

Kvalvik has been proven to work in Norway



# CATCH ON TO KVALVIK



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I'VE BEEN AROUND FOR A FAIR FEW YEARS on the sea fishing scene, and during the past three decades I've been witness to a number of so-called 'miracle' bait additives, all of which have claimed to give you the edge and increase catch rates.

All of these wonder baits were claimed to have had hundreds of thousands of pounds invested in development.

I don't doubt any of those claims, but let's stop and think 'where are they now?' Many failed dismally in the UK. The main problem? I think the fact that the aforementioned baits and additives were developed in Japan or America goes a long way to explaining why they didn't work here. So what's different about Kvalvik?

## **SCEPTICAL TO START**

Having seen so many come and go over the years, you can imagine how sceptical I was when I first heard about another wonder bait hitting the shelves. I read the promotional blurb and spoke to the guys importing Kvalvik to the UK and Ireland, Fish Dynamix. The more I investigated, the more convinced I was that this might be something different.

I think one of the main turning points for me with Kvalvik was when I discovered that it was the Norwegian government that was behind half of the funding for the project, and to the tune of almost two million pounds.

Developed with help from the Norwegian government, this additive could improve your cod fishing

