

Highest Profit in Industry Made with Salmo

Dealers will be glad to see an easy to order Salmo assortment pack that not only lets you have the best selection of the hottest selling Salmo crankbaits, but it comes in a great display pack with colorful header card. Called the Bass 350 and the Walleye 350, they each have 72 Salmo lures in the best colors and models for catching either bass or walleye. A Dealer simply has to call Salmo-USA and say, send me a Bass 350 and they will be able to *double* their investment! All these Salmo lures are covered with Salmo's exclusive Lifetime Performance Guarantee that is clearly stated on the side of the 18" by 30" display package for your customers to see.

Don't delay, Dealers should call 952-224-3649, use your credit card to place your orders today, FREE shipping too. Or you can e-mail Salmo-USA at Sales@Salmo-USA.com.

Space-Age Material Outperforms Balsa & Plastic for Lure Bodies

In the span of the last hundred years, fishing plugs were first made from wood, then with injection molded plastic about 50 years ago. It seems strange with all the advancements in technology over the last thirty years alone, nobody has found a superior material to make lure bodies. *Newsflash!* Salmo Lures of Poland developed a totally unique process of making lure bodies using space-age, high density foam over 15 years ago! Many veteran anglers might remember other companies experimenting with foam bodied baits, but they all failed. The inability to mass produce lures quickly and cheaply with a foam body was an economic nightmare. Add to the fact that foam baits need longer curing times before painting and you have a bait that does not fit the business profile of a company who feels that crankbaits must retail for \$1.99 to sell.

Salmo Lures of Poland turns a blind eye to mass production in favor of performance in the water. Space Age, high density foam is truly an amazing material for lures because it offers superior longevity and superior properties of water dynamics. The top secret mixture of chemicals to make the Salmo foam bodies is very tightly controlled and so is the temperature and curing times. The process has never been duplicated outside the walls of the Salmo factory. The advantages over lures with balsa or wood bodies are obvious. A Salmo will never get water logged; the thru-wire design never lets the fish pull the hooks out of the bait; and the super strong body lets you catch literally *hundreds* of fish on the same Salmo lure. You also gain unmatched uniformity from one bait to another. Quality control in the manufacturing process can vary greatly with cheap crankbaits. Serious anglers in Europe appreciate the fact that every Salmo lure is the same as the next. Salmo craftsmen never worry about the time it takes to make them right. In fact, some lures need to cure three months before the painting process even begins. This is a much different perspective

from *any* lure maker today who would rather have their baits made in China to save a buck.

Space-Age foam is a superior material for durability, performance in the water and consistency. The time it takes to paint and the effort required to make lures with perfect consistency never won favor with the high volume, low price lures on the market today. Salmo Lures of Poland stands alone in their desire to produce only the best lures in the world.

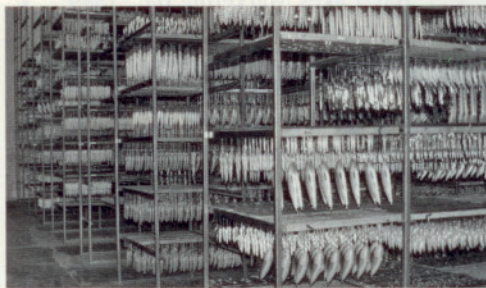
Lifetime Guarantee on All Crankbaits!

Salmo Performance Fishing Lures of Poland enters the U.S. market with a brash and stunning marketing campaign designed to send shivers up the spine of the China Imports. For the first time in fishing tackle history, a company is standing behind their claims as the best built, best designed crankbaits in the world. Salmo Lures of Poland Distributes their innovative lures through a company called AWC Distributing of Minneapolis. In Europe, Salmo Lures are red hot sellers and have been for over 15 years. In the United States, buyers have over 700 SKUs to choose from. They offer the largest variety of crankbaits from one company, anywhere in the world. Bass, Walleye, trout, salmon, muskie, pike, panfish and every saltwater fish that swims is catchable on one of Salmo's many lure designs.

The Performance Guarantee is simple, if for any reason your Salmo lure fails to run true or breaks, send it back to Salmo USA and you will get a replacement free of charge. Of course the guarantee does not cover hooks or O-rings, but if you cast the lure into a sea wall by mistake, Salmo will replace it! Amazing, but true, and no other crankbait company in the world is willing to make this claim! There is little doubt, Salmo will be a major player in the crankbait market with a performance guarantee like this. To learn more visit www.salmofishing.com.



Catching Fish with Salmo Lures is becoming a favorite past time with American Anglers. All Salmo lures sold in America have a Lifetime Performance Guarantee.



Making a Salmo Lure is no easy task. It takes up to three months to build some models and each step in the finishing process requires long drying times.

Dealers Go Broke Selling Cheap Crankbaits

It's true; everywhere you look in the tackle industry, smaller retailers are being pushed out by the big box stores. One of the reasons for this classic business mistake is that the

Independent Dealers try to sell low margin lures, in an effort to keep up with the high volume, low margin business profile of the big chain stores.

Facts are facts and by trying to keep up with a Wal-Mart, the smaller pro shops with low margins *will* go broke. One shining example of why they fail is clearly shown in the selling of crankbaits. If a retailer buys a crankbait for \$5.00 and re-sells it for only \$5.25 to match the price of a mega retailer, they don't make enough to pay for the lights.

Salmo Lures on the other hand, offers an extensive line of high quality, high performance crankbaits, that a Dealer can reap a profit of over *eight times* greater than what they would make trying to match the prices of crankbaits sold at the discount chain store.

So why do independent Dealers want to go broke? The answer is simple and straight forward. They would rather *let* the customer buy a crankbait for little or no profit than try to *sell* a customer a lure that makes him a profit. It might sound overly simple, but please take a moment to think about it. Many shops carry brand X crankbait for no profit because that is what their customers say they want. What is really happening is that the Dealer does not understand that trading dollars does not keep them in business, they need to *sell* them a lure that keeps them in business. When your customer comes in and is asking "what's new?" Or "that are the fish biting on?" They are looking to be sold a lure. If Dealers don't realize this simple philosophy, they will go broke selling cheap, low margin crankbaits.

The Hornets are Coming!

America cannot stop the invasion of the Hornet! One of the best selling crankbaits of all-time in Europe is the Salmo Hornet. Now the Hornet arrives on the shores of America with fantastic reviews from every angler who has ever tied one on.

Available in four sizes and ten great colors, the Salmo Hornet is available in both floating and sinking models. From trout to walleye, the Salmo Hornet is without a doubt the hardest working crankbait in the world. It is going to be the hottest selling lure in America very soon. A new DVD loop is available to all Dealers wanting to sell more baits. Simply put a selection of Salmo Hornets on an end cap with a 13" TV/DVD player using the Hornet DVD and watch your sales soar. Salmo Hornets come with a Lifetime Performance Guarantee.

In a short test market last year in North Dakota, the **Salmo Hornet out produced and outsold ALL other crankbaits.** Act today to get your FREE Salmo Hornet DVD loop. Contact Salmo by Phone at: 952-224-3649 or you can e-mail them at: Sales@Salmo-USA.com.

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