

Press Release



ICAST 2006 New Product Showcase Winner

“Best Fishing Accessory”

Swifty Manufacturing’s “Nu-Skin Reel Armor”

Las Vegas, NV, July 20, 2006: Sponsored by Fishing Tackle Retailer, nearly 200 companies entered more than 600 tackle products and accessories into the Showcase. The showcase is the flagship feature of the International Convention of Allied Sportfishing Trades (ICAST), the Sportfishing Industry’s annual show, held at the Las Vegas Convention Center, July 19-21, sold out the show months before the event. Based on levels of innovation, execution, workmanship and practicality, awards for Overall Best of Show and 16 categories of “Best of Show” were judged by participating buyers and media representatives.

Swifty Manufacturing of Glendora, California won Best Fishing Accessory with their Nu-Skin Reel Armor. Swifty Manufacturing was voted by buyers and media as having the most innovative product in the ICAST 2006 New Product Showcase for the Fishing Accessory Category. A third time participant in the show, Swifty Manufacturing captured the most innovative Fishing Accessory Award with Tim Campbell’s patent-pending idea. The Nu-Skin Reel Armor protects round aluminum bodied reels with a clear, flexible, semi-permanent membrane. The product protects both new and existing reels and ensures the reels remain in pristine condition. Often, reels are subject to “Boat Rash” and the Swifty Nu-Skin Reel Armor protects against scratches and nicks in the most susceptible areas. It is easy to install, without impairing the use of the reel during fishing. The Nu-Skin Reel Armor is removable for service. It is sized for fit over 400 models of reels from all manufactures. This is a great product addition to the fishing market.

The Swifty Manufacturing’s product line includes other innovative products showcased at previous shows such as the Swifty Line Remover, the Swifty PowerWasher System, Swifty Spectra Adhesive, Diamondite Rod Finish, Sticky ‘B’ Plastics Adhesives and the Nu-Skin Rod Armor.

Look for more exciting and innovating products coming from this cutting edge fishing resource at www.swiftypfg.com, Swifty Manufacturing (626) 963-1142 or your local fishing tackle retailer. For questions or suggestions please email sales@swiftypfg.com.

P.O. Box 1988, Glendora California 91740
office (626) 963-1142 fax (626) 963-8672
sales@swiftypfg.com www.swiftypfg.com

Swifty Manufacturing is dedicated to helping anglers nurture the environment by providing high quality, environmentally safe fishing products.