








Jan 2024

## New Releases Jan 2024

We have a stunning new range of products being released 20<sup>th</sup> January 2024, with more exciting products planned during the year. Our full Pro Team will be receiving and promoting these products and obviously referring business to stores that are adopting these exciting new products.

We are aware one of the huge costs of taking on products is preparation of your webshop, EPOS and EDI systems. To help partners we have a massive range of partner resources available for you including:

	Resource	Benefits
	Full Shopify feed of the new products	We expect this will only take 5 minutes to load EVERY new product to your Shopify site and all product photography so you are ready to start selling the new products. The actual Shopify processing may take longer but lots the manual work for you has been taken care of by our team
	Full products csv feed for webshops and Epos systems	Our Google ready feed has been designed ready for Google, we have been testing all descriptions so there are only UTF-8 characters and it contains sku, barcodes, descriptions,
	Google Drive with all product photography	All product and tying images available on a 1 click download
	You tube videos demonstrating the products	Show customers how the products work
	EDI Feed	Full csv feed to enable you to add <b>all</b> of our products to your EDI systems
	New merchandise	Stickers and other merchandise with your customers to incentivise and enhance loyalty
	New In-store promotional tools	Shelf Wobblers to attract customers, 20cm window and door / shelf stickers

Oh and of course from January 20<sup>th</sup> our Pro Team will be receiving all of the products so expect social media to go crazy as over 100 members of our Ambassador and Pro Team start posting content across Instagram, TikTok, Facebook, Twitter, LinkedIn, YouTube and many other social media. Wait for the landslide!

We will be busy promoting all of the new products across our social media and will obviously directing customer enquiries to the stores that have these new products.

Contact your Semperfli rep for any help and assistance that you require. Let us make the 2024 fly tying season successful for everyone.

*Ann Kitchener*

CEO

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# 1. Baitfish Wing – SRP £6.50



Baitfish Wing is a new range of winging with life like colors and either hints of color like copper, green, blue or the most intense glow in the dark colors of Baitfish Winging the industry has seen in a synthetic winging.

Perfect for bodies of fresh / saltwater streamers and predator flies Baitfish Wing will enable fly tyers to take their baitfish patterns to the next level. Baitfish Wing is created using a proprietary blend of different colored tinsels to create realistic wings. Highly mobile (see video <https://youtu.be/vb9UWe0m5t4>) Baitfish Wing comes in 10inch / 200mm hanks with 300 strands per hank.

## Baitfish Wing Range

Sku	Barcode	Product Name	Availability Date
HSFB001BLU	886741013352	SemperFlash Baitfish Wing Blue Tint	20/01/2024
HSFB001PNK	886741013345	SemperFlash Baitfish Wing Pink Tint	20/01/2024
HSFB001WHT	886741013291	SemperFlash Baitfish Wing White	20/01/2024
HSFB001YEL	886741013338	SemperFlash Baitfish Wing Yellow Tint	20/01/2024
HSFB001CPR	886741013314	SemperFlash Baitfish Wing Copper Tint	31/01/2024
HSFB001GRN	886741013307	SemperFlash Baitfish Wing Green Tint	31/01/2024
HSFB001PRP	886741013321	SemperFlash Baitfish Wing Purple Tint	31/01/2024
HSFBGIDCHT	886741013383	SemperFlash Glow In Dark Baitfish Wing Chartreuse	20/01/2024
HSFBGIDFLO	886741013406	SemperFlash Glow In Dark Baitfish Wing Orange	20/01/2024
HSFBGIDHPI	886741013369	SemperFlash Glow In Dark Baitfish Wing Hot Pink	20/01/2024
HSFBGIDPNK	886741013376	SemperFlash Glow In Dark Baitfish Wing Pink	20/01/2024
HSFBGIDWHT	886741013390	SemperFlash Glow In Dark Baitfish Wing White	20/01/2024



Streamer By Bart Reisma





## 2. Synthetic Peacock Herl SRP £4.00



Peacock herl has been used for many years as a stunning fly tying material. With its stunning iridescence fly tyers love the way the colors change as you look at this amazing material. Because of CITES the Semperfli team decided to create a synthetic peacock herl that would reflect different colors. The new Peacock Herl has black, blue and green backgrounds and different colored tinsels embedded. With a tight core the reflects the peacock's natural iridescence and color changing effects as light hits different parts of the herl.

The peacock herl substitute is available in Black Peacock, Blue Peacock and Green Peacock available in 2mm and 4mm with 4m per pack.

