

## Latest News

### BOATBOX (OF TV FAME) AT T&G SHOW 2014

The BoatBox concept was originally conceived by boating enthusiast and ex-naval mariner Mark Tilley. Mark's first exposure with the product was on the TV series Dragons' Den with an appearance later in 2013 on Sir Alan Sugar's The Apprentice.

In early 2014 BoatBox International Limited was formed, and the original concept received the much-needed investment, product development and retail expertise required. These attributes came from established businessman Carl Chambers – the company's new Managing Director, who already has a wealth of international companies within his portfolio.

Today, Carl and Mark head up the BoatBox International team of dedicated individuals with a true passion for the product. The company's first product – the BBi LeisureTour – is designed and manufactured in the UK, an attribute the team is keen to continue with subsequent models.

SEE BOATBOX INTERNATIONAL ON STAND A148

### SEMINAR PROGRAMME

The T&G Show is not only about checking out the latest gear and getting fantastic offers – we also want you to come away that little bit wiser. We've put together a SEMINAR PROGRAMME that will hopefully teach you a thing or two and help your business grow...

Sunday October 12th

#### Seminar One (Gun area)

10.30: Transport/Export/Import of Firearms – Gun Trade Association

11.30: Sell More Products Using Retail Finance – Actsmart

15.00: Transport/Export/Import of Firearms – Gun Trade Association

#### Seminar Two (Tackle area)

13.00: Protecting Your Online Business from Google Updates:

A look at Google Penguin and Web Content Strategy – Intelligent Retail

14.00: Sell More Products Using Retail Finance – Actsmart

Monday October 13th

#### Seminar One (Gun area)

11.00: Transport/Export/Import of Firearms – Gun Trade Association

14.00: Sell More Products Using Retail Finance – Actsmart

15.00: Transport/Export/Import of Firearms – Gun Trade Association

#### Seminar Two (Tackle area)

12.00: Sell More Products Using Retail Finance – Actsmart

13.00: Protecting Your Online Business from Google Updates:

A look at Google Penguin and Web Content Strategy – Intelligent Retail

Subject to alteration

### SEELAND SHOWCASES NEW SPRING ARRIVALS AT T&G SHOW

Visitors to the T&G Show can be assured of a warm welcome on the Seeland and Harkila stand, where it will be showcasing its eagerly anticipated new spring arrivals collections.

Of particular note is the new Seeland Winster range. With its customary attention to detail and use of cutting edge technology, Seeland has developed an eye-catching four-piece collection specifically for clay shots comprising a Seetex Jacket together with a waistcoat, cap and gloves. The waistcoat comes in Lady and Kids versions too.

The duffel green jacket and waistcoat feature reinforced shoulder pads with gel pocket, expandable cartridge pockets and a two way YKK zip. RRP's Jacket £109.99, Waistcoat £79.99 Cap £9.99 and Gloves £19.99.

For further details contact 07887 997788 and for stockists [www.seelanduk.co.uk](http://www.seelanduk.co.uk)

SEE SEELAND ON STAND B114 AT THE TACKLE & GUNS SHOW 2014

WOULD CUSTOMERS SPEND MORE IF THEY COULD SPREAD THE COST?

If you want to give your customers even more reason to buy from you, and buy MORE from you, then Take It Outdoors Retail Finance could have the answer.

Retail finance is a proven and powerful sales tool for retailers, allowing customers to get the products, clothes and accessories they want without breaking the bank by allowing them to spread the cost.

Visit stand B62 at this year's Tackle & Guns Show to find out how you can start offering your customers products, clothes and accessories up to the value of £15,000 on finance.

**SNOWBEE LAUNCHES NEW RANGE** The T&G Show in October will see Snowbee launch an exciting new range of products for the 2015 season.

This will include a new range of all-weather clothing, expanding the SFT range (Seamless Fusion Technology) and introducing a new range of fleece gear and fly vests. There will be news on Neoprene wader development and a brand new range of Nylon waders for the budget market.

