

RYAN MEDIA

ALVEY NEWS

NEW 40B is a big hit at the Sydney Tackle Show.

Alveys new little fibre glass reel has only been on the market since Easter '90 but already is outselling all expectations. For any retailer interested we have learnt at the Sydney Tackle Show a very successful method of marketing this reel. Firstly, set up a couple of the 40B reels on rods with line and a casting plug (soon to be available from Alvey). Display these in an easy accessible position for children to handle.

Anyone looking at the rod and reel combo should be given a demonstration on how to use the rod and reel emphasising the ease of turning the reel to cast, the R.H. and L.H. wind capability and the non-reverse wind action. When Mum and Dad are also made aware the reel has only one moving part inside and is not affected by sand or salt water, they are usually pretty well convinced it is a value buy for the junior angler.

Many people who saw the reel at the show had been previous owners of kid's spinning reel sets and were more than keen to change to side cast when the reel was personally demonstrated.

Zebeo Great White reels will be available for Christmans '90 and are already proving that Australia is keen to have a quality rugged simple spinning reel. Non-corrosive graphite body - strong aluminium spool with a giant smooth clutch, stainless steel pinion gear meshing with a machine cut main gear all set on 3 stainless steel ball bearings gives this reel a very very smooth action.

Internally the ossicalating mechanism is locked into the body to withstand ultra heavy loads. The range has four models starting at the GW4 weighing 260 grams and holds 200 yards of 6lb. line up to the GW8 holding 300 yards of 20lb. line and weighing a light 600 grams.

Also on show for the first time in Australia was the "Bullet " reel. Looking like something out of the 21st century from the outside but with Zebeo's reliable construction inside, this little reel will certainly turn some heads in your store. The reel weighs 215 grams and holds 100 yards of 8lb. line and would be ideal for throwing light lures in rivers and dams

New SNAPSHOT SL series reels should be available early 91. These reels feature graphite body, front drag long nose spool and a unique casting system that actually holds the line for you when you activate the shapshot lever mounted on the rotor. SNAPSHOT CASTING SYSTEM - Ready, Aim, Fire! A pull of the trigger opens the bail as the Firing Pin grabs the line. To complete the cast, the angler simply lets go of the trigger. His finger never touches the line, significantly reducing friction for longer casts.