

Booth 461



PRESS RELEASE

Flymen Fishing Company launches 2013 portfolio

- **5 innovative new fly tying products added**
- **3 new Fish-Skull™ flies launched**

2012 International Fly Tackle Dealer (IFTD) show, Reno, Nevada, USA – August 16, 2012 – Flymen Fishing Company today announced the expansion of their award-winning Fish-Skull™ and Nymph-Head™ brands with the launch of several new, innovative fly tying materials and flies.

New Fly Tying Products:

Fish-Skull™ Senyo's Articulated Shank for Steelhead & Salmon Flies

Greg Senyo of Steelhead Alley Outfitters has designed a new version of the Fish-Skull™ articulated shank as the next generation platform for tying Intruder-style and other modern steelhead & salmon flies.

- Simple and easy to tie with.
- 5 vibrant anodized colors (pink, blue, copper-orange, green & black).
- 2 sizes (25mm & 40mm lengths).
- Stainless steel for saltwater use.
- Match colors with the new Senyo's Intruder Wire to achieve the ultimate in materials blending.

Fish-Skull™ Living Eyes

Using the latest photo-realistic holographic technology, Flymen has developed a full range of ultra-realistic range of 3D fish-eyes for fly tying. Beautifully packaged for the retail environment and at a very compelling price point, Fish-Skull™ Living Eyes are the next generation of fish eyes for fly tying.

- 4 color styles: Earth (*Green/Brown*), Wind (*Gold*), Fire (*Red/Orange*) and Ice (*Silver*).
- 5 sizes: 5mm, 6mm, 7mm, 8.5mm & 10mm.
- For all fresh and saltwater streamer patterns.

Fish-Skull™ CrawBody

The CrawBody is a realistic, anatomically correct crayfish ("crawdad") exoskeleton made of the same synthetic suede material as the Fish-Skull™ Frantic Tails. They are easy to use enabling even a novice fly tier to create simple and effective crayfish imitations. It can be combined in different ways with Fish-Skull™ Sculpin Helmets and/or Articulated Shanks to create various styles and sizes of crayfish imitations.

- Initially available in 2 colors (brown & olive).
- 2 sizes (small & medium).

The CrawBody offers some exciting, new fly options for targeting big trout and smallmouth bass.

Fish-Skull™ Flash Generator

The key “flash” producing material used in the new Fish-Skull™ Egg Sucking Flash Minnow (ESFM) streamer pattern. Now available for sale as a stand-alone, fly tying material to meet the strong demand from fly tiers wishing to tie their own ESFM style flies.

- A dimpled fish scale finish.
- 2 colors (silver and gold).

The Flash Generator supports the growing trend for incorporating non-traditional materials into modern fly design.

Nymph-Head™ Articulated Wiggle-Tail Shank for Trout Flies

Articulation for smaller flies now made easy. The Wiggle-tail Shank offers a convenient way to tie articulated “wiggle-tails” or rear body sections on a variety of smaller trout flies.

- This innovative product eliminates the need to “sacrifice a hook” to get a shank.
- A single product flexible enough for flies in the #6 to #18 hook size range.
- The long shank is easily trimmed to the tail length needed to match the size of fly being tied.
- By design the shank can be bent if a curved tail is desired on the fly.
- Wire diameter thin enough to tie articulated flies as small as #18 and even light enough for dry flies.

The Articulated Wiggle-Tail Shank is a simple product giving fly tiers new opportunities for creativity.

New Flies:

Fish-Skull™ Skulpin Bunny

This exciting, authentic sculpin pattern is tied using the award winning Fish-Skull™ Skulpin Helmet (Best in Show at IFTD 2011) and looks and performs in a realistic, imitative manner.

Fish-Skull™ Skulpin Bugger

This pattern combines a Skulpin Helmet with a Woolly Bugger to produce a very effective, “cross-over” fly pattern that trout really struggle to resist!

Fish-Skull™ Egg-Sucking Flash Minnow

Tied using the award winning Fish-Skull™ (Best in Show at IFTD 2010) this amazing streamer with its simplicity and ultra-lightweight design allow both for easy casting and presentation, even with a 4-weight rod.

“We are very excited to continue the expansion of our core brands with the release of some new, innovative fly tying materials and fly patterns,” said Martin Bawden, CEO of Flymen Fishing Company.

“The addition of new streamer products to the Fish-Skull™ family builds upon the successful 2011 launch of the award winning Skulpin Head™ with two new flies utilizing its realistic profile and easy-to-tie design. The expansion of the Articulated Shank™ into a number of other fly tying products aimed at the steelhead, salmon and trout fly market was prompted by consumer demand and inspired by the innovative articulated techniques and materials being used today by some of the leading fly tiers. It strives to simplify the tying process for these types of flies, and in doing so bring them into the mainstream making them more accessible to beginner and intermediate fly tiers.”

“Fish-Skull™ Living Eyes are a real game changer and mark a turning point in 3D baitfish eye design. No longer will fly tiers have to rely on fish eyes created using an ‘artist’s impression’ of what they think fish eyes look like. We’ve simply used the latest photo-holographic technology to replicate the real thing and in doing so have produced the best eyes on the planet,” commented Bawden.

Fish-Skull™ and Nymph-Head™ brand products are available through authorized fly shops and outdoor retailers, as well as the Flymen Fishing Company website.

For more information:

Flymen Fishing Company	www.flymenfishingcompany.org
Fish-Skull™ fly tying products	www.flymenfishingcompany.org/products/fish-skull-products
Fish-Skull™ flies	www.flymenfishingcompany.org/products/fish-skull-flies
Nymph-Head™ fly tying products	www.flymenfishingcompany.org/products/nymph-head
Nymph-Head™ flies page	www.flymenfishingcompany.org/products/flies

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