

## French seat-box specialist Rive to launch into poles market

Rive, the prestigious French seat-box manufacturer, has announced that it is to enter the poles market. The company, located near Paris, says it has taken the decision because poles fit perfectly with its positioning as a manufacturer of competition fishing equipment and because of customer demand.

Poles will be available by December and Rive hopes to do well in France, England, Benelux, Germany and Portugal.

Rive also sees an opportunity to maximise on the popularity and success of Didier Delannoy, a French champion and one of Europe's most successful match anglers. Delannoy will develop and 'front' the new poles range.

"The Rive brand is incredibly strong and its core product range is sought-after and successful," said company owner François Mossalgue. "It has created much loyalty in the world of competition fishing. And fishermen, like other enthusiasts, buy brands.

"The two key elements of competition fishing are a place to sit and a pole to fish with, so the brand can confidently and credibly present complementary products. Poles are a natural extension of our business."

Rive is keen to point out that seat-boxes will remain its core product but poles and other equipment will always be a complementary product range. The new poles will be predominantly positioned at the top end of the quality market but, just its River Club brand is a budget range of seat-boxes, so it may introduce a similar range of budget poles at a later date.

But why has Rive chosen now to enter the highly competitive poles market? "We introduced specific innovations into the seat-box range in 2008 so we probably won't innovate further for a couple of years," explained Mossalgue. "The introduction of our poles will create an 'event' for late 2008-09. We also know that competitors manufacturing in China are hurting due to rising costs and the fall of the Euro. As a manufacturer in France



François Mossalgue: "It is a natural extension of our business."



French match angler Didier Delannoy has developed the new poles range.

**"Rive has built a loyal following, so we can confidently present complementary products to anglers."**

we feel we have more stability and can offer better after-sales service.

"In addition, Didier isw at the top of his game right now and we can take advantage of that. It is something he really wants to do."

Rive's existing customers are the key target of its marketing and distribution strategy. In a 'launch by stealth', the company is seeking to create a pull-through effect in which sales will be driven via existing dealers by existing customers who already trust and buy the Rive brand. Rive already produces pole floats and winders and is about to launch another float range under the name of five-time world champion Alan Scotthome – 'Scotthome by Rive'.

[www.rive-france.com](http://www.rive-france.com)



## Esposito: 'Most fishermen ignore line tests'

The manufacturer of one of the products that failed the latest EFTTA line test has responded by saying that diameter and test strength are not the most significant parameters when evaluating fishing lines.

As reported exclusively in last month's *Angling International*, Selene Aquamarine from Europesca was one of eleven out of thirteen lines that failed to get EFTTA approval.

"Although we believe it would be good if all manufacturers mentioned the correct diameter and breaking strength, our past experience has shown that unfortunately it is not always advantageous for sales," said Ciro Esposito, managing director of Europesca, based in Rome, Italy.

"In fact, almost all the lines on the Italian market suffer from mentioning a thinner diameter and higher breaking strength on the

label. Experience shows that if the right ones appear on the label then sales of that line will decrease. This is probably because most fishermen simply look at the label, regardless of any 'assessment', and do not make diameter measurement nor breaking strength tests.

"Most times the end user is caught by the cosmetics of the label and by the description – which is very often nonsense – by performance and so on before he actually purchases the line. And if by chance he catches a nice fish with that line, he will be convinced the line is good. If not, perhaps he will think it is bad.

"In my opinion, the diameter and the test strength are not the only parameters by which to evaluate the line. Nor are they the most significant. Other elements are even more important. For example, the ease of



Ciro Esposito: "End users simply look at the label and are caught by cosmetics."

knotting, the capacity to avoid 'nests', the durability, the stability of the mechanical characteristics over time and in different weather conditions, the consistency of the diameter throughout the length, the elasticity and so on."

The stated diameter and breaking strength of the Selene Aquamarine tested were 0.20mm and 4.5kg. Actual results recorded by EFTTA were 0.212mm and 3.241kg.

EFTTA has vowed to continue with the tests until the problems of incorrectly labelled strengths and diameters is cleaned up in the market place.

**"There are other characteristics of a line that are more important to anglers than its diameter or strength"**