



FOX
MATCH

2007

FOX MATCH

Introduction

At Fox, tackle development is our passion.... where Fox differs from most tackle companies is our ability to innovate and develop equipment designed to give anglers the winning edge!! All the team are anglers, but even when we aren't fishing, we are constantly thinking of ways to improve how many fish we can catch. A team of design engineers work closely with our Match Brand Manager, Mark Pollard, to create items that are different and designed to overcome problem situations faced by anglers. Combining these skills with Mark's "in-the-field" experience means we consistently get things right!

An example of this is the new Fox Match Bread Punches, an item that has remained unchanged for over a decade. As one of the best punch anglers in the country, Mark identified all the punches he currently owned (and he has tried just about all of them) and they just weren't right: In his opinion, the heads were far too deep which meant the pellet wasn't fully compressed when it was formed. This created soft fluffy pellets that were less likely to remain on the hook when fishing. With careful design and extensive testing, we devised a new head that would overcome the problem before looking at the rest of the punch. To create the perfect pellet, the punch needs to be twisted into the slice of bread to achieve a clean, neat cut. Adding soft over-moulded rubber ridges to the punch makes this process easier and quicker. As competition fishing gets ever tougher, it is little "edges" like these that make the difference between winning and framing!

2007 sees a plethora of new items and with so much new tackle; it is hard to single out specific items for special attention. However, the new Envoy Elite is a masterpiece in Pole design, particularly when you consider Angling Times called its' predecessor the "the best 'top end' UK-style, Match carp capable, Match Pole". It is easy to rest on ones' laurels, but there is a tremendous drive within the company to innovate and produce new items!

The new Platform/Barrow is also set to be a sure fire Winner in 2007! Manufactured from lightweight aluminium, the platform has a large detachable wheel that has been placed in the optimum position to make pushing heavy loads simple. Once at the swim, it is the perfect fishing station - light, stable and very strong with a surface area spacious enough for a box and footplate.

We hope you enjoy the Fox Match brochure and that any items you purchase bring you as much fun and enjoyment as we have had developing and testing them!!

Tight Lines!!!!

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Fox Match Brand Manager Mark Pollard, needs very few introductions. A vital member of the Essex County team, Mark has been one of the most consistent anglers in the UK for the past 20 years.



Derek Willan is one of the North West's best anglers. There are few better 'tip' anglers in the country, but Derek is considered by all that know him as a top all round angler.