Other developments in response to requests include an extension to the existing Geo & Nano Technology Rod range to cater for more River anglers, especially for Salmon Spey casting, Switch and Fine nymph/Dry fly work. This follows on the back of the success of the award-winning new 'Thistledown' fly line which has already proved a popular extension to the XS range since launching at EFTTEX in Europe recently. Furthermore there will be new items on the accessory range for both the Game and Sea angling market.

SEE SNOWBEE ON STAND B70 AT THE TACKLE & GUNS SHOW 2014

WOLVERINE FORESTER LIMITED EDITION

Based on Daystate's acclaimed Wolverine C type, the Wolverine Forester is the latest in a long line of highly successful Limited Edition rifles released by Daystate and is the first Limited Edition for 12 months.

The Foresters stock takes several design cues from the Wolverine 303, which has a unique stock design – so far only available on the export 303 model, as well as incorporating laminate and engraving styles from the Huntsman Forester of 2 years ago. You may remember that this rifle sold out almost as fast as it was delivered.

As before, the rifle is designed in conjunction with Tom Forrest who is a volunteer at the Whinell Forest Red Squirrel refuge, as well as other work in conservation. Tom works closely with Jerry Moss from the Penrith & District Red Squirrel Group to promote the conservation of red squirrels. Many methods are used to stop the non-indigenous grey squirrels from re-populating the red squirrel areas including the use of air rifles. Every customer that buys a Wolverine Forester is given 1 year's free membership to the group and in return a percentage of the profit on the rifle is donated to the group to help fund their good work.

The Wolverine Forester is available at UK legal 12 foot pounds in .177 or .22 calibre, as well as a high power version of 30 foot pounds in .22 calibre. A limited number will also be available as a B or C type using the ambidextrous thumbhole stock.

Each rifle is engraved with an exclusive serial number, comes with an authentication certificate, membership to the Penrith & District Red Squirrel Group and is packed in a special LE display box.

	Trade Price	Retail
Wolverine Forester LE (all types)	£990.00	£1,600
Wolverine Forester LE FAC (high Power)	£1,090	£1,750

SEE DAYSTATE ON STAND B150 AT THE TACKLE & GUNS SHOW 2014

RETAILERS – DON'T MISS OUT!

Aside from the chance to meet your suppliers face to face, the event at Stoneleigh Park, Warwickshire, on October 12th and 13th (a Sunday and a Monday, as always) offers so much more, it HAS to be worth a day of your time if you are

serious about your business.

Some suppliers actually hold off on product launches until the show itself &ndash; so this will be the first time items or even whole ranges have been seen by anyone.

There are always companies there looking for you &ndash; a potential new retail account &ndash; as they strive to grow in the UK market.

Some, like Thomas Jacks, offer special discounts on certain products that are ONLY available on those two days. Fail to turn up and you will miss out, it&rsquo;s that simple.

Others, such as Intelligent Retail and, new this year, Take It Outdoors (ActSmart) can actually save your business money or make you more sales. EPOS systems are the way forward and if you don&rsquo;t have one yet, Intelligent Retail will be more than happy to help.

Meanwhile, Take It Outdoors can offer a system of retail finance that means customers can take advantage of zero per cent interest on purchases when they spread the cost &ndash; making it more likely they will buy, first time, while in your shop. It&rsquo;s a bold initiative designed to put our industry on a par with most others.

There are even educational seminars about getting the best from your business, while the organisers have even laid on free Wi-Fi throughout the venue so you won&rsquo;t miss out on a thing while you walk the aisles and meet the trade.

It&rsquo;s also great fun &ndash; with a casting pool, airgun range, archery and night-vision ranges plus pole alleys on some stands you can try out much of the latest kit before deciding if it will sell off your shelves.

[REGISTER FOR YOUR FREE TICKET HERE »](#)

## SOMETHING FOR EVERYONE AT THE TACKLE & GUNS SHOW

Whatever your line of business, there will be something to give it a boost at this year&rsquo;s Tackle & Guns Trade Show in October.

