

Don Fitzwater Portfolio

WETFLY™

Inspiration and Innovation



WETFLY™



Don Fitzwater Brand_ID

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WETFLY
Inspiration and innovation

Wetfly is committed to your success and experience on the water.

Acute fly anglers demand superior quality fly fishing flies and gear.

Wetfly has risen like a Yellowstone Cutthroat to a place of prominence in the fly fishing industry. Founded in 1999, Wetfly produces high quality flies and innovative products from various partners worldwide to enhance your fishing experience on the water.

Featured Products

- Dry Flies - Dry fly fishing flies
- Steelhead & Salmon - Big Fish patterns
- Nymphs - Nymph fly fishing flies
- Beaded Nymphs
- Streamers
- Bass & Pike

The Clymb | The Gear You Need

www.theclymb.com

THE CLYMB MEN WOMEN ADVENTURES 70-90% OFF STORIES Search MY ACCOUNT EARN \$25. INVITE FRIENDS

CLYMB365 FOOTWEAR APPAREL CAMP CLIMB CYCLE FITNESS SURF / SKATE MORE ADVENTURES ON SALE NOW

WETFLY

FLY GEAR FOR THE FINEST BLUE RIBBON STREAMS SHOP NOW

Facebook

Wetfly 1,036 likes

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Tweets

Wetfly (@Wetfly) posted: Wetfly has risen like a Yellowstone Cutthroat to a place of prominence in the fly fishing industry. Founded in 1999, Wetfly produces high quality flies and innovative products from various partners worldwide to enhance your fishing experience on the water.

Instagram

wetflyfish

wetflyfish wetfly has risen like a Yellowstone Cutthroat to a place of prominence in the fly fishing industry. Founded in 1999, Wetfly produces high quality flies and innovative products from various partners worldwide to enhance your fishing experience on the water.

GORE Women's Gore

Wetfly has risen like a Yellowstone Cutthroat to a place of prominence in the fly fishing industry. Founded in 1999, Wetfly produces high quality flies and innovative products from various partners worldwide to enhance your fishing experience on the water.

Wetfly Subscription ends in 2 Days 20:29:12

HOTMF

Wetfly Hatch of the Month Fly Prog... \$249.98

Wetfly Hatch of the Month Fly Prog... \$99.98

Wetfly Hatch of the Month Fly Prog... \$149.98

CHECK OUT TODAY'S TOP SALES

Wetfly Fly Tying Kits

Wetfly Fly Tying Kits are perfect for the beginner or the experienced fly tyer. Each kit includes everything you need to get started, including a fly tying vise, a bobbin, a thread, and a variety of flies.

ENTER VIDEO TO WIN

Wetfly Clear Waterproof Fly Box - Medium, 12-Row

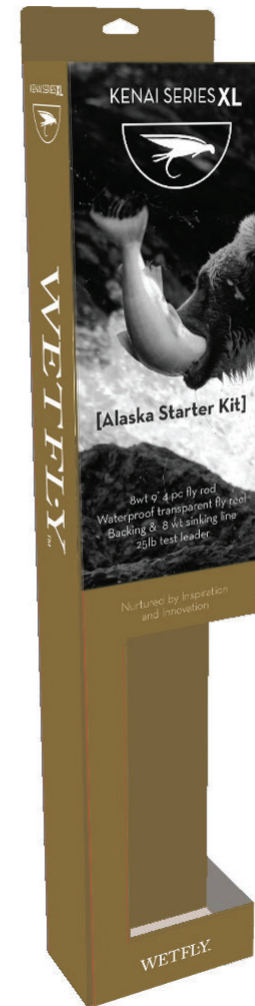
Top 25 Videos WIN! \$36.95 Value | Contest ends 12/31/11

ENTER VIDEO TO WIN

Wetfly Clear Waterproof Fly Box - Medium, 12-Row

Top 25 Videos WIN! \$36.95 Value | Contest ends 12/31/11

Don Fitzwater Web_Social



Don Fitzwater Packaging_Design

Wetfly Waterproof Fly Boxes [RENO Show Special] \$12 any size

Small
Medium
Large

MSRP: \$27.95 - \$39.95

***** CUSTOMER REVIEWS
"After more than 60yrs of fly fishing and using compartmentalized foam and many other style fly boxes, this box beats them all. Nice is it waterproof, I am sure it will keep the moths out too. Nice sure, smooth corners, and fits vest and shirt pockets without a seam."

