

This month in deep
NO.4 THE **ALARM**



The alarm that stole the show

How the Flacarp X7 made waves at EFTTEX then captured the votes of European anglers and set up an emerging European company for a powerful future.



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If you want a hot new example of European design expertise then look no further than the Flacarp X7. This 'top end' bite alarm with receiver was developed and manufactured in the Czech Republic, and that includes the hardware, software and moulds.

It seems the European trade and anglers agree about its quality. The **Flacarp X7** was voted runner-up in the Electronics Devices sub-category at the EFTTEX trade awards in Budapest in June. It then overcame challenges from some big name competitors including Deeper and American Tackle to win the Apparel & General category in the Angler's Choice online vote.

The Flacarp X7 is the brainchild of designer and business owner Tomas Flajzar (*centre in picture*). It is equipped with a revolutionary ultra-sensitive sensor that responds to 1.5mm of line movement in any direction. It offers a range of tones and optical signalling with adjustable RGB LED colour and brightness.

Adds Flajzar: "The sensitivity really sets it apart. It also has the highest mechanical endurance on the market and a long wireless receiver range of more than one kilometre which makes it good at overcoming terrain irregularities such as dams.

"Winning the Angler's Choice award is a great accomplishment and we thank all



the anglers who voted for us. We are happy that the energy put into developing and manufacturing the products here in Europe has paid off. At Flacarp we want to offer the best products and services."

EFTTEX proved to be a powerful driver of new business for the young electronics company, which has taken advantage of a swing towards European-made products. The reaction from visitors was more than the team was expecting.

Says Flajzar: "We were surprised by the great interest in the X7, and the interest in our OEM production too. But we are happy that customers are returning to European production and want quality again. As a result, we are now working with new companies. From this point of view alone, we consider EFTTEX to have been a success."

The X7 was among a number of devices

that Flacarp displayed in Budapest in June. Alongside the award-winning alarm, the Czech company unveiled the waterproof FL6+ wireless light that illuminates a fishing spot after a bite. It also showed its HL2000 headlamps developed specifically for fishermen and a range of security equipment dedicated to anglers. These included sensors that detect people moving around your fishing spot and shock sensors with transmitters to protect equipment, parked cars, boats and caravans.

The X7 bite alarms are in full production and are available to customers and retailers in a number of European countries with more to follow. Says Flajzar: "We are developing more products that we are excited to introduce at the next European show. We can't be specific yet, but we believe anglers will be pleased."



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