

OVER 25 YEARS OF EXTRAORDINARY RESULTS



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CLIENT:

FLY H2O

WRITING EXAMPLE:

Product Announcement

FOR MORE INFORMATION:

www.foggiapr.com



FLY H₂O Sets New Industry Standard With Over 28 IGFA World Records!

Visit booth 271 to view our 69 new cutting-edge
patterns and entire inventory.

FLY H₂O to introduce revolutionary new
Merchandising Display System during show!

Denver, CO – September 12, 2002 – No other commercial fly-tying company in history has come close to **FLY H₂O**'s over 28 IGFA world records – which include the largest fly rod catches ever for Striped, Blue, and Black Marlins, Atlantic Sailfish, and Lake Trout.

Widely regarded as the finest, most effective commercially-produced flies in the world today, **FLY H₂O** has become the sport's benchmark for original cutting-edge patterns, the latest innovations in synthetics, use of the highest grade of naturals and high-quality hooks, and meticulous hand-tying techniques.

Ideal for the discerning angler, **FLY H₂O**'s flies are designed and rigorously field-tested by a hand-selected team that includes such legends as Bill and Kate Howe, Mark Bachmann, Johnny Boyd, Mike Day, Will Dorman, Ben Furimsky, Mike Huffman, Matt King, and Joe Smith – along with founder Troy Bachmann.

FLY H₂O is also the only commercial fly tying manufacturer today with its own state-of-the-art facility staffed by master tiers and quality control experts, all personally trained and supervised by Bachmann.

“There are a lot of knock-offs of our patterns on the market, but no one can match our hair-splitting quality, innovative use of high-tech as well as traditional materials, perfect proportions, exacting color matches, flawless epoxy heads, realistic hand-painted eyes, and replication of the real thing,” Bachmann says. “Pattern for pattern, we are

producing the imitations that catch more fish – particularly when it counts: in less-than-perfect conditions.”

FLY H₂O introduces revolutionary new Merchandising Display System

At the 2002 Fly-Fishing Retailer Expo, **FLY H₂O** is introducing the first display and inventory system ever to save dealers both time and money.

At no extra cost to qualifying dealers, **FLY H₂O** is providing museum-quality oak-framed acrylic display cases in two sizes for up to 252 different patterns. The glass lids slide easily to protect flies and keep them organized. Each case comes fully filled and labeled, with at least two dozen of each pattern per bin, based on a dealer’s specific selections.

The display cases not only reduce the risk of theft, they make it possible for dealers to restock weekly – rather than place large, speculative orders three times a year. As a result, participating dealers are no longer at risk of investing in an over-supply of inventory during a non-productive season or caught with an under-supply of popular patterns when the fishing is hot.

The system is easy and convenient to use. Dealers simply fax in their orders on preprinted forms directly to **FLY H₂O**, which are then shipped out within seven days. Or they can order online through the company’s web site at www.FLYH2O.com. Qualifying dealers are given six-month interest-free financing of the initial order with a minimal down-payment.

Visit Booth 271 for more details or call 1-866-676-9696 toll-free. All of **FLY H₂O**’s over 1000 patterns can now be ordered online at www.FLYH2O.com.

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