

NEWS OF OUR CLIENTS



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ACME® ADDS NEW VIDEOS TO WEBSITE, PROVING THAT “ACTION MAKES THE DIFFERENCE”

Leading Lure Manufacturer Demonstrates Real Swimming Action of Popular Acme Spoons, Making it Easy to Select the Best Spoon for Any Fish

For many years, Acme® Tackle Company has used the slogan “Action Makes the Difference” to explain why its extensive line of proven metal spoons are so effective in both fresh and salt water. Now, the manufacturer proves precisely what it means, adding videos that let web-surfing anglers witness for themselves the fish-fooling action of their favorite Acme spoons.

With this latest update, the Catalog Section of Acme’s website not only provides photos, lure size charts and angling recommendations for each model, it also lets anglers view how each lure swims with the click of a mouse. These videos cover venerable Acme spoons such as the Kastmaster®, Phoebe® and Little Cleo®, as well as newer models like Acme’s Need-L-Eel®, Thunderbolt® and Trophy® Spoon. By bringing “real-life” action to its website, Acme is helping anglers select the Acme metal fishing lures that best suit their gamefish quarry and fishing style, in both fresh and salt water.

“Each one of our lures is designed by fishermen to attract predatory gamefish with realistic appearance and lifelike action that mimics natural forage,” said Art Lavalley, President of Acme Tackle Co. His father and avid angler Art Lavalley, Sr. founded the company nearly 60 years ago, and its goal remains the same today: To provide anglers with lures that catch more fish on a consistent basis. “Swimming action is very important to a lure’s effectiveness, and this new addition to our website will help anglers see this for themselves,” added Lavalley.

To view an action video, click here: <http://www.youtube.com/watch?v=UTtKm9rSEw8> — or to learn more about the entire line of proven metal spoons for everything from trout to bluefish — visit www.acmetackle.com. Fishermen can also contact Acme Tackle Co. at 69 Bucklin St., Providence, RI 02907 • Telephone: (401) 331-6437

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