

## NEW RODS BOOST GUIDELINE'S RANGE



An eventful and successful year for Guideline, the Scandinavian fly fishing brand, is to culminate in the launch of a prestigious new rod series later this year. Speaking to *Angling International* from the banks of Scotland's River Dee, where he was putting the rods through final field testing stages, Sales Director Espen Myhre revealed that the US-made range, called Reaction, will feature both double and single-handed rods.

A new trout rod series called Fario, a new reel called Haze and three new wading boots have also been added in the past few months and Myhre advises the market to "stay tuned as more products are on the way."

The top-of-the-line Reaction rods will help continue the momentum gathered by Guideline since the Norwegian company was acquired and restructured under the ownership of the Myhre family in late 2008.

In that time it has moved to one central warehouse in Gothenburg and, more recently, relaunched its website, as well as driving new product launches.

"Last year was one of reorganising and stabilising the new company," said Myhre. "Nevertheless we had double digit percentage growth year-over-year in our export markets. With more focus and new prod-



Sales Director Espen Myhre has been finalising testing.

ucts coming in we are very excited about the new year, which will see the launch of the biggest collection in the history of Guideline."

Guideline, whose three-man management team is completed by Managing Director Stein Thorvaldsen and Product Director Leif Stavmo, has made significant gains on the clothing side of its business and has also continued to develop its Power Taper fly lines. Historically known for its double density lines, the company is now creating treble density versions for 2010. As for future growth, Guideline is seeking new customers around the world, with particular emphasis on Europe. "We have a distributor in the US and we envisage growth there, but Europe is our closest market and that is our main focus at the moment," explained Myhre. "We are looking for quality companies who share the same passion for the fly fishing market as we do."

For further information visit the new website at [www.guidelineflyfish.com](http://www.guidelineflyfish.com).

**"The new year will see the launch of the biggest collection in Guideline's history"**



Left: Guideline's new Haze reels. Inset: the new Fario trout rod.