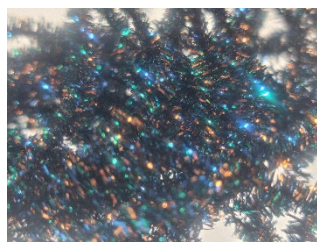


### Features of the Synthetic Peacock Herl:

- It is far far stronger than natural peacock herl, and being so robust it will make a fly with an exposed area like a Klinkhamer thorax last longer before it is destroyed.
- The length is not limited to the length of the herl like natural.
- 3 different colour variants which can be used alone or weaved together to enhance effect

*Klinkhamer v2.0 from Hans van Klinken*

When we worked on the prototypes of this product we sent it to some of our pro team for testing and received exciting feedback. Hans van Klinken immediately used it as the thorax of his Klinkhamer and told us its absolutely great, awesome for Klinkhamer 2.0 for size 12 and larger flies. You will see it in his book when it is released!



### Synthetic Peacock Herl Range

SKU	Barcode	Product Name	Availability Date
BSPH002BLK	886741007771	Synthetic Peacock Herl 2mm Extra Small Black Peacock	20/01/2024
BSPH002BLU	886741007764	Synthetic Peacock Herl 2mm Extra Small Blue Peacock	20/01/2024
BSPH002GRN	886741007788	Synthetic Peacock Herl 2mm Extra Small Green Peacock	20/01/2024
BSPH004BLK	886741007634	Synthetic Peacock Herl 4mm Small Black Peacock	20/01/2024
BSPH004BLU	886741007757	Synthetic Peacock Herl 4mm Small Blue Peacock	20/01/2024
BSPH004GRN	886741007689	Synthetic Peacock Herl 4mm Small Green Peacock	20/01/2024

## The Big Question is Why Bother? Exploring CITES & Import / Export Risks Of Genuine Peacock

We all know that peacock is readily available and indeed may be available in farms or stately homes where feathers can readily and legally be sourced. We can buy them online so CITES surely does not apply! The big question is proof. Unless you have DNA proof that the peacock you have in your fly tying kit or on your flies when you go through customs you risk serious issues. We know of more than one eminent fly tyer who has been CITES registered, some also lost all of their gear as a result going through customs! Why? It is real simple we can see a live bird but when the herl in on a fly or in our tying kit we cannot easily and legally prove its origin, hence we are at risk. Why?

CITES added the Common Peacock-Pheasant, Grey Peacock-Pheasant, Iris Peacock-Pheasant originating from Pakistan to the Endangered

*Peacock Feathers originating from Pakistan now require a CITES export permit to be legally imported into the United States. Feather coming from other regions will require a CITES certificate of origin issued by the CITES enforcing authority of the exporting country.*

*CBP also issued an email circular clarifying that, "Permits must be issued prior to shipping and the original must be submitted to the port office with a declaration BEFORE customs clearance is received for the freight. These shipment NO LONGER QUALIFY for a domesticated species exemption."*

Species List. If you look at for example documentation for USA for importation it states:

### 3. Nano Silk Streamer 200D 3/0 SRP £3.25

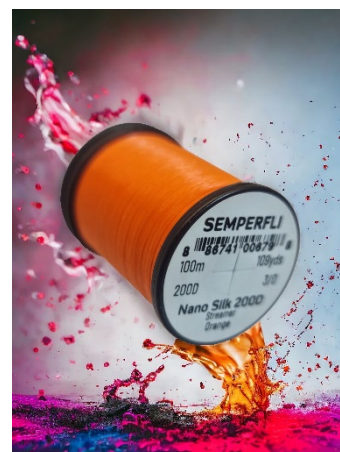
Semperfli is famous for its Nano Silk, with 100m for black and white per spool we give more GSP than any other volume manufacturer on a spool. We wanted to develop a version of Nano Silk with deeper, dope dyed GSP. We had to introduce the colored plastic into the raw GSP as it was being dyed and extruded, the result a NEW version of Nano Silk with a deep color that will never lighten, or color run. Our new color dope dyed GSP formula is unique in the industry.

Nano Silk Streamer is perfect for streamer and predator patterns with its flat profile ideal for chironomids, traditional flies and ribbing. Finer than many polyester 6/0 threads it is stronger with a breaking strain of 7,600gm / 16.8lb. This is a thread that will not break easily giving confidence for the fly tyer but can be flattened completely.

Check out the stunning range of no run, dope dyed colors!

