

This month in deep  
NO.4 THE **RELAUNCH**

# EFTTA CEO: BRANDS KNOW THE VALUE OF OUR LINE CHARTER

EFTTA is reviving its Line Charter. New CEO **Olivier Portrat** explains why and the consequences for those that do not sign up.



## Why is the Line Charter important?

It's a matter of credibility for the entire industry. Anglers must be protected against false information, particularly that related to diameters and breaking strength, which are key considerations when selecting their line.

## Why is EFTTA revising the campaign now?

When it was originally launched back in 2012 by former EFTTA President Pierangelo Zanetta and former CEO Jean-Claude Bel, it was welcomed by line brands. More than 20 joined the initiative which was put in place in response to requests from many companies to find a way to 'clear the monofilament market' of cheats.

The campaign was successful, with labelling on monofilament line now reflecting the true technical features in terms of diameter and breaking strengths. Good practices have now been adopted by the main players in the market.

It is now time to communicate the Line Charter message again. Sadly, we find that some companies are still not implementing our

recommendations. This is wrong because it creates unfair competition to the detriment of those who are complying.

## How will you be targeting companies not signed up to the Line Charter?

Through dialogue and telling them of the risks they face in disrespecting good practice. An example of this is in France where the consumer watchdog, DGCCRF, can at any time visit the warehouse of a line manufacturer or fishing tackle shop to check that they are complying with the rules. This has been agreed with GIFAP, the country's trade representative body.

In other words, line manufactured in France must comply. If not, the merchandise will be seized and hefty fines incurred by offenders. Last year in France a well-known foreign company appeared in court for the second time for contravening the rules and was fined. The consequence of its action put it in real financial difficulties. Cheating companies should learn from this.

It should act as a warning to those who still believe that they can act in 'the old way'.

## What's in it for line manufacturers? Why should they join the Line Charter?

For a number of reasons:

- Transparency and true information will help build customer loyalty;
- To win respect from the consumer;
- To avoid any chance of prosecution;
- For the reputation of the company;
- And in the long run, for more sales.

Industry stakeholders – manufacturers, distributors, retailers and consumers – are

asking for more transparency and the fishing industry cannot escape these requirements. The Line Charter is a step towards achieving this.

## Do you plan to promote the Line Charter to retailers and anglers too?

It is all about education so we will be highlighting it through articles in trade and consumer magazines in Europe and via social media.

## Does EFTTA plan to test lines and publish its results?

The idea was discussed previously, but EFTTA does not have a police role. It is also impossible to test every line on the market. A test per diameter, in officially recognised laboratory conditions, costs €50 per diameter – much more than EFTTA can afford.

It is possible that, in the case of a Line Charter member, we can run some targeted tests. If we do and they are found to be contravening the rules, the company will be expelled from the charter and our findings relayed publicly to the trade and consumers.

It has never happened, but is still a possibility.

T: +44 208 3650405 E: info@eftta.com  
[www.eftta.com](http://www.eftta.com)

**“It's a matter of credibility for the entire industry. Anglers must be protected against false information on diameters and breaking strength.”**