The unique event, now in its 15th year, will be welcoming some of the biggest names in shooting and tackle manufacturing, top wholesalers, a raft of newcomers showcasing niche products, key organisations and a number of business services.

Visitors to the show, at Stoneleigh Park, Warwickshire, on Sunday and Monday, October 12th and 13th, will find so many things to keep them occupied &ndash; from the latest gear to services that will help their shops. Alongside the established fishing suppliers will be newcomers such as Rod Hutchinson and Thomas Jacks &ndash; boasting a stand on the tackle side for the first time (as well as its usual one in the shooting area).

There will be a welcome return after a few years&rsquo; break for French seatbox maker Rive, Rosker with its Fjallraven clothing and other brands, Costa Del Mar sunglasses, Hopkins & Holloway plus tackle giant Zebco.

Newcomers pencilled in for the Shooting Trade Show area include WE Airsoft, airgun-charging expert Midland Diving Equipment and Hydrotech and Union Stainless Steel.

There will be smoking accessories and gentlemen&rsquo;s gifts from Sarome UK and the return of airgun maker Brocock, which is now owned by the same company as Daystate.

For those looking for extra help for their business, new this year is the attendance of Take It Outdoors, a support organisation for specialist retailers and suppliers. Among the services available are promotion and branding, sales-development tools, finance solutions, cost savings, market research, insurance and advice.

Intelligent Retail is back with its easy-to-use EPOS (electronic point-of-sale) system combining eCommerce, mail order, telephone sales and online marketplaces.

Other regular big names include Preston Innovations, Fox, Nash, Maver, Marukyu, Snowbee, Sensas and probably Shimano on the tackle side.

On the gun side look out for John Rothery Wholesale, Air Arms, ASI, Range Right, BSA Guns, Highland Outdoors, Seeland, Deben, Casstrom and Ardee Sports, among others.

Both the British Association for Shooting and Conservation and the Gun Trade Association will also be on hand, while the Angling Trades Association will be in evidence for fishing retailers to talk to.

With a range of seminars also being planned &ndash; along with the chance to see the latest product launches and enjoy exclusive show-only deals at selected suppliers &ndash; this is the must attend event of the year.

As if that wasn&rsquo;t enough, exhibitors and visitors alike will benefit from free wi-fi throughout the show, allowing

them to keep in touch while securing some great deals.

For exhibiting enquiries contact: Sean O'Driscoll  
T: 01327 315407 M: 07788 922976 E: sean@dhpub.co.uk

HAVE YOU BOOKED STAND SPACE AT THE 2014 TACKLE & GUNS TRADE SHOW YET?

See more than 600 retail outlets in just two days

October 12-13th, 2014 • Stoneleigh Park, Warwickshire CV8 2LZ

The UK's ONLY shooting and fishing trade show

- Attended by the top retailers in the fishing, shooting and country-clothing sectors
- Showcase your brand and products to the industry's main players
- Book early for maximum coverage – in Tackle & Guns magazine and on the show website
- Inclusion in the official show guide – distributed at the show and in October's Tackle & Guns magazine
- International agents and buyers targeted through sister titles – Tackle Trade World and Gun Trade World
- Book your space early to maximise your presence at the show

Exhibiting info – no hidden extras!

Space Only:

Includes carpet, electricity and daily cleaning  
Just £119 + VAT per sq m

Space & shell scheme:

As space only, plus framework, wall panels, lighting and stand name board  
Just £149 + VAT per sq m

PLUS! FREE Wi-Fi available to exhibitors AND visitors – perfect for exclusive 'show-only' offers and promotions

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HERE'S WHAT HAPPENED AT THE 2013 SHOW... Shooting Trade Show

A special area was set aside to produce a show within the T&G Trade Show, featuring many gun-trade exhibitors, countless visiting shooting retailers, a pavilion for the prestigious British Gun Trade Association (GTA), expanded shooting ranges and much, much more.

Airsoft Range

The chance to try out the latest in airsoft developments.

Casting Pool

Before ordering, you could try out game rods, lines and reels in the popular casting pool.

