

A silhouette of a fisherman wearing a cap and holding a fishing rod, standing on rocks by the water. The background is a sunset sky with a blue-to-orange gradient and scattered clouds. The sun is low on the horizon, reflecting on the water. A distant landmass is visible on the horizon.

YOUR RELIABLE
BUSINESS PARTNER

BALZER 

Quality since 1949.

CEO STATEMENT

MORE THAN 60 YEARS OF PASSION FOR ANGLING



How it all began In September 1949 Hanns Balzer registers his business. The foundation stone for the BALZER company as we know it today had thus been laid. It is innovative and quality-conscious in the development, manufacture and sales of fishing tackle and sporting equipment.

The breakthrough came in the Fifties. Already then we were aware that only a strong brand can endure. We build on convincing products developed in close collaboration with experts, on distribution via competent retailers and on full service.

The trade appreciates our reliable ability to deliver with supply guarantees of up to one year. Furthermore, we are trendsetters in terms of service and consultancy for our sales partners. Irrespective of whether for range design, interior decoration, sales aids or repair services, we can be relied on. We do all this to make life as agreeable as possible for all of you who love fishing.

Still a family business Whereas with some competitors you never know to whom they belong or will belong to in the near future, BALZER GmbH is still a family-owned, owner-managed company which owes its market position entirely to its own capacity for development and financial strength. Profits are invested in new, intelligent products and do not have to be paid over to changing shareholders or corporations.

We focus on specialisation. For several years now anglers have been tending towards lighter, more specialised and more successful fishing. Our response to this is even more intensive collaboration with product specialists, team members and licence partners. With such partners as Volker Dapoz, Jörg Strehlow, Michael Zammataro, Michael Komuczki and many other experienced BALZER team members around Willi Frosch and Andreas Schweitzer special programmes have been created with which you can pursue your hobby even more successfully and we also offer a comprehensive range of gear for professionals.

We leave nothing to chance in our full range, which comprises over 8,000 items. "Quality since 1949" applies to all products.

Sophisticated special ranges for greater success. Anyone wishing to pursue his or her hobby somewhat more professionally is constantly on the lookout for innovative gear and tinkers with complicated rigs. It's a good thing that we can support you in this.

The **Trout Attack® full programme** by Willy Frosch and Tim Paasch makes a catch at the trout lake almost a dead cert. And with our new bait it is even possible to go **drop shot fishing** for trout.

Besides the professional feeder rods, we have now also developed extremely functional bags, rod bags and other accessories together with feeder champ Michael Zammataro and team and with the BALZER freshwater team. With these you will make a good impression when **feeder fishing**.

As early as two years ago and with Jörg Strehlow in charge we established an unparalleled **pike-perch** range. Now we have added more to the range and can now place a programme at your disposal with which you can cover all successful methods.

71° North and Seawaver. After the incredible success of the Giant Jighead its inventor, the Norway professional Volker Dapoz, has again raised the ante: super catchy new colour combinations, special trolling bait and Giant Jigheads for natural bait fishing. All this brings you closer to your dreams of the perfect catch in Norway.

We are especially proud of our **exclusive rights to distribute OWNER® hooks** in Germany and Austria. Owner was one of the very first hook manufacturers and today it is among the best in the world.

We are curious to see which way angling as a sport will develop over the next 60 years.

And we wish you much joy and success by the water.

Visit us at www.balzer.de. You will also find our tried and tested ranges for diving, ice skating and ice hockey.

In this spirit, we send you our sincere greetings,
Yours, Dieter Balzer and Team

Balzer

THE BALZER GMBH ...



... is a company that builds on the extensive experience of its employees. To provide the best possible service to our customers, we place high demands on us, but also to our staff. Our success is based on the reliability of our statements, our service and personal commitment of all staff working for us.

The Balzer GmbH was founded in 1949 and now has its headquarter in Lauterbach, Germany.

The business location for the fishing tackle unit is in Wartenberg-Angersbach, Germany, near by Lauterbach. In Germany are working 70 employees and 10 more in foreign countries. The distance to Frankfurt airport is approximately 120 km.

Fishing tackle unit in Wartenberg



Headquarter and business unit for ice- and diving sport equipment in Lauterbach





WE ALL HAVE ABILITY.
THE DIFFERENCE IS
HOW WE USE IT.

OUR VISION

Is the competent and reliable service and delivery to our customers with innovative and targeted quality products in all sales areas.

OUR MISSION

We want to be seen as the fairest and most reliable partner for our customers in terms of quality, services and our moral behaviour to achieve market leadership.

OUR VALUES

- » We act with the mission statement of the honorable business man.
- » Our products are innovative and we provide our customers a reliable supply.
- » All activities are geared for the benefit and advantage of the whole company.
- » Cooperation between management and employees is characterized through frankness, partnership and confidence.
- » Business collaboration is characterized by a climate of trust and mutual assistance.
- » Our customers and their satisfaction are the focus of our efforts. We see ourselves as supporters in solving problems for our customers and give them through excellent service and handling a trusting partnership.
- » We offer the user a wide range of attractive products at a fair value for money to pursue his hobby successfully.

Edition



71° NORTH



Original
Colonel
CLASSIC

**FEEDER
MASTER**
by Michael Zammataro

CAMTEC

Master Piece II

SHIRASU
浅き夢見し酔ひもせず

AWARD WINNING PRODUCTS

We provide a large choice of fishing tackle and diving sport equipment and accessories in all price ranges. Balzer does not confine itself to distributing only those products which are existing on the world market but also develops new products itself meeting the requirements of the market and based on actual trends, and/or Balzer defines features and specifications which have to be taken as a base for the production by the makers concerned, in order to ensure a successful marketing. Balzer distributes these products under its own name and private label respectively.

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OUR SERVICE: WHAT OUR CUSTOMERS SAY

A very large customer group and franchise system in Germany (NBB) has awarded in 2012 the Balzer Company as it's best supplier. Their members (retailers) have marked the topics on the left with the following results (1 is excellent, 6 is not sufficient).

Delivery capability	Repair service	Customer service	Sales service
2,00	1,44	1,88	1,56

INNOVATION DISTINGUISHES BETWEEN A LEADER AND A FOLLOWER.

THE BALZER TEAMS: THE GUARANTEE FOR TRIED AND TESTED SUCCESSFUL PRODUCTS!

Experience, spirit, purposeful preparation and perfect equipment are the most important components for success.

All these characteristics our BALZER teams distinguishes and we use this wealth of experience and the advice of our experts. They help us with the design, with the choice of materials and functionality and test all innovations under hardest conditions.

Michael Zammataro

The unrivalled number 1 in feeder fishing. With his 10-man team he has collected almost every title to be had in national and international competitions.



Carp Junkies

Our new development-team for the carp range - Carp Junkies Brandenburg. These are not off-the-shelf articles; they are each individually designed, tested and produced specifically for us.



Jörg Strehlow

Contributor to the angling magazine BLINKER, director of the most successful angling school in Germany, and the undisputed top pike-perch expert.



Matze Koch

Without a doubt one of the most popular and successful anglers in Germany. He has given the company Top Secret his secret boilie and food receipts to produce them exclusively in best quality.



Willi Frosch

Former member of the German national team. Apart from fishing for non-predator fish, one of his specialties is sbirolino fishing.



Steffen Dietze

Guide and fishing tour operator. He knows how to fish in Norway as no one else. Many months in the year he is testing our new products and optimize the existing program.



OUR COMPANY AND SALES PARTNERS



WE ARE LOOKING FOR DISTRIBUTORS WORLDWIDE.

GET IN TOUCH

BALZER GMBH

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