#### Nano Silk Streamer Range

SKU	Barcode	Product Name	Availability Date
SNANBIGBLK	886741006743	Nano Silk Streamer 200D Black	20/01/2024
SNANBIGBLU	886741006842	Nano Silk Streamer 200D Blue	20/01/2024
SNANBIGDGO	886741006811	Nano Silk Streamer 200D Dark Green	20/01/2024
SNANBIGDGR	886741006767	Nano Silk Streamer 200D Dark Gray	20/01/2024
SNANBIGFRH	886741006828	Nano Silk Streamer 200D Rhyac Green	20/01/2024
SNANBIGORG	886741006798	Nano Silk Streamer 200D Orange	20/01/2024
SNANBIGPLG	886741010085	Nano Silk Streamer 200D Pale Green	20/01/2024
SNANBIGRED	886741006781	Nano Silk Streamer 200D Red	20/01/2024
SNANBIGWHT	886741006859	Nano Silk Streamer 200D White	20/01/2024



## 4. Synthetic Marabou SRP £5.00

We have looked at one of the staples of fly tying, marabou! Used in many streamers and fly patterns and of course the humble woolly bugger, found in almost every fly fishermans fly box. More and more fly tying companies are importing low quality feathers and we have seen a marked degradation in quality over the last decade. Without doubt a synthetic marabou offers consistent quality and performance. Add to the quality issues natural marabou can be a pain in the a\*\*\* to sink, how often have you seen a fly fisherman cast a woolly bugger or streamer that sits on the surface because sinkant has not been added to the fly. As a result the Semperfli team decided to make a synthetic marabou which can be used as a tail for humble woolly buggers as winging and tails of streamers. Highly mobile unlike sinkant applied natural marabou Semperfli Synthetic Marabou is made from a very fine core around which the Synthetic Marabou fibres of 20mm or 40mm extrude. To use tie in and simply wind directly around the hook, for a tail or wing it is simple. Our Synthetic Marabou comes in a stunning range of colors to match natural marabou colors in the market but we then developed the range further, adding Crystal Marabou, a 20cm synthetic, semi transparent, crinkled marabou to our range of marabou alternatives.



### Synthetic King Marabou 40mm Range

SKU	Barcode	Product Name	Availability Date
BMAR008BLK	886741011686	Black	20/01/2024
BMAR008BLU	886741011693	Electric Blue	20/01/2024
BMAR008BOL	886741011174	Brown Olive	20/01/2024
BMAR008CPB	886741011709	Kaluga Gold	20/01/2024
BMAR008CPI	886741011716	FI Hot Candy Pink	20/01/2024
BMAR008CRM	886741011723	Cream	20/01/2024
BMAR008DGR	886741011181	Gray	20/01/2024
BMAR008FBC	886741011730	FI Nuclear Green	20/01/2024
BMAR008FLO	886741011747	FI Steelhead Orange	20/01/2024
BMAR008FLS	886741011754	FI Shrimp Pink	20/01/2024
BMAR008FPR	886741011761	Grape Juice	20/01/2024
BMAR008FRD	886741011778	FI Hot Red	20/01/2024
BMAR008FYL	886741011785	FI Atomic Yellow	20/01/2024
BMAR008LBR	886741011792	Light Brown	20/01/2024
BMAR008LGR	886741011808	Light Gray	20/01/2024
BMAR008LIM	886741011815	Lemon Lime	20/01/2024
BMAR008OLV	886741011105	Olive	20/01/2024
BMAR008PCH	886741011822	Peach	20/01/2024
BMAR008PGN	886741011839	Peacock Green	20/01/2024
BMAR008PGR	886741011846	Pearl Grey	20/01/2024
BMAR008POL	886741011198	Pale Olive	20/01/2024
BMAR008PPK	886741011853	Powder Pink	20/01/2024
BMAR008PRP	886741011860	Purple	20/01/2024
BMAR008RBR	886741011877	Rootbeer	20/01/2024
BMAR008SNO	886741011884	FI Orange Tobiko	20/01/2024
BMAR008TGR	886741011891	Tangerine	20/01/2024
BMAR008WHT	886741011938	White	20/01/2024



## Color Range Synthetic Marabou



### Tips:

Why not use Synthetic Marabou as hackles, cutting to length required.

