



FOX

2008

PREDATOR

I just love everything to do with predator fishing from designing and developing the tackle right through to testing it on venues all over the place. The best job in the world? Probably! This last year has been no exception with new rods and reels and seemingly endless new accessories. There really never has been a better time to get geared up for fishing for pike and other predators.

The highlight of my own season? A cold February afternoon when a 30 lb 3 oz beast of a pike slammed into my Bronze Shad coloured Micro Demon lure. My 20th pike weighing over 30 lb! For excitement value though, it had to be going in up to my chest to net my best UK catfish of 69 lbs 2 oz, taken in the middle of the night while testing new reels.

To get to this stage in my fishing has required just one important thing – to be continually building my knowledge and experience. With this in mind, the *Fox Guide to Modern Pike Fishing* was written as we realised just how much information our consultants had stored in their minds and which should be shared with others to help them progress with their own fishing. The sheer size and content of this book proves to me that we offer the most comprehensive range of predator tackle available today, something which I'm really proud of.

The best advice I can offer is to educate yourself thoroughly, choose tackle carefully and fish intelligently and responsibly. Don't forget to have fun and enjoy yourself too! Have a great season!

Mick Brown



Consultants

Fox consultants are at the heart of the Fox business. They are top anglers at the cutting edge of modern angling practice and are our vital link between us and our customers. They talk to anglers and relay their needs to us. They meet with our design and development teams and thrash out the best products for the market – the tackle that will help you catch more fish! They are out in all conditions pushing the new products beyond their limits. We salute their expertise.



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Mick Brown

If anyone should be known as Mr Predator, Mick's the man. He has dedicated the majority of his angling life to targeting any species with "teeth". In between this Mick has spent time around the globe after other species

and expanding his horizons. In recent years Mick has co-presented several TV series including The Great Rod Race and Record Breaking Fish for the Discovery channel.



Dave Kelbrick

Dave Kelbrick fishes almost exclusively for predators and although he does his fair share of bait fishing for pike it is for his lure fishing exploits, lure designs and various articles that Dave is best known. Over the last six

years as a Fox consultant Dave has pooled all his knowledge to help develop a wide range of lures, rods and lure related products that cover every lure fishing situation.



Luc Coppens

With a passion for predator angling, Luc fishes anywhere for his favourite specimens. As a writer for several magazines across Europe, he's always pioneering new techniques to help anglers land more fish.

To stay up-to-date on the latest products and techniques he also fishes in tournaments throughout the year. The result is the European range of predator rods and lures specially designed for the European style of fishing.



Andy Little

There are few anglers in the speci world as highly respected as Andy Little. Such is his knowledge of landing specimen fish, Andy has starred in many DVDs, TV programs and even wrote a weekly column for the

Angler's Mail for almost 20 years. Now Andy works for Fox as Technical Director, helping develop new products that will help you catch more fish! During the winter Andy can be found targeting pike, perch and zander!



Roberto Ripamonti

Roberto Ripamonti is renowned in carp and predator fishing across Europe. His predator fishing experience spans over 30 years, starting with pike and black bass before moving onto zander as the species became

more common in Italian waters. This vast experience of catching predators has been invaluable in helping develop the Fox predator range.

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