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OCTOBER 2011

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Chub takes Vantage into carp market

CARP and specialist brand Chub has unveiled what it believes is the most comprehensive clothing range on the market.

The brand, owned by British firm Hardy & Greys, is using Chub Vantage to target a wide spectrum of carp anglers.

Gavin Burn, carp and coarse fishing marketing manager for Hardy & Greys, told *TTW*: "The Vantage line-up is broad and caters for the casual carp enthusiast through to the serious carp angler.

"We wanted to develop a clothing line that combines functional protection from the elements with an urban edge,

ensuring Chub fans would feel as comfortable off the bank as on it."

The range includes fleeces, all-weather suits, hats, T-shirts and a shemagh, among other items.

"Affordability without compromising performance and style was the brief – and it's something that I think Vantage delivers," added Gavin.



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Kayaks find path into Europe

AMERICA-based Freedom Hawk Kayaks is opening up European avenues for business with new distribution deals.

David Haddon, president of Freedom Hawk Kayaks, has managed to sign up deals with distributors in Spain and France, while servicing existing clients in Sweden and Norway, among others.

He said: "Our new boat, the Pathfinder, is opening up fresh markets for us. Its design means it can be used in both calm and rough conditions.

"In countries such as the UK, where freshwater kayak use is very restricted, we can now offer a product that can be used safely and effectively out on the sea.

"It is a truly huge market and I can't wait to see what happens."



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Mark Pollard is a well-respected match angler in the UK scene.

Mark Pollard parts company with Fox International

UK tackle firm Fox International has announced that Mark Pollard will no longer be its match fishing brand manager.

Mark has left the company on good terms and will now be taking up a position at another UK company, Dynamite Baits.

Fox International said that it would like to thank Mark for his many years of loyal service and wished him all the best in

 David Haddon with one of