

Leeda signs exclusive UK deal with Innovative Lures

Leeda is proud to sign deal with Danish lure maker Innovative Lures for its Jiggy Junior to be distributed in Great Britain and Ireland. The Jiggy Junior vertical jerkbait range is a hybrid creation that combines the qualities of a vertical jig with those of a hardbait. In tests it proved irresistible to every species of predator due to its unique design and action.

"It's unique in the market," says company founder Lars Sogaard, "It stands in the water at a 45° angle, nose down and with a floating tail. When it's retrieved it has a slight side-to-side action, pike and zander love it. Leeda was instantly impressed by the Jiggy Junior, which we presented in a tank at EFTTEX 2011 so that our visitors could actually try it out. After extensive and intense testing, Leeda embraced the opportunity to add the Jiggy Junior to its sales portfolio. We are happy to be able to work with Leeda. Its professional approach

has convinced us that we have found the right partner in the UK."

Leeda marketing manager Nic Brown echoed Lars comments: "This really is a totally unique concept and already our consultancy teams have taken tricky water apart using the lures. We offer great margins on the range and already the reaction from retailers has been phenomenal."

The tremendous interest shown in the Jiggy Jr has shown that Innovative Lures has been blessed with the opportunity to challenge the traditional way of jerkbait fishing, and Leeda is excited to offer this opportunity to UK retailers.

There are four patterns available in the range: Goldfish, Bream, Roach and Perch, all four available in 70g or 80g versions retailing at £12.99 under the Wychwood brand.

Loving the alien

I enjoy 'Caster Master' Stef's articles but, alas, his bewitchment by Himalayan balsam will not be universally shared. It is classed as an intrusive alien species, and many of the conservation organisations are expending time and effort in attempting to eradicate it from many waterways.

However, Stef is himself an one-off, and probably has a common affiliation with other rarities. Long may he prosper.
Brian Hazard, via email

Barbel are getting Steamy!

Innovate Baits, producers of the innovative Steamies range of steamed, rolled baits has teamed up with top specialist angler Ian Welch to develop a totally unique range of steamed baits and complementary pastes and dips designed specifically for the barbel fishing market.

Company partner Trevor Mansfield said: "We are aware that there are a number of boilies on the market which will catch barbel, but there are very few indeed which have been developed specifically for the species, and they have totally different requirements to carp. Ian has a solid background in fishery science and has caught more big barbel during the past 30 years than most anglers – so who better to put together a totally new range of products designed specifically for river anglers."

The Innovate Baits philosophy is only to source and use the very highest quality HNV ingredients, flavours and enhancers and to

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steam the baits to ensure a consistency of protein, nutrient and flavour levels. After lengthy discussions they realised this fitted in perfectly with Ian's thoughts on barbel baits.

Ian commented: "To catch barbel consistently throughout the seasons requires a level of bait awareness and expertise which few possess. Most commercially

available boilies and pastes are well wide of the mark. For this reason I've always had an edge – particularly when the going gets tough – but the lads at Innovate have persuaded me to spill the beans and make my mixes and flavours available to everyone. I was sceptical to start with but having had a long chat about quality of ingredients and production, and having visited the factory, I know we will be putting together baits which will be very special indeed. The steaming process is a real revelation. It produces a finished bait which looks and behaves just like a boilie but without any denaturing of the critical ingredients; in exactly the way that a steamed veg is much more attractive – and healthier – than one which has been boiled to death! It's the perfect way to produce top quality barbel bait!"

Ian and his team of field testers will be putting the first of the new prototype mixes through their paces during the autumn and winter, and the first releases are expected in the shops in time for the start of the 2012 river season.

For further details email: info@innovatebaits.co.uk or visit: www.innovatebaits.co.uk

