

US jig head specialist targets European markets with launch

American Maple, the net and terminal tackle specialist based in California, USA is preparing for a major push into Europe following the launch of a new jig head range. The company has been a renowned producer of landing nets, squid rigs and jig heads for more than 50 years, primarily in its home country and under the Promar and Ahi USA brand names. It has identified its new Sabo Jig Heads, launched this year, as the product to spearhead its international expansion.

Sabo Jig Heads, manufactured under the Ahi USA brand name, are twice the size of standard lead heads without doubling the weight, and can be rigged with most soft baits already on the market. They are made with a chip-resistant acrylic outer layer which protects their vibrant colour and glow material from chipping and flaking off. Razor-sharp

hooks and 3-D eyes come as standard on the three Sabo models: Jig Head, Bullet Head and Squid Head. All have lifelike presentation and are available in several colours, sizes and weights.

Says American Maple Director of Marketing Jason Morton: "Ahi USA Sabo Heads are ideally suited for a wide range of both saltwater and freshwater fishing, catching everything from bass and salmon to tunas and jacks. We are expecting them to generate huge interest in Europe.

"As a global supplier of Promar and Ahi USA products, our long-term goal has always been to expand our distribution with more partnerships internationally, and especially in the EU. This is the year to accelerate that process. We have a new and innovative product in Sabo Jig Heads which we are sure will excite international distributors.

"The Promar and Ahi USA brand lines are



Below: the American Maple HQ in California and base for the Ahi USA and Promar brands.

dedicated towards providing innovative and value-driven products to fishermen around the world."

American Maple will be exhibiting at ICAST in Las Vegas on Booth 2026 where American customers can see the new Sabo Jig Heads. International buyers can contact the company directly on +1 310 515 8881. Visit www.promarnets.com or www.ahiusa.com

