

**Nils Folmer Jørgensen:**  
 “The level of precision makes our pliers the best products of their kind, in our opinion.”



**TOOLS**

## Mustad designer: we're now taking a firm grip in the pliers market

By offering different levels of quality, Nils Folmer Jørgensen is putting Mustad's tools within reach of more anglers worldwide.

this is the best plier ever, a tool that could last a lifetime, even in the hands of the most hardcore captain and in the toughest tropical saltwater environment.”

Mustad's tools are further differentiated by the new 'Mustad look' featured across many of its other new products. This includes water contours incorporated in the handle design and the new M icon, a useful communication tool on social media.

Jørgensen is hopeful the strength of the concept, presented in sustainable, eye-catching packaging, will win more space in retailer shops and attract attention from consumers.

**Mustad is famed for its hooks production – it has** after all been producing them for fishermen for 140 years. But it is no secret that the Norwegian company has in recent times been successfully diversifying into other product categories.

Testament to that is Mustad's brand new range of fishing tools, being revealed at this year's EFTTEX and ICAST trade shows.

The man behind the new collection is Global Design and Marketing Manager Nils Folmer Jørgensen, who says the new products put function, quality, concept and attractive pricing at the fore.

“We are entering a new level of quality with our Blue Line (value) range and improving the already high quality of our Green Line (premium) range,” he explains.

“Importantly, we are also making it easy for the buyer to tell the difference between the two ranges by using the same colour system we use in our knife products.

“The level of precision that has gone into these tools makes them the best products of their kind in our opinion.”

While putting function at the top of its priorities, Mustad has also made the tools as close to ergonomically-perfect as possible, making sure that minimum effort is required to apply maximum power.

“You can instantly feel this when you handle

the unique asymmetric **Hero Plier**

(right). It is awesome,” says Jørgensen. The Hero Plier, which headlines the range, is available in both the blue and green lines, in two different grades of stainless steel and two different handle materials.

“Some tools might look similar and have the same functions, but the materials used by Mustad are different and bring added quality for the pro user spending a lot of time on the water,” adds Jørgensen.

Three years ago Jørgensen designed a pure titanium/carbon plier but faced challenges in aligning quality with price. However, the new concept has become a reality this year and will appear under the company's Black Line banner.

“Black Line is reserved for products that go beyond premium, something that is really outstanding, unique and sets a new benchmark,” explains Jørgensen. “We believe



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