



Felt soles have been linked to the spread of the nuisance species didymo.

"It's cost me money I can ill afford to lose in a new little business. But hey, I still think it's for the best for everybody.

"I'm not saying felt-soled boots were the main transfer of any invasive algae, but between us and kayaks somebody had to make a stand. Now, government, what about kayaks which can easily hold water? Surely you can't just have a go at us fishermen?"

● **Meanwhile in the USA** pressure is mounting for a similar ban from influential groups including Trout Unlimited – a national conservation organisation claiming 150,000-plus volunteer members – and the Center for Aquatic Nuisance Species.

Trout Unlimited wants felt soles outlawed by 2011, and its campaign gathered pace at September's Fly Fishing Retailer Expo show when Simms president KC Walsh announced his company would phase out the material a year ahead of that provisional deadline.

"We know felt is not the only material that has spread invasive species and disease," said Walsh, "but felt is surely part of the problem. At Simms, we've decided to be part of the solution.

"Additionally, Simms has agreed to work with conservation organisations and other companies within the fishing industry to develop a certification process to highlight gear designed to help prevent the spread of ANS and disease."



The patented BioPulse system has now won awards at ICAST and in the technology sector.

## Mystic wins recognition for its hi-tech lures

Mystic Tackleworks Inc, the US company which won the best hard lure award at ICAST 2008 with its new BioPulse System, has received further recognition – this time from the world of technology.

The Connecticut business's product was named the Pitney Bowes Most Promising New Technology Product of the Year at the recent second annual Innovation Pipeline Awards and Technology Showcase. In addition, the company was recognised as one of the nation's top 50 investment opportunities by *The Angel Journal*.

Mystic claim their patented system gives anglers every conceivable advantage that science has to offer in catching fish, including an internal mechanical scent-dispersal system never before seen by the industry.

The innovative lure system also integrates taste, vibration, flash and sound in its make-up. The normal-looking exterior conceals complex electrical circuitry that drives these various elements. The hard backs and soft bellies of the lures also give them a different feel to most other lures.

"Imagine a lure so smart it becomes self-aware when it hits the water," say Mystic.

The system was developed by scientists at research centres including the Woods Hole Oceanographic Institute and the University of Connecticut over a period of eight years. Products should be available in the shops

now, with Bass Pro Shops among the first to stock them.

"This is very rare recognition for a fishing tackle manufacturer," said Mystic founding chairman and chief science officer Gregory Mitchell. "Our company is unique in that we understand that fish are designed to respond to specific cues that drive their behaviour. We exploit the biochemical relationships responsible for this behaviour and target these highly interdependent systems. Because science works in the way it does, the BioPulse System is the most sought-after product in sportfishing."

Timothy Jones, CEO for Mystic Tackleworks, added: "This [award] will be of great benefit to our business. No other sportfishing manufacturer offers comparable scientific research and validation in the development of its products."

The Connecticut Technology Council is the state's industry association for the technology sector. It annually recognises companies with sales under \$10m, an innovative product and a business that demonstrates potential for future success.

[www.mystictackleworks.net](http://www.mystictackleworks.net)

**"Imagine a lure so smart it becomes self-aware when it hits the water"**

### ALSO THIS MONTH

● While Shimano's sub-£50 Baitrunner has caught the new product headlines, the company has other new reels in its 2009 line-up. These include the Exage FB and RB, improved versions of the company's front and rear drag models. They include an extra bearing, tougher spools and double handles. More info at [www.shimano.com](http://www.shimano.com)

● The recent Lexus European Fly Fishing Final, which receives £10,000 sponsorship from Hardy & Greys, attracted anglers from Australia, Canada, Belgium, Norway, Czech Republic, France, the UK and Ireland. Winner of the event, at Chew Valley, Bristol, UK was Richard Slater with a weight of 17lb 7oz. "We are delighted to support such a high-profile competition," said Hardy & Greys managing director Richard Sanderson.

● Seamanship for Sea Anglers is the title of a new book from the Royal Yachting Association. It's the first in a new series from the RYA and is aimed at both novice and experienced anglers. Author Andrew Simpson covers all aspects of sea angling, including choosing the right boat, equipment, safety, navigation and maintenance. The 100-page softback is priced £13.99.

● Motivation Budapest Travel Ltd is the official provider of hotel and travel services to EFTTEX 2009. A full list of hotels and exhibition room rates will be available from the beginning of October.

● Australia's longest operating wholesaler, J.M. Gillies Pty Ltd, have celebrated their 80th year by moving into a new purpose-built, 2,000 square metre warehouse. The company's new address is 36 Agosta Drive, Laverton, Victoria 3026. Email: [sales@jmgillies.com.au](mailto:sales@jmgillies.com.au)