## Synthetic Marabou 20mm Range

Sku	Barcode	Product Name	Availability Date
BMAR000BLK	886741010573	Black	20/01/2024
BMAR000BLU	886741010580	Electric Blue	20/01/2024
BMAR000BOL	886741011259	Brown Olive	20/01/2024
BMAR000CPB	886741010597	Kaluga Gold	20/01/2024
BMAR000CPI	886741010603	Fl Hot Candy Pink	20/01/2024
BMAR000CRM	886741010610	Cream	20/01/2024
BMAR000DGR	886741011266	Gray	20/01/2024
BMAR000FBC	886741010627	Fl Nuclear Green	20/01/2024
BMAR000FLO	886741010634	Fl Steelhead Orange	20/01/2024
BMAR000FLS	886741010641	Fl Shrimp Pink	20/01/2024
BMAR000FPR	886741010658	Grape Juice	20/01/2024
BMAR000FRD	886741010665	Fl Hot Red	20/01/2024
BMAR000FYL	886741010672	Fl Atomic Yellow	20/01/2024
BMAR000LBR	886741010689	Light Brown	20/01/2024
BMAR000LGR	886741010696	Light Gray	20/01/2024
BMAR000LIM	886741010702	Lemon Lime	20/01/2024
BMAR000OLV	886741011242	Olive	20/01/2024
BMAR000PCH	886741010726	Peach	20/01/2024
BMAR000PGN	886741010733	Peacock Green	20/01/2024
BMAR000PGR	886741010740	Pearl Grey	20/01/2024
BMAR000POL	886741011273	Pale Olive	20/01/2024
BMAR000PPK	886741010757	Powder Pink	20/01/2024
BMAR000PRP	886741010764	Purple	20/01/2024
BMAR000RBR	886741010771	Rootbeer	20/01/2024
BMAR000SNO	886741010788	Fl Orange Tobiko	20/01/2024
BMAR000TGR	886741010795	Tangerine	20/01/2024
BMAR000WHT	886741010801	White	20/01/2024

## Synthetic Crystal Marabou 20mm Range

Crystal Marabou is a semi translucent Marabou chenille

Sku	Barcode	Product Name	Availability Date
BMAR100BLK	886741010818	Black	20/01/2024
BMAR100BLU	886741010825	Electric Blue	20/01/2024
BMAR100BOL	886741011211	Brown Olive	20/01/2024
BMAR100CPB	886741010832	Kaluga Gold	20/01/2024
BMAR100CPI	886741010849	Fl Hot Candy Pink	20/01/2024
BMAR100CRM	886741010856	Cream	20/01/2024
BMAR100DGR	886741011228	Gray	20/01/2024
BMAR100FBC	886741010863	Fl Nuclear Green	20/01/2024
BMAR100FLO	886741010870	Fl Steelhead Orange	20/01/2024
BMAR100FLS	886741010887	Fl Shrimp Pink	20/01/2024
BMAR100FPR	886741010894	Grape Juice	20/01/2024
BMAR100FRD	886741010900	Fl Hot Red	20/01/2024
BMAR100FYL	886741010917	Fl Atomic Yellow	20/01/2024
BMAR100LBR	886741010924	Light Brown	20/01/2024
BMAR100LGR	886741010931	Light Gray	20/01/2024
BMAR100LIM	886741010948	Lemon Lime	20/01/2024
BMAR100OLV	886741011204	Olive	20/01/2024
BMAR100PCH	886741010955	Peach	20/01/2024
BMAR100PGN	886741010962	Peacock Green	20/01/2024
BMAR100PGR	886741010979	Pearl Grey	20/01/2024
BMAR100POL	886741011235	Pale Olive	20/01/2024
BMAR100PPK	886741010986	Powder Pink	20/01/2024
BMAR100PRP	886741010993	Purple	20/01/2024
BMAR100RBR	886741011006	Rootbeer	20/01/2024
BMAR100SNO	886741011013	Fl Orange Tobiko	20/01/2024
BMAR100TGR	886741011020	Tangerine	20/01/2024
BMAR100WHT	886741011037	White	20/01/2024





## 5. Super Select Craft Fur SRP £5.00



Many of the furs we have used traditionally are becoming more scarce, quality varies and many times other issues are faced with traditional furs like polar bear, seals fur, arctic fox being both potentially illegal and presenting ethical issues. As a result we decided to develop a range of craft furs. These can be suitable for the longest streamers that could be used as a substitute for traditional furs. Really sleek, with 110mm long fibres these can be used as winging for any predator fly in fresh and saltwater. The fibre lengths like real fur vary to give stunning profile to your streamer patterns.

Our Super Select Craft Fur is no color run dyed and comes in patches approximately 12cm x 12cm and is brushed and ready for use. Consistent every time these are perfect substitutes for natural furs.

What makes this craft fur stand out against other craft furs on the market is:

