

Attention M

Bruce

WHILE YOU WERE OUT

M

Peter Bastion

of

Phone No.

02-891-5484

Date

2/2/8

Time

10:00

Telephoned

Please call

Called to see you

Will call again

Wants to see you

Urgent

Message

If he's not in he'll
ring you back.

FAX.

(02)

633-9205



2-6 ANTIMONY ST. CAROLE PARK QLD 4300

P.O. BOX 105, GOODNA 4300

TELEPHONE: (07)277-2844

FAX NO: (07) 271-2451

FACSIMILE TO.....PETER BASTION...

DATE....24/8/88.....

FACSIMILE REF.NO.....

REF. NO.....

ATTENTION.....

NO. PAGES.....4.....

FROM....ALVEY REELS -BRUCE ALVEY..

SUBJECT.....PRESS RELEASES.....

PRESS RELEASE ALVEY LINE

Alvey Fishing Line has been developed for the Alvey angler to give him maximum performance from his side cast reel. The line is of a supple nature in a slightly fluorescent blue colour. Breaking strains are guaranteed and the line ties with very high knot strength.

Our line offers the Alvey reel angler an easy choice of a top quality line at a realistic price.

The Australian Monofilament Co. make the line for Alvey in Australia. This Company and its owner, Mr. Don McPherson, have an extremely high reputation for producing top quality products which are exported world wide. Technical expertise and equipment in their Brisbane plant ranks on a par with any other plant in the world. Another Australian "Quiet Achiever".

PRESS RELEASE

1988 WILL BE A BIG YEAR FOR AUSTRALIA AND ALVEY REELS AUSTRALIA IS ALSO ENTERING '88 WITH A \$500,000 EXPANSION AND RE-ORGANISATION AT THE CAROLE PARK PLANT NEAR BRISBANE. THE 10,000 SQ. METRES OF MODERN PRODUCTION, OFFICE AND AMMENITY FACILITIES AND 46 STAFF, MAKE IT THE LARGEST PLANT BY FAR IN AUSTRALIA. SOLELY DEDICATED TO THE PRODUCTION OF FISHING TACKLE, MAKING 99% OF ALL COMPONENTS IN HOUSE, WHICH ALLOWS TIGHT QUALITY AND COST CONTROL.

A LARGE PORTION OF THE EXPANSION COST WAS ATTRIBUTED TO THE LATEST MODEL TOSHIBA 220 TON CAPACITY INJECTION MOULDING PRESS COMING FROM JAPAN AND OTHER ANCILLIARY EQUIPMENT (PICTURE ENCLOSED). THE BALANCE OF OUR BUDGET INCREASED THE FACTORY STORAGE AREA BY 2,000 SQ. METRES TO ACCOMMODATE THE NEW PRODUCTS FOR '88.

THE CAPSTAN RANGE OF HANDCASTERS, BAIT BUCKETS AND BAIT TRAPS ETC. ARE ALL WELL SETTLED INTO THE ALVEY LINE-UP AND BEING PRODUCED IN THE NEW PLASTIC PLANT. MOST OF THE POPULAR ALVEY REELS WILL BE CHANGED TO LIGHTER, STRONGER INJECTION MOULDED FIBREGLASS SPOOLS IN THE NEXT TWELVE MONTHS. A NEW EXTRA LARGE BAIT BUCKET TO ACCOMMODATE WEST AUSTRALIAN PILCHARDS IS WELL UNDER WAY WITH TOOLING TO BE COMPLETED BY THE END OF FEBRUARY '88. ANOTHER NEW PRODUCT WILL BE AN UNBREAKABLE PLASTIC BOX WITH A HINGED LID ESPECIALLY DESIGNED TO ACCOMMODATE FISHING TACKLE.

ALVEY ARE NOW THE ZEBCO/QUANTUM AGENTS FOR AUSTRALIA AND '88 WILL SEE THE INTRODUCTION OF SOME TOP CLASS SPINNING REELS NEVER SEEN ON THE AUSTRALIAN MARKET BEFORE. THESE ARE SPECIFICALLY DESIGNED FOR SALT WATER USE WITH A PATENTED PROTECTION ON THE BODY AND ALL STAINLESS STEEL AND BRASS COMPONENTS, INCLUDING SUPER STRONG STAINLESS STEEL GEARS.

WHILE IMPORTING WILL BE A NEW ERA FOR ALVEYS, THEY ARE STILL EXPORTING THEIR REELS AROUND THE WORLD AND EXPORTS ARE ALSO EXPANDING WITH THE ADDITIONAL RANGE OF PLASTIC PRODUCTS.

PRESS RELEASE
ALVEY NEW PRODUCTS.

THE RANGE OF GREEN SUPER STRONG LIGHTWEIGHT SPOOLS WHICH INITIALLY COVERED 650A&C, 60A&C MODELS, HAS BEEN EXTENDED TO 500A&C, 600A AND A NEW BLACKFISH REEL, AVAILABLE IN TWO MODELS 475A5E (SIDECAST) AND 475A52. THESE BLACKFISH REELS RUN ON TWO SEALED STAINLESS STEEL BALL BEARINGS. INITIAL RELEASES OF THIS REEL HAS HAD TREMENDOUS RESPONSE AND SEEMS TO HAVE FILLED A GAP IN THE BLACKFISH REEL MARKET.

OTHER NEW PRODUCTS TO COME FROM THE ALVEY FACTORY ARE PILCHARD BAIT BUCKET, NEW TACKLE BOX, REEL LUBRICANT, FISH SAFETY SCALER, DOWNRIGGER, GAME FISH GAFF, ALVEY FISHING LINE.

WE ARE ALSO PROUD TO ANNOUNCE THE RELEASE OF THE ZEBCO-QUANTUM SPINNING REEL RANGE. THE QSS SERIES ARE SPECIFICALLY DESIGNED FOR SALTWATER USE. THEY HAVE STAINLESS STEEL DRIVE AND MAIN GEARS, THESE REELS COME INTO A CLASS OF THEIR OWN. AN OVERSIZE STAINLESS STEEL MAIN SHAFT & STAINLESS & BRASS HARDWARE ELSEWHERE TRULY MAKE THESE REELS THE "CHOICE OF SERIOUS FISHERMAN".

ALREADY WE HAVE A FULL RANGE OF PARTS TO SERVICE THESE REELS WHICH ARE ALSO COVERED BY A LIMITED LIFE TIME WARRANTY.

MAKE SURE YOU VISIT THE ALVEY STAND AT THE TACKLE SHOW TO VIEW THIS LARGE RANGE OF REELS AND ACCESSORIES.