY  
2 WEEKS

## Eyewear sector

### Wiley X European office takes on entire EMEA region



Premium protective eyewear manufacturer **Wiley X** has expanded its successful European operations to take in the entire EMEA region – Europe, the Middle East and Africa.

“Wiley X has enjoyed impressive sales growth across Europe over a relatively short space of time and we have expanded our staff accordingly to meet this increased demand,” said Jan Mikkelsen, President of Wiley X EMEA. “Positive customer response to the brand and strong sales growth across Europe make expansion into the Middle East and Africa a logical business strategy.”

To help meet this growing demand for its products and prepare for future growth, Wiley X has been increasing its staff at a rate of 30% a year.

Wiley X EMEA is well positioned to facilitate this expansion from its new headquarters in Denmark with a warehouse that is both well equipped and centrally located to service the respective markets.

“We pride ourselves on being available to customers when they need us and delivering real-time service. It is important for these customers to know that we work when they work,” added Mikkelsen.

As the company expands into these new markets, the company expects to follow the same successful business strategies that have led to its rapid growth across Europe. These include working to develop and efficiently service an expanding dealer network and personally interacting with both customers and end users at international exhibitions, fairs and events across the EMEA region.

## Acquisition

### Correct Craft continues expansion with SeaArk

**Correct Craft** has added to its portfolio of brands with the acquisition this week of SeaArk boats, a move that takes it into the aluminium fishing boat market.

The purchase comes just over a year after Correct Craft bought the Bass Cast and Yar-Craft manufacturing businesses as part of an aggressive growth strategy in fishing.

SeaArk was founded almost 60 years ago. While best known for its heavy-duty catfishing boats, it also manufactures bass and crappie fishing craft along with various other boat types.

Correct Craft is headquartered in Florida, but SeaArk will continue to operate from its facility in Monticello, Arkansas.

Former owner and founding family member Robin McClendon said it was a ‘bitter-sweet’ decision for his family to exit the recreational boat building business. “However, we believe we have found the right owner in Correct Craft,” he added. “I know that our team members, as well as our legacy, are in good hands.”

Correct Craft President and CEO Bill Yeargin said: “Sea Ark Boats is an outstanding company with a strong brand, great reputation and exceptional team. We will work with them in Monticello to grow the business.”

Correct Craft has been in the marine industry for 91 years and has built a family of brands that includes Bass Cat, Yar-Craft, Nautique, Centurion and Supreme.



## New products

### Ockert to unveil Climax Speedfädel at EFTTEX

German tackle manufacturer **Ockert** has come up with a solution for anglers who struggle to thread the line through all those tiny guides towards the top of the rod.

“Cold fingers, poor visibility, the finest diameter line and to make matters worse, a desire to get fishing quickly, all combine to make it a frustrating task,” says the company.

“Now you can hook in your brand new and luminous Climax Speedfädel®, adjust your reel break and rig up your rod in seconds. Never again will your line drop and slip back all the way down your rod Nor will you curse poor visibility, cold shaking hands or tiny finest line diameters.”

Climax Speedfädel will be on show at EFTTEX in Amsterdam.

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