- Longer length
- Softer
- Better sheen
- Brushed out and ready to use

### Super Select Craft Furs Range

Sku	Barcode	Product Name	Availability Date
BCFR000BLK	886741019132	Super Select Craft Fur Black	20/01/2024
BCFR000BLU	886741011327	Super Select Craft Fur Blue	20/01/2024
BCFR000BRN	886741019125	Super Select Craft Fur Brown	20/01/2024
BCFR000CHT	886741019187	Super Select Craft Fur Chartreuse	20/01/2024
BCFR000CRM	886741019248	Super Select Craft Fur Cream	20/01/2024
BCFR000DBR	886741019163	Super Select Craft Fur Dark brown	20/01/2024
BCFR000GRY	886741019255	Super Select Craft Fur Gray	20/01/2024
BCFR000HOR	886741019194	Super Select Craft Fur Hot orange	20/01/2024
BCFR000HPI	886741019200	Super Select Craft Fur Hot pink	20/01/2024
BCFR000KNG	886741019156	Super Select Craft Fur Kingfisher	20/01/2024
BCFR000OLV	886741019170	Super Select Craft Fur Olive	20/01/2024
BCFR000PRP	886741019118	Super Select Craft Fur Purple	20/01/2024
BCFR000RED	886741034012	Super Select Craft Fur Red	20/01/2024
BCFR000RPK	886741019217	Super Select Craft Fur Rose pink	20/01/2024
BCFR000SBL	886741019149	Super Select Craft Fur Aqua Blue	20/01/2024
BCFR000TAN	886741019224	Super Select Craft Fur Tan	20/01/2024
BCFR000WHT	886741019231	Super Select Craft Fur White	20/01/2024

## Super Select Craft Fur Color Range



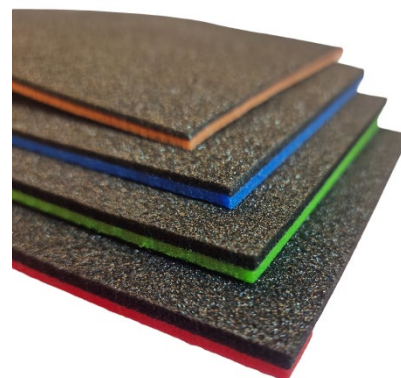


## 6. Double Decker Foam SRP £4.00

Foam has been a staple product in the Semperfli fly tying materials range for many years. We use top quality plastazote foam with nitrogen bubbles which float high and are easy to tie with. As well as single color foam sheets and foam blocks we are now introducing our Double Decker Foams, perfect for Chernobyl Ants, Hoppers, Daddies, Gurglers, Fry, detached bodies and other high floating fly patterns. Don't confuse this with closed cell craft foam, it is high floating, closed cell foam.

Available in 5mm small and 7mm medium size and an amazing range of colors.

Each sheet is 165mm x 90mm



### Double Decker Foam Medium 7mm Range

Sku	Barcode	Product Name	Availability Date
BFFDMEDBBL	886741003940	Black & Blue	20/01/2024
BFFDMEDBDU	886741003957	Black & Dun	20/01/2024
BFFDMEDBOR	886741003964	Black & Orange	20/01/2024
BFFDMEDBPR	886741003971	Black & Purple	20/01/2024
BFFDMEDBRD	886741003988	Black & Red	20/01/2024
BFFDMEDBRG	886741004138	Black & Rhyac Green	20/01/2024
BFFDMEDBTN	886741004145	Black & Pink	20/01/2024
BFFDMEDBYE	886741004169	Black & Yellow	20/01/2024
BFFDMEDGRG	886741004466	Green & Rhyac Green	20/01/2024
BFFDMEDTDU	886741004978	Dun & Pink	20/01/2024
BFFDMEDTGR	886741005005	Dun & Green	20/01/2024
BFFDMEDTYE	886741011044	Dun & Yellow	20/01/2024

### Double Decker Foam Small 5mm Range

Sku	Barcode	Product Name	Availability Date
BFFDSMLBBL	886741010009	Black & Blue	20/01/2024
BFFDSMLBDU	886741006866	Black & Dun	20/01/2024
BFFDSMLBOR	886741006880	Black & Orange	20/01/2024
BFFDSMLBPR	886741010016	Black & Purple	20/01/2024
BFFDSMLBRD	886741010023	Black & Red	20/01/2024
BFFDSMLBRG	886741010030	Black & Rhyac Green	20/01/2024
BFFDSMLBTN	886741010047	Black & Pink	20/01/2024
BFFDSMLBYE	886741006873	Black & Yellow	20/01/2024
BFFDSMLGRG	886741010054	Green & Rhyac Green	20/01/2024
BFFDSMLTDU	886741010061	Dun & Pink	20/01/2024
BFFDSMLTGR	886741006897	Dun & Green	20/01/2024
BFFDSMLTYE	886741010078	Dun & Yellow	20/01/2024



## 7. Fibbets SRP £4.00

As the only dedicated fly tying company in the world with our own fully computerised dying machine which can dye materials up to 6 bar pressure and over 120C we can dye a vast array of products, much more than any other dedicated fly tying company who usually dye with stock pots. The result of our computerised dying system is that we have been able to develop an entire range of dyed fibbets to match many of nature's fly colors.

With 16 colour options it is one of the most comprehensive fibbet ranges on the market. Added to that use our fibbets tying in the thinner end and knot to make the most robust legs on the market today for hoppers or daddies....

