

# Fast growing Cuda cuts through in French market

*Its new partnership with Amiaud proves Cuda has the recipe for success in major territories, says **Patrick Romboy**, its Sales Director Europe, who will be looking for more of the same at EFTTEX.*



Happy together: Patrick Romboy with Amiaud CEO Frank Amiaud at the Clermont-Ferrand show.

EFTTEX but we weren't specifically looking for a cutting tools brand. The Cuda booth stood out immediately. After that it took just a few minutes talking with Patrick to be convinced of the high quality of the tools.

"We knew they would fit perfectly in our catalogue."

But that fit extends beyond product quality, says Maxime.

"There was something else too. We also liked that Cuda was part of a company with a long history. That's the same as Amiaud.

"And we also liked that the Cuda brand is the creation of a passionate angler. Patrick told us about Rick Constantine in the USA, who came

up with idea and pushed for Cuda to be launched. His commitment to his vision is very similar to our CEO, Frank Amiaud.

"It means we instinctively understand the Cuda brand – and we absolutely know how to market it to our customers, in the trade and to end users."

True to its word, Amiaud has hit the ground running. It took Cuda to the major French tackle show at Clermont-Ferrand in January and invited Romboy to join its team there. It has been active on Facebook and Twitter to powerful effect, and it has taken out its first adverts in the French consumer press.

Amiaud has also taken the decision to print and distribute a special Cuda-only mini-catalogue, so that it can promote the full range of Cuda knives, scissors and other tools to the trade.

Cuda has backed this activity with extra investment, paying for the advertising space in leading French magazine, *La Pêche Et Les Poissons*, and for the printing of the mini-catalogue.

"Patrick is correct when he says the more we do, the more he will help. We are absolutely convinced that this will be a successful long-term partnership," adds Maxime.

Early sales are encouraging. So much so that the two companies are already in discussion about Amiaud taking two more Acme

brands – DMT Sharpeners and the Western range of hunting knives.

"With the right partner, we can grow quickly," says Romboy. "The support is there, but fundamentally, our distributors are enjoying the benefits of superior products.

"Cuda cutting tools are designed to perform in the harshest fishing conditions and are made using only the very best materials.

"Our broad assortment means we have products for every angler, which means added sales and no need to look for any other supplier in what is a niche market.

"And we are adding new products every year. Visitors to EFTTEX can expect to see around 20 new items.

"Amiaud has found that we have the products to match their ambitions, and that we are a trustworthy, reliable and powerful partner. I am looking forward to taking that message to EFTTEX in Budapest and signing up similar partners in other parts of Europe."

## Why it works with Amiaud

There is an instinctively good relationship, says Amiaud's Maxime Rapin (*below right*) of the company's new partnership with Cuda brand owner, Acme. "We completely trust and respect Patrick Romboy at Acme. He always delivers for us.

"Amiaud is not the biggest distributor in France, but that means Cuda's products get the focus they deserve. They are our star performers alongside all our other products, as we demonstrated at the Clermont-Ferrand show."



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