

FISHING TACKLE RETAILER®

THE BUSINESS MAGAZINE OF THE SPORTFISHING INDUSTRY

Jan/Feb 2016

Hard
Baits
2016

\$5.95



What They'll Wear

By Ken I

WHEN IT'S WARM

Sure, it's cold now, but soon it will be warm again, and when it is your customers will be looking for the right stuff to wear when they're on the water. After all, few things can screw up a fishing trip more than having the wrong clothes and being uncomfortable all day.

You can help them—and make good money to boot—by carrying the right clothing and accessories, putting it in key locations throughout the store and generally anticipating their needs. You might not get many impulse buys on heavy winter coats, but once things warm up

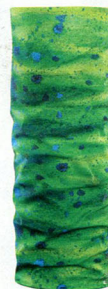
that will change. Warm weather gear is just naturally more casual, more fun and more subject to the moment. Keep the small stuff near the register and watch it move right out the door.

And don't forget to add on other items. Once a customer has decided to buy some

clothing, think about accessories and related items that will enhance his experience on the water. If you do it right, you're not being mercenary; you're helping that customer get more from the experience and increasing the likelihood that he'll be back in your store.

Flying Fisherman® Adds New SunBandit Bandanas

Flying Fisherman has six new SunBandits for 2016, and marine artist Jason Mathais has added his touch to four of them—Blue Marlin, Mahi Skin, Striped Marlin and Hogfish Camo. Also new to the line of multifunctional headwear bandanas are two other designs—American Pride and Sublime Paisley. SunBandits are a versatile garment that can be worn up to twelve different ways—as a face mask, a headband or numerous other ways. SunBandits are popular with anglers for protection from the sun's harmful UV rays. Twenty-four designs are available with an MSRP of \$15.95. Visit Flying Fisherman's website for more information on their eyewear, apparel and angler accessories as well as testimonials.
www.flyingfisherman.com



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