Taking a soft fibbet which does not cause fish "knock off" as they are too strong. We dyed our own range of micro fibbets in a range of natural colors. Rather than sticking them to a piece of card we tightly gripped them in a steel band so you can cut off fibbets as you need them to the length you need them and keep all your fibbets together for use time after time until the last fibbet is used.

Each fibbet has a usable 40mm length suiting even the largest flies and nymphs we find in the water with an average of 230 fibbets per pack. Finally we decided not to hold our fibbets together with a cheap label that means once a few fibbets are removed the rest fall on your tying table and eventually get lost we clamped our fibbets in a tight steel clamp allowing you to bend and cut just the fibbets required leaving the rest conveniently together and ready to use on your next fly.

### Fibbets Range

SKU	Barcode	Product Name	Availability Date
BFIB000BLK	886741006750	Black	20/01/2024
BFIB000BRN	886741002363	Brown	20/01/2024
BFIB000DBR	886741002684	Dark Brown	20/01/2024
BFIB000DCLT	886741002714	Claret	20/01/2024
BFIB000FIB	886741008181	Firey Brown	20/01/2024
BFIB000GOL	886741002639	Golden Olive	20/01/2024
BFIB000GRO	886741002677	Green Olive	20/01/2024
BFIB000IBU	886741002691	Iron Blue Dun	20/01/2024
BFIB000LBR	886741002707	Light Brown	20/01/2024
BFIB000LIT	886741002646	Lichen	20/01/2024
BFIB000MOL	886741002653	Medium Olive	20/01/2024
BFIB000OLB	886741008211	Brown Olive	20/01/2024
BFIB000OLV	886741008204	Olive	20/01/2024
BFIB000SGR	886741008372	Silver Dun	20/01/2024
BFIB000TAN	886741009775	Tan	20/01/2024
BFIB000YEL	886741010719	Yellow	20/01/2024



## 8. SemperSkin Shrimps SRP £4.50

We find we use shrimps in both our freshwater and saltwater fly fishing. As a result we decided to take our skills in developing artificial quills, JC subs and apply them to the manufacture of Shrimp Skins. We looked at the colors for saltwater and freshwater and sizes to develop a full range of Shrimp Skins. We even looked at the Killer Shrimp invading many waters which grows to 30mm and the infected shrimp which glows orange while the parasite invades its body.

The SemperSkin Shrimps are simple to use. These semi transparent skins can be peeled and are ready to use.



	Large Hook #2 to #4	Medium Hook #6	Small Hook #8	Extra Small #10 - #12
<b>Natural</b>	Saltwater	Salt & Freshwater	Salt & Freshwater	Freshwater
<b>Pink</b>	Saltwater	Salt & Freshwater	Salt & Freshwater	Freshwater
<b>Orange Brown</b>	Saltwater	Salt & Freshwater	Salt & Freshwater	Freshwater
<b>Infected (Extra small size only)</b>				Freshwater
<b>Qty Per Pack</b>	15	16	18	21

### SemperSkin Range

Sku	Barcode	Product Name	Availability Date
BSKNLRGMOB	886741004954	Orange-Brown Large (Hook #2-#4)	20/01/2024
BSKNLRGNAT	886741004947	Natural Large (Hook #2-#4)	20/01/2024
BSKNLRGSHP	886741004961	Pink Large (Hook #2-#4)	20/01/2024
BSKNMEDMOB	886741004923	Orange-Brown Medium (Hook #6)	20/01/2024
BSKNMEDNAT	886741004916	Natural Medium (Hook #6)	20/01/2024
BSKNMEDSHP	886741004930	Pink Medium (Hook #6)	20/01/2024
BSKNSMLMOB	886741004213	Orange-Brown Small (Hook #8)	20/01/2024
BSKNSMLNAT	886741004206	Natural Small (Hook #8)	20/01/2024
BSKNSMLSHP	886741004220	Pink Small (Hook #8)	20/01/2024
BSKNXSMINF	886741002721	Infected Extra Small (Hook #10-#12)	20/01/2024
BSKNXSMMOB	886741004244	Orange-Brown Extra Small (Hook #10-#12)	20/01/2024
BSKNXS MNAT	886741004237	Natural Extra Small (Hook #10-#12)	20/01/2024
BSKNXSMSHP	886741004251	Pink Extra Small (Hook #10-#12)	20/01/2024





## 9. Copper Fleck Chenille SRP £4.00

Working alongside our Gold and Silver Fleck Chenilles we have been working on other color blends of chenilles that attract fish. Since the release of our Gold and Silver Fleck we have been using a new Copper Fleck Chenille which produces stunning flies and has less 'flash' which can occasionally put fish off biting. With a more subtle copper flash we have found fish loving this chenille. Use as bodies of streamers, large fly patterns, Humungous or even blob fly patterns.



