



I think it's fair to say that the fishing is pretty good here in the UK. We've always been blessed with excellent conditions for angling so it's no surprise that our sport has blossomed here. UK companies have always been at the forefront of angling technology - particularly in the Carp scene - driving things forward and leading the world in cutting edge design and innovation. Of course we take it all for granted nowadays and it's easy to forget all the essential items of tackle that have been developed here.

"Buzzer Bars, solid pointed Banksticks, Rod Pods (the list goes on and on) were all invented by one man - Richard Gardner - nearly 30 years ago. Where would angling be today without these ideas?"

At Gardner we are very proud that many of our products are still made in the UK. When the company was started in 1980, our first product

was an aluminium Buzzer Bar, a revolutionary idea at that time, which limited the number of banksticks required to 2, despite using up to 4 rods. The idea was a revelation in those days and pretty soon anglers everywhere were using them. It literally changed the way we all fish. Gardner, the company, was born and we haven't looked back since. These days so much has changed but it's reassuring to know that these same products are still made in a similar fashion.

Next came the Banksticks - decent quality ones. Up until then all banksticks had the ends of the tubing crimped together in a pointed shape which, of course, opened up and filled with earth in no time. As with all revolutionary ideas, looking back now it seems so obvious and you wonder why no one had thought of it before. Richard devised a way to manufacture solid all points to fit inside the tube and Gardner had a second product that, again, improved life for the angler considerably.

"The incredible sales of Bars and Banksticks in that first year firmly established Gardner as a new company in the fishing tackle trade, one with flair and vision that would continue to raise the standards of equipment in the future."

Gardner continued during the next five years to introduce more revolutionary ideas. Bait making equipment was a major step forward. Most anglers in the early 80s rolled their own boilies by hand and endeavoured to fashion a round shape with their palms. This was very

time consuming and required a lot of patience and practice to obtain a shape approaching a true sphere. It took Richard months of agonising before he designed the Rolaball and soon after, the Baitmaster. The whole concept was based on the 19th century pill maker used by apothecaries when preparing medications. Designs were drawn up, tools were made to Rick's exact specifications, high quality materials were sourced and the ball was quite literally rolling (ha ha ha). Ever since then anglers all over the world have been able to easily produce hundreds of round boilies in a matter of minutes, effortlessly.

"Suddenly the struggle was taken out of bait making and fishing became much more affordable, opening the sport up to ever increasing numbers of mad keen anglers."



Nowadays many professional bait firms roll their baits with Gardner equipment, which is a compliment in itself."

All these years later 'Made in the UK' is a slogan we can proudly display on all of these items and many others. One of our most recent advances, the 'Bug' Indicator bodies, are precision machined on our own lathe. Similarly all of our plastic moulded products - bait making equipment, spods, needle handles, flatliners, rod rest heads, clips, etc - are made from specific Gardner designs, tools and moulds in this country. In this day and age, with so much production moving to the Far East, it is hugely advantageous to be able to control the supply and guarantee the quality of our products. All of our metalwork - bars, banksticks, pods, etc - are hand assembled by our own workforce of angling fanatics who make sure that any faulty components are rejected at an early stage and the final product does what it is supposed to do. Every process - from sourcing

raw materials that will stand up to the job, through to the powder coating that protects the metal and gives it that quality all round finish - is monitored and controlled to rigorous standards right here in the UK ensuring a constant, guaranteed supply of stock and far less impact on the environment.

Take the TLB Buzzers for example; these legendary alarms are all made by hand here in the UK with incredible care and attention to detail. Each and every one is individually tested before being approved. No wonder they are so reliable!

"This is a far cry from the production lines of China churning out cheap tackle at a frightening pace but, sadly, these products do not usually last long and often let you down when you need them most."

At Gardner we are determined not to cut corners when it comes to quality. We do not want to make tackle for the 'throw away generation'



and this no compromise attitude is paying off as more and more anglers now prefer to buy the best rather than the cheapest. Things, as they say, are coming full circle and with the ever present threat of global warming and carbon footprints it is nice to see that our tackle is still being used for years and years whilst other brands are piling up in landfill sites.

Keep flying the flag!

