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European news

MFE to supply Flying Fisherman from Italy



The MFE company, based near Milan in Italy, has become the European warehousing facility for US eyewear brand, **Flying Fisherman**. The facility is operated by the company's European agent, Angelo Musiani, a well-known figure in fly fishing who has been developing accessories for 40 years.

"When products are coming from overseas it is important for European customers to have logistic support in Europe," said Musiani. "It minimises import costs and provides faster delivery."

"The poor economy over the last few years has forced a number of shops to keep careful control of stock levels. Quick purchase and refill of goods has become increasingly important."

Musiani met Flying Fisherman owners Pat and Linda Sheldon in Florida when he was supplying shops in the region. "I was impressed by the true fishing background of the company and how guides were working really hard on the range."

"A lot of companies just buy and repack, but Flying Fisherman puts real design work behind their products and that is why I have always had a great feeling for the brand."

The move allows the Florida firm to distribute product directly from the warehouse in the northern town of Lavis, assuring customers of shorter delivery times.

"This is very exciting," said Vice President Linda Sheldon. "Our full product line-up will be available from the warehouse."