

EDITORIAL

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Is an ATA member "takemefishing"



Nick Marlow
Editor

Big Issue!

Welcome to our biggest edition of *TTW* ever!

I would be lying if I said that this had been easy to put together – it wasn't. In fact, it's possibly been the hardest one yet. So I'll kick off by giving a big thanks to all concerned. You know who you are. Well done!

Now... to business!

Firstly, you may well have noticed the new digital imagery used on this page. It's not a permanent feature. It's here to remind you that *Tackle Trade World's* online presence is growing at an exponential rate!

This brings me on to point number one of this month's editorial.

So... as now more than half of you have visited the site – and keep returning – it's time to ask you what you really want from the web!

To do this we are launching our first *TTW* online survey that will be digitally winging its way to you around about the time that you see this. But for those of you who are not getting this magazine direct via the website, its time for you to log on to www.tackletradeworld.com and see how we can help improve your business!

You will also note that this issue includes a 'Virtual Tackle Trade World Fair' and a 'Virtual EFTTEX'. Both can be found in an expanded format on our website...

Onwards!

Point number two, and it's the contentious lead issue I'm afraid. Many of you will already know that lead is facing a potential ban in national parks across the USA. The American Sportfishing Association (see page 12) is doing all it can to try and reverse this decision, which it feels was rushed through without due consultation. But what effect would a global lead-use ban in fishing have on the trade? Only the negatives are ever voiced on this subject but surely there must be some positives out there. One that instantly springs to mind is the many hundreds of millions of dollars that would have to be spent globally as all anglers would have to buy new lead-free sinkers – and in times of recession, does anyone really need much of an excuse to keep those cash registers ringing?

And so to EFTTEX!

This issue celebrates the European Fishing Tackle Trade Association's Hungarian exhibition. *TTW* will, of course, be there walking the floor and bringing you all of the latest news in future issues. We look forward to seeing many of you there and wish you all the best at the show! **TTW**



David Guest
Deputy Editor

Tackle directory is a vital tool

OUR free online international *Tackle Trade World* Directory represents an opportunity for you to be listed in a searchable database that's accessible to all. You simply cannot afford to miss out.

We know it will become an invaluable tool to buyers, distributors, wholesalers and manufacturers looking to expand their businesses at home and abroad.

Put simply, after 10 minutes of your time you will be a part of what could become the largest and most comprehensive tackle trade directory ever.

It all forms part of *Tackle Trade*

World's promise to be a valuable business tool for your company in all of our guises. Whether it be a story or product you see in the latest magazine, a company you have discovered in the online directory, or an online video of one of your products that has seen a barrage of inquiries, *TTW* promises to help your business grow.

So please take the time to visit www.tackletradeworld.com today. Fill out your directory listing and see for yourself why *Tackle Trade World* is the number-one business tool for companies in this trade that we all know and love. **TTW**