Lure Tank

The chance to see how fishing lures work and watch the actions at first hand, courtesy of this special feature run by Top Water Lures.

Airgun Ranges

Customers could have a go with the latest airguns from all the leading brands.

Night-Vision Range

The dark tunnel is always popular, and this was the place to go if you wanted to find out how night-vision technology can make more money for your business.

## Archery Ranges

This was where to try out the latest archery offerings from top manufacturers.

## Full Length Pole Displays

All the 2014 models at full length!

News from 2013 show T&G TRADE SHOW KEEPS BUSINESS ON TRACK Strong orders for new product ensured that the Tackle & Guns Trade Show 2013 remained buoyant, with exhibitors reporting good business.

With 1,738 visitors over two days in October, that equates to 607 individual retail outlets attending. Of these, 425 sold fishing tackle and 344 sold shooting equipment (there was a certain amount of crossover with some selling in both sectors, hence the figures not tallying).

All the signs were that those who did turn out were keen to see new gear, make new contacts and place some orders.

The Shooting Trade Show &ndash; encapsulated within the main event &ndash; was a big success once again.

Alongside regular giant names such as John Rothery Wholesale, Air Arms, Range Right, Sportsmarketing, Thomas Jacks, Deben and Seeland were some strong newcomers or returners.

Highland Outdoors brought its own stand and a separate one for Ridgeline clothing, Daystate unveiled its latest Wolverine airgun and hosted Marocchi guns and Idleback chairs too, while Baleno and Chiruca were welcome overseas exhibitors, showing off technical clothing and footwear respectively.

The airgun, night-vision, airsoft and Petron's archery range all gave visitors the chance to try out the latest kit before ordering.

On the tackle side, major names such as Shimano/Normark, Pure Fishing, Hardy & Greys, Nash, Fox, Daiwa, Preston Innovations and Fladen were joined by Frenzee, Bluezone showcasing Sasame and Artico gear, Ashima UK and GoPro cameras, among others. Bait was a key factor in the event once more &ndash; Marukyu, Old Ghost, Dynamite Baits, Crafty Catcher, Pallatrax, Sonubaits and more had plenty to tempt dealers.

Meanwhile, lure fishing seems to have really taken off in the last 12 months or so. One whole section showcased major brands offered through the likes of Top Water Lures, Lure Heaven UK, Tronix and Ecogear.

Many of the stands found themselves very busy and thoroughly enjoyed the experience, once more.

Nick Marlow, at Japanese bait expert Marukyu UK, said:

&ldquo;Once again it was a fantastically professional event and you delivered a very high calibre of customer.

&ldquo;People had commented that numbers were down but I did not notice that myself.&rdquo;

Tony Belas, boss of airgun maker Daysate, revealed:

&ldquo;We had a great show and the amount of forethought that went into the show and the gala night was not lost on us. Can I take this opportunity to book for next year?&rdquo;

Liza Lavender at BSA Guns, returning after a short break, commented:

&ldquo;We felt it was beneficial for us to exhibit this year. Both in relationship building with our dealer network and from the business generated, we consider it to have been a successful show.&rdquo;

Lee Morris at IPC Media added:

&ldquo;For us the show delivered on &lsquo;quality not quantity&rsquo; once again and looking through order books this morning that certainly seems to be the case.&rdquo;

While Jenny Jupp, sales office manager for John Rothery Wholesale, said:

&ldquo;We had a very good show &ndash; the best ever.&rdquo;

And Range Right boss Gill Peters said:

&ldquo;Another good year. Less visitors but what I heard a lot was that &lsquo;the quality and variety&rsquo; of the retailers were still there. They came, did the deal and went. Which suited us down to the ground!&rdquo;

And visitors enjoyed the event, too, typified by Alan and Jay Tyler, from Alan's Air Rifles in Rotherham, who remarked:

"Thanks to DHP for organising both the T&G Trade Show and gala dinner. We had a great time at the dinner, made new friends in the gun trade and picked up some great deals at the show on Monday."