



NUMBER6BRANDS

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Number 6 Brands to Cast Fish Logger Debut at SHOT Show

ST. CHARLES, MO. (January 22, 2018) -- Number 6 Brands is reeling in innovation with a fresh catch at this year's SHOT Show in Las Vegas.

Introducing the Fish Logger, a digital fishing scale that goes beyond the essential basics of a lip gripper and tape measure to provide fishermen of all backgrounds a selfie-holster that records location, time, dates, weather, wind speed, wind direction, lunar phases, weight, and barometric pressure into the Fish Logger app from the single click of a button.

"Our innovate Fish Logger even allows you to manually add lure type, fish length, and fish type data that filters your catch with parameter settings for when and where you want to fish," said Jason Shinn, Managing Partner at Number 6 Brands.

The Fish Logger app's one-button camera recorder allows users to easily post their catch of the day on social media apps like Instagram, Facebook, and Snapchat.



About Number 6 Brands

Number 6 Brands, LLC is comprised of a small group of outdoor industries professionals with over 80 years industry experience between us. We have spent our careers bringing products to market, and into consumer's hands for other companies. Number 6 Brands is stepping out on our own to bring to market the innovative products we know our customers are craving.

For more information, to set up an interview with a member of the team, or to receive photos, please email Matt@truenorthpr.com. To learn more and to be added to our mailing list please visit www.cauldryn.com.

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