Hydrogen1 4pc fly rod & Infiniti premium reel

Wetfly Hydrogen1 4pc fly rod

Responsive action for more accurate and longer casts
Superior sensitivity
Strongest fly rod on the market
Tight tracking for dry flies and nymph fishing
Extreme lightweight, reduces casting fatigue
Exclusive first-ever thermoplastic, thermoset resin from tip to butt
Precision Power Tipper
Woven graphite & gold-anodized aluminum reel seat
Duoil guides
Titanium frame stripping guide
Translucent-olive finish
Highest grade cork handle

Wetfly Infiniti premium reel

Made from 6061 aluminum
Chrome A
Large Arbor
Cork-walrus

LIFETIME WARRANTY

Contact Steve Teteruhak 920-230-2224 | steve@wetfly.com

Hand crafted & fish friendly Wetfly wood frame rubber nets

Wetfly

Made with wood frame and handle
Fish friendly rubber net

SHOW SPECIAL
NO MCO

Large \$30
Medium \$23
Small \$15

WETFLY

Fly fishing is evolving, don't get left behind.

Be the first to experience world class precision at a price you can justify.

\$75 off + Free Shipping
Promo Code: NWWF13
wetfly.net

Hydrogen1
MSRP: \$399.99 (\$324.99 with offer)

- For full specs visit: wetfly.net
- Highest grade cork handle
- Superior sensitivity
- Quick loading, crisp yet nimble
- Optimized balance and feel
- Extreme lightweight, reduces fatigue
- LIFETIME WARRANTY

offer ends 6/15/13

INFINITI
MSRP: \$249.99 (\$174.99 with offer)

- For full specs visit: wetfly.net
- Made from 6061 aluminum billet stock
- Precision needle bearings
- Chrome alloy spindle
- Large arbor design
- Cork-61-Delrin disc drag system
- LIFETIME WARRANTY

offer ends 6/15/13

Titanium guides
Olive finish

WETFLY
Inspiration and Innovation

WF Waterproof Case

Video or picture above and under water (up to 99ft)

twist & lock seal
Fully functional touch screen
Easy access

Maintains full phone functions including talk, text, and web

MSRP: 39.99

Its hard outer shell provides shock absorption. It's water, wave, sand, dirt, rain, and snow proof! With a transparent silicone membrane you maintain full functionality of your phone. Compatible with iPhone series, Blackberry and many Android smart phones of similar size. Floats with provided floating lanyard (check buoyancy before use)

