

American Tackle: Will you take the MicroWave Challenge at EFTTEX?



American Tackle's Darrin Heim talks about the casting challenge that has been fast securing sales of its guides in the US and is now coming to EFTTEX. Will you try it?

Angling International:
Can you explain how the

MicroWave Challenge originally came about?

Darrin Heim: It originated from challenging sceptics to cast the MicroWave guide rods against standard guide rods. No one could deny the effects the system offered, so the demonstrations evolved into an organised comparison process which became renowned as 'The MicroWave Challenge'.

What sort of locations and what kind of events have played host to the 'Challenge'?

It was originally conducted at trade and consumer tackle shows, but eventually transitioned to any public event or gathering of rod builders and anglers. It also takes place during private casting demonstrations at retail stores and among friends.

'The Challenge' is now an ongoing activity taking place daily at any number of locations across the world. Although many parking lots have served as casting grounds, I love the impromptu locations the most. While several have been conducted at tournaments, there's nothing better than an unexpected challenge on a deserted launch ramp.

It starts with the conversation on how the fishing went that day and then develops into a broader

Darrin Heim (right) with European Sales Manager Dan Paluch at China Fish. Shows are the key to the success of the challenge.



discussion, which asks the question: 'Have you ever seen a MicroWave guide rod?' It always ends in amazement and the inevitable question: 'Where can I get a rod like this?'

What has been the reaction of anglers and people in the trade generally to the MicroWave system?

All those who have taken 'The Challenge' acknowledge the difference without debate. But while anglers are always open to new technology and readily embrace improvement and innovation, the tackle industry tends to cling to tradition. The question has not really been about consumer acceptance. The MicroWave Challenge proves consumers are ready. The real question is this: is the fishing tackle industry listening to its customers?

Has the reaction surprised you?

The reaction to the system is not surprising. It's incredibly impressive and it works. The cautious approach of the trade is not surprising either although brands are now realising that this is the first time that a guide train will not only improve the performance of a rod, but create a demand for a rod and thereby increase overall sales.

As a marketing tool, how successful has The MicroWave Challenge been?

It has been so successful that we call it the 'never fail to make the sale' tactic. It inspires anglers not in the

market for a new rod to make a purchase. It is something so effective that we offer rod brands and retailers direction for sales presentations and in-store promotions. Seeing and feeling is believing and this exercise produces every time.

Will you be conducting the MicroWave Challenge at EFTTEX?

Of course! One important objective is to give attendees the opportunity for a hands-on casting demonstration. We are looking forward to this year's EFTTEX as an opportunity to showcase the MicroWave Line Control System, and as we are sponsoring the Casting Pool there will be no shortage of opportunities for visitors to experience the most



effective and efficient line control system available.

Equally important to the live demonstrations, we will also be supporting the rod brands introducing the MicroWave series rods onto the European market for the first time, including Paioli Sports/Recast, Strike Pro/CWC, Snowbee and Anka Tackle.



The MicroWave Challenge in action: American Tackle's Ben Stein shows a captivated angler how the system can transform the distances you can get on your casts.

What other products will you be exhibiting at EFTTEX?

We will be bringing our entire line of guides, including the solid titanium-frame Titan Ring Lock series as well as the Bushido and Matrix rod blanks. A new introduction this year will be a MicroWave guide set that offers solid titanium-frame running guides with TiON titanium-coated SS316 frame stripping and transition guides. This set is a hybrid guide train combining the best principles of stainless steel and titanium materials into a lightweight, balanced and corrosion-free MicroWave Line Control System.

Aside from giving as many people as possible the chance to take up 'The Challenge', what else is American Tackle looking to achieve at EFTTEX?

Our first appearance at EFTTEX was in 2010 in Valencia, Spain, and it has become a permanent fixture in our schedule. We are actively developing our distribution channels worldwide and the European market is incredibly important to us. EFTTEX is the ideal place for us to connect with new potential distributors.

THE MICROWAVE GUIDE SYSTEM

Inventor Doug Hannon – the man known as 'The Bass Professor' – partnered with American Tackle to conceive, design and manufacture what has been described as the perfect line control system for spinning rods. The system addresses coiling-memory issues with monofilament, but it is also ideal for braided lines. The company says that it really has to be felt to be believed – hence the MicroWave Guide Challenge. American Tackle says that the MicroWave Line Control System provides noticeable advantages that standard guide trains cannot by combining science, practical application and custom rod building principles. It says: "Many long hours of theory, design and physical testing has resulted in possibly the most dynamic guide train developments to date."

The benefits of the MicroWave Guide system

1. Increased casting distance

This is achieved by capturing and directing energy into a forward motion and maintaining line speed.

2. Reduction in fatigue

Less force is required for casting using increased line speed because the blank will load and recover more naturally without increased inhibition from increased line vibration.

3. Increased casting accuracy

Using less force when applying forward energy allows precision targeting during casting.

4. Increased lure range of your rod

With controlled energy, lighter and heavier lure weights can be used without rod blank materials compensating for lost efficiency.

5. Elimination of wind knot tangling

It converts 'pushing the line energy' through a guide ring into 'pulling line energy' and preventing the line from travelling beyond the larger stripper guide ring and not allowing it to override the frame and create wrapping or knots. American Tackle uses its brand new Snagless running guides out to the tip. It explains: "Why use a stripping guide that is tangle-free when you can use a guide that all but eliminates tangles and then employs snagless running guides for added insurance."



The 'Challenge' can take place anywhere, not just at shows. "There's nothing better than an unexpected challenge on a deserted launch ramp. It so often ends with the angler asking, 'Where can I get a rod like this?'" says Darrin Heim.

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