### Copper Fleck Chenille Range

SKU	Barcode	Product Name	Availability Date
BTSP015ADA	886741004688	Adams	20/01/2024
BTSP015BLK	886741004695	Black	20/01/2024
BTSP015BOL	886741004701	Brown Olive	20/01/2024
BTSP015CNB	886741004718	Cornflower	20/01/2024
BTSP015CRL	886741004725	Coral	20/01/2024
BTSP015DAN	886741004732	Danica	20/01/2024
BTSP015DGR	886741005807	Gray	20/01/2024
BTSP015FGR	886741004749	Fl Green Rhyac	20/01/2024
BTSP015FOR	886741004756	Fl Orange	20/01/2024
BTSP015FPK	886741004763	Fl Pink	20/01/2024
BTSP015FPP	886741004770	Fl Pale Pink	20/01/2024
BTSP015FRD	886741004787	Fl Red	20/01/2024
BTSP015FYL	886741004794	Fl Yellow	20/01/2024
BTSP015OGN	886741004848	Peacock Green	20/01/2024
BTSP015OLV	886741004855	Olive	20/01/2024
BTSP015POL	886741004862	Pale Olive	20/01/2024
BTSP015PRP	886741004879	Purple	20/01/2024
BTSP015RBR	886741004886	Rootbeer	20/01/2024
BTSP015SNO	886741004893	Fl Sunburst Orange	20/01/2024
BTSP015WHT	886741004909	White	20/01/2024
MTCP015MUL	886741001991	Multicards 15mm Large Mixed 20 Colors	31/01/2024







## 10. Flash Storage Pots SRP £5 (Small) / £6 (Large)

With so many hanked flash materials we have been looking at how we store these in our personal fly tying desks at home and decided we really needed a solution to store our flash materials.

The problem was that there are many different sizes of flash in the market depending on whether manufacturers center tie their hanked flash to produce 6 inch hanks or like Semperfli end tie to produce 10 inch lengths of flash. We looked the Semperfli Dubbing boxes and found our answer, we designed our own Flash Storage Pots, 2 versions either 6 inch and 9 inches tall. With twin layers our Flash Storage Pots store 20 hanks ready to use with every hank visible easily. The result a tidy drawer and less frustration and tangled materials!

### Flash Storage Pots Range

Sku	Barcode	Product Name	Availability Date
DEDBL22CLR	886741011334	Flash Storage Pot Large 9 inch	31/01/2024
DEDB022CLR	886741011099	Flash Storage Pot Standard 6 inch	31/01/2024



## 11. 3D Eyes SRP £3.80

When we developed our well received Gamechanger packs which included a range of 3D eyes we have launched the eyes as a separate product. The 3D Eyes are designed to look exactly as fish eyes would, natural, pearl, sunburst and bloodshot injured eyes matching many fish, perfect for streamer patterns. With 20 eyes per pack these are available in 3mm, 5mm and 7mm

### 3D Eye Range

SKU	Barcode	Product Name	Availability Date
BEYE003BRD	886741005586	3mm Bloodshot	01/01/2024
BEYE003NAT	886741005593	3mm Natural	01/01/2024
BEYE003PRL	886741005579	3mm Pearl	01/01/2024
BEYE003YSN	886741005562	3mm Sunburst	01/01/2024
BEYE005BRD	886741005623	5mm Bloodshot	01/01/2024
BEYE005NAT	886741005630	5mm Natural	01/01/2024
BEYE005PRL	886741005616	5mm Pearl	01/01/2024
BEYE005YSN	886741005609	5mm Sunburst	01/01/2024
BEYE007BRD	886741005661	7mm Bloodshot	01/01/2024
BEYE007NAT	886741005678	7mm Natural	01/01/2024
BEYE007PRL	886741005654	7mm Pearl	01/01/2024
BEYE007YSN	886741005647	7mm Sunburst	01/01/2024





## 12. Existing Range Extensions

We have been looking at the market and has customer requests for additional enhancements to our existing ranges of products. The result is extensions to our:

- Micro Glint range with new colors
- SiliLegs range with new colors including Glow In The Dark colors
- Tungsten Beads, Pale Pink Metallic, perfect for Grayling (Thymallus thymallus)
- Boom Dubbing, new Rainbow and Black Rainbow colors
- Scud Dubbing, new Rainbow and Black Rainbow colors

### Micro Glint Range Extension SRP £2.85

Sku	Barcode	Product Name	Availability Date
SMGL000BPK	886741003513	Baby Pink	20/01/2024
SMGL000CPI	886741002905	Candy Pink	20/01/2024
SMGL000CPR	886741003100	Copper	20/01/2024
SMGL000DMB	886741011068	Dark Mocha Brown	20/01/2024
SMGL000DOL	886741002738	Dark Olive	20/01/2024
SMGL000DPC	886741008198	Dark Peach	20/01/2024
SMGL000NGR	886741011051	Nymph Green	20/01/2024
SMGL000WLV	886741003308	Watery Olive	20/01/2024



### SiliLegs Range Extension SRP £3.75

SiliLegs Glow In The Dark matches our new SemperFlash and Streamer Wing Glow in the Dark products with vibrant long lasting color perfect for dawn and dusk fishing when the sunlight triggers UV and can make the flies glow like traffic lights at night!

