

What We Do

We are a mail order and internet fishing tackle retailer.

(Click here for our location and contact details).

Our goal is to bring you top quality fishing tackle at the very best prices.

We are first and foremost anglers ourselves, and we have grown entirely through our reputation amongst anglers.

Pro-Angler was started by a group of keen anglers, anglers just like yourselves, who simply couldn't justify the unrealistic prices of the high profile brands.

Image: Our Melbourne Shop

How do we make money?

As genuine importers, selling direct to the anglers exclusively via display nights, fishing clubs, and a mail order service, we had cut out all of the middleman mark-ups.

Instantly our prices were 30-50% less than retail for similar quality products, and within reach of the person who it matters most to....you!

While price lays an important part in everyone's lives, quality should still

be the deciding factor. All of our products are made by the same skilled rod builders, reel makers, fly tiers and tailors as the high profile brands. We use the same state of the art materials and the same proven techniques. We wouldn't have it any other way.

The difference is ours don't come with the same high price tag.