

EUROPE GET READY! HODGMAN IS HEADING YOUR WAY IN 2017

Pure Fishing's announcement on the eve of EFTTEX that it was introducing North America's Hodgman® brand into Europe caused quite a stir within the industry.

Its successful launch at EFTTEX got the best possible boost when the innovative **Vion H-Lock Wade Boot** won the Best New Clothing category in the *Angling International*-sponsored Best New Product Awards. Hodgman Brand Business Manager, Chris Derrick, said at the time: "This is a great way for anglers to learn about Hodgman before it is available in Europe."

While the boot stole the show at EFTTEX, other products deserve scrutiny also, including the Hodgman Aesis™ Outerwear. Three models – the Aesis 3-in-1 Shell Jacket, Aesis HyperDry™ Down Jacket and the Aesis Soft Shell – make up the collection.

The **Aesis 3-in-1 Shell Jacket** has been designed for anglers battling a wide variety of conditions. The two-layer V-Tech™ construction ensures that water does not enter and the fully taped seams guard against moisture. The removable inner jacket is a Thinsulate™ insulation piece designed to be worn inside waders, while the outer waterproof and windproof shell is meant to be worn on the outside.

For years goose down jackets have been sought-after by mountain climbing experts due to the lightweight insulating properties, but avoided by anglers due to lack of warmth in moist environ-

ments. Hodgman says it has merged the best of both worlds by using **Allied® HyperDry** pure goose down, which successfully repels water.

It also boasts a convenient belt catch loop to keep it in place while putting on waders, a feature common to many Aesis jackets. HyperDry stays dry longer and dries quicker than other down systems, all while maintaining a higher loft and fill power for greater warmth retention.

Equipped with a high water hand-warmer, the **Aesis Soft Shell Jacket** is lighter and designed for milder days. It is fleece lined with a soft outer shell, giving anglers a comfortable option when heading out to the stream.

When it comes to waders, Hodgman is one of the most trusted brands around. The latest to join the line-up is the **H5 wader**. With five-layer waterproof breathable shell fabric in the seat and legs and no inside seam, plus three-layer shell fabric upper, they transfer sweat vapour away from the body. Stitched and taped waterproof seams also seal out the water.

Packed with features like micro-fleece-lined hand-warmers, a top-loading external pocket with a water-resistant zipper, anatomically-correct neoprene booties, internal flip-out pocket and Comfort Fit gravel guard, the H5 offers a versatile wader system in a comfortable design.

Hodgman is also launching a new line of spring outerwear, the **Hodgman Aesis Shell Jacket** and **Wadelite Jacket**, which both utilise three-layer V-Tech construction.

A three-way cinch hood that resists the most torrential downpours highlights the Aesis Shell Jacket. It has ample pocket space and comes in either bronze or charcoal colours. Additional



HyperDRY
WATER RESISTANT

Thinsulate
INSULATION

features include ROM™ articulated fit and design for complete motion, Storm watertight cinch cuffs and an inner security pocket.

The extreme lightweight designed WadeLite Jacket has a durable three-layer ripstop V-Tech fabric construction with Sonic 2.0 seams. Perforated, lazer-cut arm vents allow the air to move through the jacket, keeping anglers cool.

Hodgman will be hitting retailers in time for the 2017 season.

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VION
WADE BOOT