

EFTTA NEWS

Sunline joins EFTTA's stance against line cheats



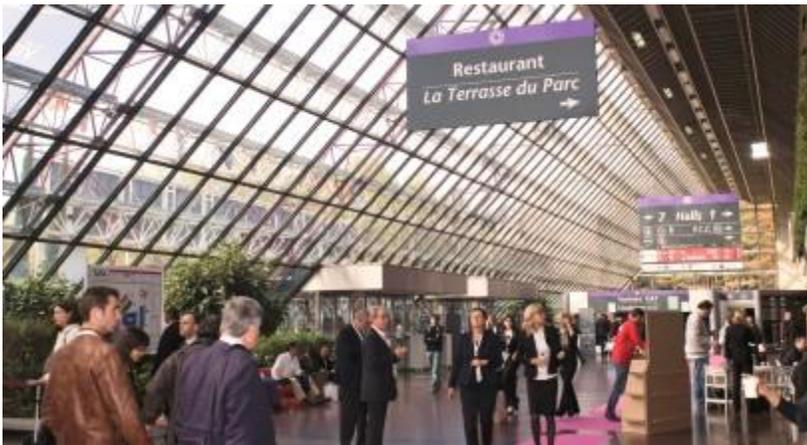
One of Japan's top fishing line manufacturers has joined EFTTA's campaign against line cheats.

Sunline, which was founded in 1977 and is a major supplier to its domestic market, has signed up to EFTTA's Line Charter – a campaign designed to end the practice of wrongly labeled line packaging.

The company's Hiroshi Togi said: "Sunline has always been uncompromising in its pursuit of the highest quality in fishing lines.

"It has led the industry in displaying line strength on all its products. We believe this is the least a manufacturer can do to be accountable to the consumer in terms of quality assurance. In practical terms, line strength is the single most important piece of information when selecting a product... [read more](#)

Paris will prove popular EFTTEX choice, says exhibition team



Paris will prove to be a popular choice of venue for EFTTEX 2012, says Exhibition Manager Neena Tailor following her fact-finding tour to the French capital.

Neena and EFTTEX Co-ordinator Helen Downey have just returned from a week-long trip to Paris, where they checked out the facilities at the **Paris Nord Villepinte Exhibition Centre** and nearby hotels.

She said: "The centre is a leading venue that is used to hosting many trade fairs and international exhibitions. It covers a total area of 246,000 sqm of exhibition space and has nine halls, 20 restaurants and 22 bars.

"The venue is situated in grounds that provide a great deal of natural sunlight and outdoor space to give the whole location an airy feel.

"Combine that with a wonderful city that oozes charm, and I am sure that Paris will prove to be a very popular venue for exhibitors and visitors alike."

Neena added: "The transport links are also superb. It is very easy to get around Paris and the exhibition centre has its own train station located within the grounds... [read more](#)



Board to visit EFTTEX 2013 venue in Vienna

The autumn meeting of the Board of EFTTA will take place in Vienna – the 2013 location for EFTTEX. Members of the Board will be visiting the **Vienna Messe** – venue for the event – during the two-day meeting that takes place on October 20 and 21. Also on the agenda will be a review of the highly successful EFTTEX 2011 in Amsterdam and a progress report on next year's exhibition in Paris.

EFTTEX meetings lead to significant distributor deals

Danish fly fishing company **Pacific Wave**, which owns the **A.Jensen** brand, is on the verge of increasing its sales by a 'significant' amount following deals first discussed at EFTTEX 2011. The company has secured distributorship agreements in France, Iberia, Finland and the Baltic states.

One of the biggest is a partnership with giant French distributor **Pafex**, which is set to be the exclusive distributor of A.Jensen fishing products to all of its 800-plus customers across France.

Pacific Wave's current exposure in France is restricted to around 35 retailers and the company's Managing Director, Henrik Agerskov Jensen, admits this deal is 'very good'. He said: "This is a major step for us in France and could, in time, lead to an increase in business of several 100%. It doesn't bear thinking about.

"We have had more and more interest from all major markets in the south of Europe, but now the deal we have with Pafex means we are able to cover the large French market in a satisfying way."

An agreement has also been reached with Northland 1971 SL, a wholesaler of fishing tackle and outdoor leisure equipment based in Lardero, in the Rioja region of Spain. It will supply A.Jensen products to around 500 retailers in its homeland, Portugal and Andorra.

Fishing tackle shops in Latvia, Estonia and Lithuania will also be receiving A.Jensen products following the company's agreement with Zooserviss SIA, a distributor based in Ogre, Latvia... [read more](#)