Contact Kit Carlson kit@wetfly.net or 425-921-4020

WETFLY



Don Fitzwater Product_Design

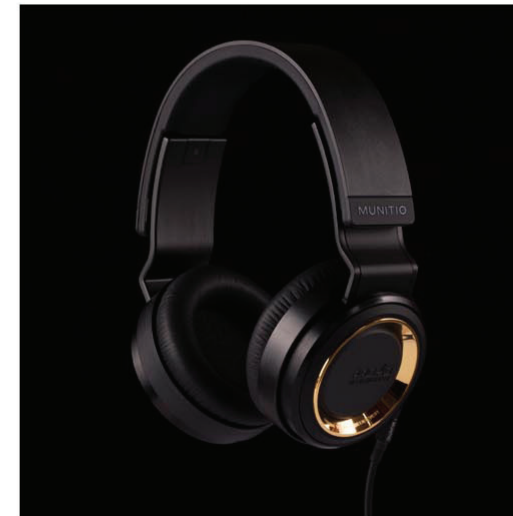
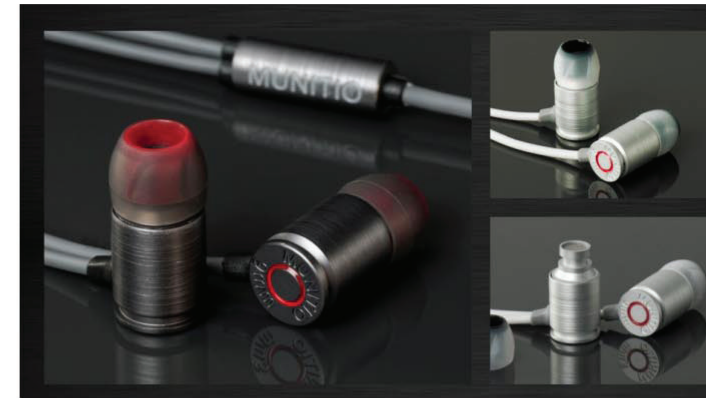
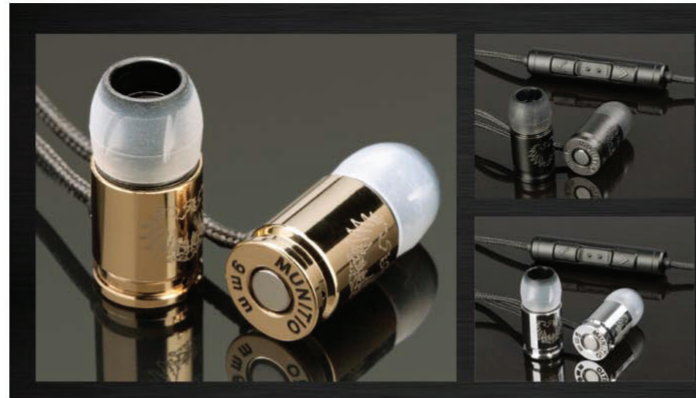


Don Fitzwater Promotional_Marketing

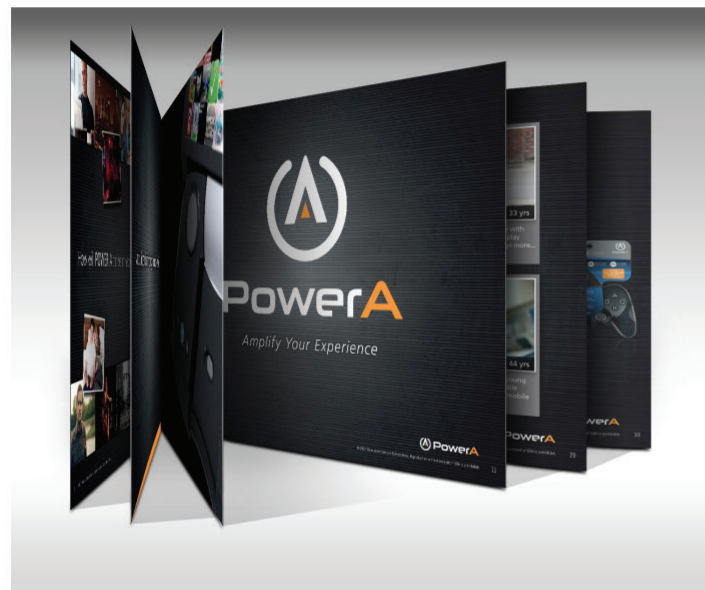




Don Fitzwater Packaging_OOBE



Don Fitzwater Photography_Lifestyle



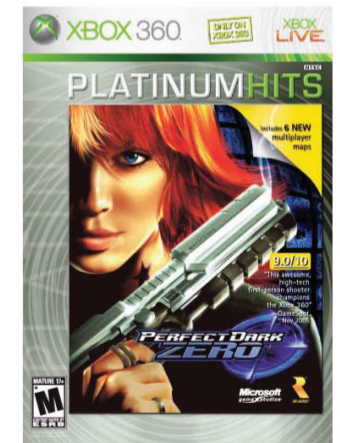
Don Fitzwater Creative_Direction



Don Fitzwater Creative_Direction



Don Fitzwater Packaging_Management



Don Fitzwater Xbox_Brand