



innovative lures

## Introducing innovative lures to UK anglers

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ODENSE, Denmark, April 2010 – innovative lures, a Danish based manufacturer of lures, announces plans to enter United Kingdom. The innovative product portfolio includes Wobblers, bombarda SoftFlies, Spoons, Jigs, Spinners and Leaders/Rigs, and all products feature enhanced striking qualities to give the angler the best fishing possible.

*“United Kingdom is a highly interesting market for innovative lures, with a population of 65+ mill of which 3-4 mill are recreational anglers. Recreational fishing in UK dates back to 1500’s and like for football, rugby, cricket and other popular sports the lures and techniques have increasingly been improved during the course of years”, says Lars Wagner Sagaard, founder of innovative lures – “and the innovative lures’ product portfolio is perfect for the traditional UK anglers as well as the first-movers in the market”*

Research has proven that the innovative lures’ products are extremely suitable for the UK market and preliminary test results indicate that the product portfolio has a great potential to become successful in the UK market place. Therefore innovative lures is looking for a strong distribution partner, solid media and a nationwide web shop – a mix of strategic partners who mutually can benefit from the product portfolio.

Lars Wagner Sagaard adds *“innovative lures may appear to be small fish in a fierce lure-market but our products have big potential and have been really well received by those in UK who have been introduced to our lures up until now. Anglers often praise the magnificent strike-capabilities, a feedback we highly appreciate. But product feedback should also include improvement suggestions as we actively use these in our continued product development & continuation-programs. We embrace the feedback from experienced UK angler to continue improvements – good can always get better..”*

innovative lures welcomes all enquiries from anglers, distribution partners, media and web shops in UK.

## About innovative lures

innovative lures is a Danish manufacturer of high-end lures where each single item has been added a new-thinking and enhancing strike-generating features. The many extra tricks provide more versatility and effectiveness to lures and should certainly be in every anglers gear box” innovative lures’ assortment includes Wobblers, Jigs, Spoons, Spinners, Rigs/Leaders and SoftFlies. For more information, please visit [www.innovativelures.com](http://www.innovativelures.com)

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