

## **Swiftly Manufacturing to Acquire Blue Water of California and Trolling Lure Covers**

Glendora, CA.---- Swiftly Manufacturing has acquired Blue Water of California and Trolling Lure Covers, both of San Clemente, California.

Blue Water of California and TLC are well received manufacturers of high quality protection and storage systems for fishing reels, rods, lures and accessories. Blue Water of California and TLC have had an excellent following in the Western United States. The large array of products were originally designed and tested by avid anglers for both the fresh and salt water applications. Throughout their 24 years of business, Blue Water of California and TLC have kept current with anglers' desires and have continued to zero in on supplying specific products to solve the needs of those anglers. This is the type of philosophy that has kept Blue Water of California and TLC in the forefront of avid fishermen.

"We are very excited to acquire Blue Water of California and Trolling Lure Covers because both companies have been making quality products for over 24 years with a loyal following of both dealers and anglers. It is a perfect fit for the products that we currently manufacture such as the Swiftly Line Remover, Nu-Skin Reel Armor and Nu-Skin Rod Armor," said Tim Campbell, president of Swiftly Manufacturing. "The combining of the Blue Water and TLC brands under Swiftly Manufacturing's array of products makes our company that much more complete. An angler can apply his Nu-Skin Reel Armor on the sideplate of his reel and then put away his reel in a Blue Water covered reel bag. Fishing rods with Nu-Skin Rod Armor can be put away into Blue Water rod covers."

"Blue Water and TLC will help expand our other Swiftly products into markets that are underdeveloped," said Tim Campbell. "Offshore catch flags, trolling lure covers and safety equipment are just some new ways we can combine our creative talents to introduce new and innovative products for the fishing market."

Tim Campbell patented and marketed the Swiftly Line Remover in 1997, a product that helps anglers remove spent fishing line from their reels. An environmental product that continues to gain importance in today's environment. Campbell has successfully patented and introduced the Swiftly Reel Armor which won best fishing accessory in the ICAST 2006 awards. The Swiftly Reel Armor is a transparent, flexible membrane that prevents 'boat rash' or the damage to reels when in use. Campbell continues to reinvigorate the fishing product market with his unique Diamondite Rod Finish, a rod building product which cures in 1 hour. Swiftly Manufacturing is dedicated to helping anglers nurture the environment by providing high quality, environmentally safe fishing products.

For a complete list of Swiftly Manufacturing brands, visit [www.swiftymfg.com](http://www.swiftymfg.com)