

An Italian company specializing in fishing lures and tackle is seeking distributors and commercial partners.

## Summary

Profile type

**Business Offer**

Company's country

**Italy**

POD reference

**BOIT20241203019**

Profile status

**PUBLISHED**

Type of partnership

**Commercial agreement**

Targeted countries

• **World**

Contact Person

[Noriko MITA](#)

Term of validity

**3 Dec 2024**  
**3 Dec 2025**

Last update

**3 Dec 2024**

## General Information

### Short summary

Dynamic Italian brand focuses on saltwater lures, including metal jigs, minnows, stickbaits, and topwater lures like needles is interested in creating new connections with distributors and partners who seek affordable, high-quality, innovative products.

### Full description

The Italian company has launched a dynamic brand specializing in saltwater lures, including metal jigs, minnows, stickbaits, and topwater lures like needles. Additionally, it offers a curated selection of small tackle and accessories.

The company is currently on a path of national market growth and international expansion, with commercial partnerships within and outside the EU Single Market set to be finalized soon.

While maintaining an artisanal approach to product development, the company has standardized its production processes, making them scalable to meet increasing B2B demands.

The brand stands out to commercial partners by offering highly competitive pricing and exceptional quality in raw materials and components, such as assists, treble hooks, and split rings. Notably, its needle lure features an innovative anti-unhooking system that incorporates a 55lb swivel on the belly.

In addition to its current catalog, the company plans to release a new stickbait designed for topwater tuna fishing and an upgraded version of the needle lure, elevating an already technically advanced product to the top of its category. These offerings will be complemented by limited editions periodically released for select models, such as a recent "dentex" coloration for a 7g/5cm minnow and stickbait. Several other products are also in earlier stages of development.

The company aims at increasing its contacts portfolio with new distribution channels.

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#### Advantages and innovations

The company has a few thousand followers across major social media platforms. This solid online presence is a clear indicator of the company strong appeal to the public.

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#### Technical specification or expertise sought

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#### Stage of development

**Already on the market**

IPR Status

IPR Notes

#### Sustainable Development goals

• **Not relevant**

## Partner Sought

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#### Expected role of the partner

Distributors, chain stores, and independent stores

#### Type of partnership

#### Type and size of the partner

## Commercial agreement

- Big company
- SME <=10
- SME 50 - 249
- SME 11-49

## Dissemination

### Technology keywords

### Market keywords

- **07001004 - Sporting goods, hobby equipment and athletics clothes**

### Targeted countries

- **World**

### Sector groups involved

## Media

### Images

[Screenshot 2024-12-03 174243.png](#)

[Screenshot 2024-12-03 173206.png](#)



[Screenshot 2024-12-03 174120.png](#)

[Screenshot 2024-12-03 174049.png](#)

[Screenshot 2024-12-03 172709.png](#)

[Screenshot 2024-12-03 172542\\_0.png](#)

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