

was at PASA Park representing his client, Norway Industries. I'd been to the plant where Fusion vanes were being co-extruded this past February and already that product line is expanding.

The company has got a great reception to the original 2.1 inch long Fusion, which combines a stiff blade and flexible, easy-fletching base. So now it is developing a 3 inch version that's got a lower profile, for hunters who aren't ready to drop all the way down to the short fletching. Like the original, the blade will have a textured finish to induce the drag that is essential for steering an arrow. The lower profile Fusion vane should also be popular with target shooters, who may not be using the drop-away



Above, Petersen's Bowhunting Editor Christian Berg uses a heavy tool steel Zip Strip from Norway Industries to remove vanes. Below, Tim Kent shows off the latest Fusion vanes from his client, which has added 3 inch fletch and a pink color.



or biscuit style rests that work well with high profile fletching.

There's more to Fusion vanes than their construction from two different plastics. With the aid of Lenny Rezmer of Carbon Express, the profile of the vane was carefully designed to maximize accuracy and minimize the effect of crosswinds. Now you can get those benefits in a new color, pink, added to the offerings in early June.

Kent said the video footage of Fusion-fletched Maxima arrows shooting virtually the same grouping with field points and fixed blade broadheads has been a strong marketing tool for Norway Industries. Then he showed us a new 60-second spot on the company's String Tamers, riser-mounted string stoppers that dampen string oscillation and bow noise. It is available on-line and Norway dealers can request a DVD copy for playing on store monitors. Call (800) 778-4755 for more information or to request a sample pack of Fusion vanes.

Moultrie Products

I'll admit that when Beth Lauderdale, the Marketing Manager for Moultrie Products, showed me the Game Management System I thought "this is too much." Why would anyone need a gadget that hooks to his scouting camera and

automatically uploads the photos to an internet site.

Well, how about a hunter who doesn't live across the highway from his hunting grounds, like I do. How about a guy or gal who needs to drive an hour or two and maybe walk just as long to access the camera. Now the fact that they'll be paying a \$50 activation fee and a \$29.99 monthly fee for each camera serviced may start to sound like a bargain.

Once he logs onto the website, the hunter can zoom into the photos adjust the brightness, download them to his own computer or send them to a friend. Neat features allow them to create galleries of photos by time of day, moon phase, temperature or barometric pressure to help establish the best way to hunt that site.

"You can check your camera status from the internet, including battery life and remaining memory capacity," Lauderdale said. When the amount of photos exceeds the amount of data you're allowed to upload, there's no added charges. The cellular accessory just stops transmitting, while the camera keeps on functioning and recording photos as before.

Lauderdale estimated for the base enrollment plan data limits, your customers would be able to upload about 400 photos. The cellu-



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1oz. 2oz. 16oz.

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