



JM Gillies back with a bang at EFTTEX

SINCE being acquired by fellow Australian firm Bassier Millyard in July 2012, JM Gillies has been hard at work putting together what it claims is one of the most unique lure ranges on the market.

A stylish new catalogue and the unification of several brands under an international one now see the launch of Gillies Lures – ready to be showcased at EFTTEX. The owner of JM Gillies, Pat Levy, said: “It is great to finally merge all the lures under the one brand with a true overseas focus. This will allow us to better manage our international business and provide a more professional brand presence around the world.”

The JM Gillies designers have been hard at work on new colour ranges and increased features on all the lures and, according to Pat, the response has been fantastic.

Pallatrax rebrands

POPULAR UK-based company Pallatrax has totally rebranded its image following its recent purchase by Mike O'Neill, the owner of creative agency O'Neill Modern Media (OMM).

The rebranding includes a new and unique logo, new colours and the tagline “Catch more fish” and slogan “Question everything.”

Howard Campion, OMM's managing director, stated: “The new identity better expresses what Pallatrax really stands for. It is bold, different, modern and identifies with the ‘question everything’ mindset we will be taking to the angler. The ‘P’ of



Pallatrax has been used as a tool to ask anglers to consider all aspects of their fishing, from their choice of weights and the sharpness of their hooks through to the ingredients of their baits.

“Our aim is to incite thought among the angling community, both trade and consumer, with

Pallatrax offering serious and innovative fish-catching solutions.”

Simon Pomeroy, Pallatrax's managing director, added: “We're very fortunate to have such a professional design team who have worked hard to produce an exciting look that really gives Pallatrax a standalone identity. The

logo highlights my firm belief that by questioning all aspects of fishing there will always be areas on which we can improve. In essence, assume nothing.”

For more information contact Simon Pomeroy on +44 5603 486 198 or send an e-mail to simon@pallatrax.co.uk.

Fly show grows

GERMAN fly fishing show Erlebniswelt Fliegenfischen (EWF) attracted around 3,450 visitors, an increase of some 200 visitors compared with last year's event.

The eighth edition of the show was again held at the monastery Fürstenfeld, in Fürstenfeldbruck near Munich, on the weekend of April 13th and 14th.

As one of the biggest fly fishing events on the Continent it had a top-quality programme to offer its visitors, with some of the biggest names in the discipline demonstrating their casting and fly-tying skills. American fly fisher, author and photographer



Gary Borger was the special guest this year and he entertained the public with workshops, demonstrations in fly tying and casting plus book-signing sessions.

The record number of visitors also meant excellent sales for the companies that were present.

In 2014 the EWF will be held at the same venue again; this time on March 29th and 30th.

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