Sku	Barcode	Product Name	Availability Date
BSLG001LFIO	886741006736	Fire Orange Barred	20/01/2024
BSLG001LGBL	886741006729	Black & Gold Barred	20/01/2024
BSLG001LMC	886741004152	Glow In Dark Yellow	20/01/2024
BSLG001LMP	886741004190	Glow In Dark Pink	20/01/2024
BSLG001LMW	886741001748	Glow In Dark White & Green Fleck	20/01/2024





## Tungsten Slotted Beads Range Extension

Sku	Barcode	Product Name	Availability Date
BTBD020PPK	886741003599	2mm (5/64 inch) Pale Pink	20/01/2024
BTBD023PPK	886741003155	2.3mm (3/32 inch) Pale Pink	20/01/2024



## Boom Dubbing Range Extension SRP £5.00

Sku	Barcode	Product Name	Availability Date
BBOM100RBW	886741012003	Boom Dubbing Rainbow	20/01/2024
BBOM10BRW	886741011990	Boom Dubbing Black Rainbow	20/01/2024

## Scud Dubbing Range Extension SRP £4.00

Sku	Barcode	Product Name	Availability Date
BSCD016BRW	886741011976	Scud Dubbing Black Rainbow	20/01/2024
BSCD016RBW	886741011983	Scud Dubbing Rainbow	20/01/2024



## 13. New Merchandise

We had so many amazing comments over our 'Angry Fish' logo for our 2023 launch we decided to use this as the cornerstone of a new range of merchandise for partners and fly tyers. We have worked hard on in store visibility over the last year and worked hard to reduce the in store space utilisation. Indeed you will see immediate changes to our Craft Fur and Double Decker Foams with us cutting the fur in half and cutting the foam into 2 pieces to reduce shelf space by 50% over the coming weeks.

Every dealer will receive a free merchandise pack with their next £150 order (limit one free per store)

Our New merchandise range includes:

- 8cm / 3 inch Shelf Wobblers designed to attract tyers to our materials in your store
- 20cm / 10 inch Angry Fish Window Stickers
- 20cm / 10 inch Angry Fish Shelf, Wall, Truck and Boat Stickers
- 8cm / 3 inch Angry Fish Stickers for fly tyers
- 2cm / 1inch 3D stickers

This merchandise can be used in store or given as freebies to good customers or with orders. Talk to your Semperfli representative if you need volumes of these! We are here to help!

		
<p>20cm / 10 Inch Window Stickers (glue on front)</p>	<p>8cm / 3 inch Shelf Wobblers</p>	<p>8cm / 3 inch Stickers</p>
		
<p>20cm / 10 Inch Shelf, Wall, Boat and Truck Stickers (glue on rear)</p>	<p>20cm 3D Raised Dome Stickers (5 per pack)</p>	



## Merchandise Range

Sku	Barcode	Product Name	Availability Date
WST002ANG	886741011303	Promotional Angry Fish 3D Sticker 2cm	10/01/2024
WST008ANG	886741012867	Promotional Angry Fish Sticker 80mm	10/01/2024
WST008WOB	886741011310	Semperfli Promotional Shelf Wobbler Sticker 8cm	10/01/2024
WST020AGR	886741011297	Semperfli 20cm Car / Boat / Box Sticker	10/01/2024
WST020WDW	886741011280	Semperfli 20cm Window Sticker	10/01/2024
WDLR000PCK	<b>ONE PACK FREE FOR EVERY PARTNER WITH FIRST ORDER OVER £150</b>	Partner 2024 Merchandise Pack contains: WST020WDW Semperfli 20cm Window Sticker (Qty 1) WST008WOB Semperfli Promotional Shelf Wobbler Sticker 8cm (Qty 5) WST002ANG Promotional Angry Fish 3D Sticker 2cm (Qty 10 packs of 5) WST008ANG Promotional Angry Fish Sticker 80mm (Qty 10) WSTKLRGCLR Promotional Sticker 150x75mm (Clear) Large (Qty 1) WSTKSMLCLR Promotional Sticker 30x15mm (Clear) Small (Qty 10) WSTKMEDCLR Promotional Sticker 75x50mm (Clear) Medium (Qty 5)	10/01/2024