

COMPANIES YOU NEED TO KNOW ABOUT...

Photo printing on its seat boxes puts Smisdom in front

Innovative products and fast delivery are enabling the Belgian manufacturer to face down its competitors.

Smisdom Plastics, the Belgian company behind the GO4FISH brand, is targeting the European market with a new innovation in seat boxes: exclusive photo printing. The move follows the success of the company's Fix2 modular system and Fishing Control System (FCS), which allow anglers to combine individual pieces to create their own perfect seat box.

The company offers a standard range of prints

on its seat boxes but can also create individual designs on request. All the printing is done digitally in the company's factory in Belgium. It is expecting interest from recreational anglers across Europe with extra sales from competition anglers keen to stand out from the crowd.

The photo printing service gives the company clear distinction in a market flooded with less expensive products manufactured outside Europe. Knowing it is virtually impossible to



Printed photos on the company's seat boxes can "stimulate demand in the shops," says MD Geert Smisdom.



compete on price, Smisdom seeks to differentiate itself in two ways: with its innovative ideas and its speed of service.

Says Managing Director Geert Smisdom: "Being a European manufacturer, it's very difficult to distinguish ourselves from all the

cheap imported products in the fishing market. So we need to be very innovative. Good quality products with a reasonable price strategy are the keys to success for any European manufacturer.

"That's the thinking behind our seat boxes and now the photo printing service," he adds. "So many imported products are often manufactured in the same Eastern factories. They are customised a little, but at the end they look very similar to each other when they are lined up in the shops.

"There isn't any added value on these products and that often makes it difficult for wholesalers to be successful or to make worthwhile profits on their boxes. That's where we want to be different. This new concept brings something unique to the market. By combining this new idea with the high quality standards for which we are known, we believe we can stimulate demand in the shops. The possibilities are without limits."

Smisdom is already strong in Belgium, Luxembourg and the Netherlands. Its targets now are the UK along with Hungary, Poland, Romania, Scandinavia and the Czech Republic.

"Our products are 100 per cent made in Belgium," adds Geert Smisdom. "We want to offer partners exclusive products, good quality, short delivery terms and no volume conditions."



Want to talk to Smisdom? Here's how to find them...

Tel: +32 11 683409 **Fax:** +32 11 671113

Email: info@smisdomplastics.be

Websites: www.smisdomplastics.be or www.fix2.com

This monster muskie was caught on HI-SEAS Quattro 100% Fluorocarbon.

- 100% FLUOROCARBON
 - 100% BELGIAN PRODUCTS
 - 100% MADE IN BELGIUM
 - 100% MADE IN EUROPE
 - 100% MADE IN THE NETHERLANDS
 - 100% MADE IN LUXEMBOURG
 - 100% MADE IN POLAND
 - 100% MADE IN ROMANIA
 - 100% MADE IN SCANDINAVIA
 - 100% MADE IN THE CZECH REPUBLIC

HI-SEAS
www.hi-seas.net