

## Bertus Rozemeijer

*Most of the readers of this magazine will already have heard of Bertus. He is one of the most respected lure anglers and tackle designers in the world. Perhaps he is most famous for designing what is probably the best jerkbait ever invented - the Salmo Slider. For those new to the sport who haven't heard of Bertus before, and for those of us who have but want to know more I asked the man himself to fill us in on just a few of the details.*

My name is Bertus Rozemeijer. I was born in 1950. I live in Fochteloo, Holland with my lovely wife Moniek.

I have fished since childhood. Living in a water rich village, you simply go and fish. Kids in Holland do not need a license so among children, fishing is popular. After the normal things kids do, like fishing for roach and bream, I started to fish for zander when I was about 14. Back then, there were only few lures available. Most of the fish I caught fell on spinners. Later I started to use goat hair on a jig. When I turned twenty, I started to fly fish for pike and did so for the next eight years. I met a publisher in one of the polders who saw me catch two 20LB pike in a row and asked me to write some articles for his magazine. After the publication book publisher Elsevier made contact with me with the request to do a book about pike, perch and zander. I started to lecture and was asked by the marketing manager of Rapala, Mr. Pertti Rautio to do some promotion for the brand. When Shimano and Rapala combined, I was asked to be a Shimano consultant.

In the midst of the eighties I started to develop vertical fishing for zander. With some friends we soon found that this was the deadliest way to catch lots of them. We kept it quiet for we were not sure if the Dutch zander fisherman could deal with this successful way of fishing. After the first publications, this way of fishing really exploded in Holland. Of course, I did a lot of writing, made several books about pike, met and fished with great guys like Colin Dyson and Vic Bellars, produced video's and did a lot of TV shows. Then in 1999, Mr. Henk Bruins asked me to develop a line of rods for his company. I moved from Shimano to Ultimate and had the possibility to work with Piotr Piskorski and Radoslaw Zaworski, owners of the Salmo factory in Poland. I met both at shows like EFFTEX, but with a contract tight to Shimano I could not work with them. When my Shimano contract expired, finally I could and they really give me lots of freedom to help developing new lures. After this co-operation the Rozemeijer brand name and Salmo made a fast grow in Europe. At the moment I work closely together with Salmo and develop jerkbaits, big softbaits, for pike and small softies for zander, and a nice range of rods.

Being always busy in the fishing tackle industry, you need a hobby too. When fishing in Ireland I like to collect beer cans that Neville Fickling throws overboard, and if I am not fishing I love to be in nature photographing birds and (don't laugh) butterflies.

*Bertus*

lure tangle free, long distance casting or very precise casting as well. Believe me, over the years I have showed a lot of anglers how to use a baitcasting rod and reel and most novices were able to make a perfect cast in less than one hour practising. And once used with this technique, you won't go back to spinning equipment when heavy baits are going to be used. Mind you, many of the jerkbaits and gliders in particular are hefty pieces of wood, plastic or hard foam. And to give them the right balance, lead is always a part of the lure. So if you feel like using these lures, than take care not to go home with a noodle rod under the arm. The same can be said of your baitcasting reel. A flat body reel is nice to hold and fish with, but take care that the reel don't come too light and have the ability to carry enough line in a fairly thick diameter. Fairly thick in my



*Salmo Slider - The best jerkbait in the world?*



*The Phantom is made in Minnesota USA*



*The Cobbs countdown is a work of art*



*Thorne Bros deadly glider the Hellbound*

view is a diameter of 0.25 to 0.30mm\* I know powerful enough to anchor the boat and a lot stronger than you need on the rod. But I use it so strong for the simple fact that using this diameter helps you to avoid casting backlashes. And if you have a backlash, it is easier to untangle thick line than the very fine braids than many like to use. Oh and there is one other reason. Sometimes you fail to press in the thumb bar. Cast then with a thin line and watch the lure make a tremendous flight to the other side of the lake or maybe as I have seen this happen too, straight to the front window of a houseboat. That didn't bring smiles on faces! So: Thick line please! Using the leaders, I did find some interesting differences in the combination, lure / leader. Most of my jerkbaits are fished with a Fluoro carbon leader. I still have to come across a pike that bites me off in this