



**A company the whole
family can enjoy**

Hapfish

JAEYOUNG Leisure Industry Co., Ltd.

CEO's Message

Hello.

I am the representative of Jaeyoung Leisure co. Ltd., Choo, Jae-sun.

.In the current social culture, the increase of leisure population and the new genre of fishing rods including the whole family is why we try to provide an exciting fishing culture for beginners and pro fishers. We will newly write international fishing history by becoming the only company to produce fishing rods with tip swivels.

We have attained iso9001 2008 international quality production certification for the process improvement of our product in the current intensive market with domestically produced products and cheap Chinese products. We will aim to improve leisure culture and lead a healthy development of fishing by providing the best products and service.

Jaeyoung Leisure co. Ltd. is a dream fulfilling and realistic company aiming to open a customer centered direct dealing marketplace by producing family-centered fishing rods with pure domestic materials and technology provided at an affordable price owning production factories. Thank You.

Representative Choo, Jae-sun

History

Entry in International Fishing Fair
Participation and entry of products in
Seoul Fishing Festival

2016

Broadcasted in Asia economics Fox TV
'Close up Business Site'
Entry in International Fishing Fair
Selected as newsmaker innovative
leader
Contract with Chinese local factory and
production of fishing equipment
Entry in Seoul Gift Show
Japanese patent earned

2015

Incorporation of Jaeyoung Leisure co. Ltd.
Telemarketing reported
Patent registration of fishing rod for cracks
between rocks
Patent registration of tip swerving fishing
rod for cracks between rocks
PCT international patent registration

2013

Entry in Busan fishing fair
Appearance in FS broadcasted 'FS
Special Show: Jaeyoung Leisure co.,
Ltd.'

Industry-academic cooperation with
Korea Polytech University Soonchun
campus

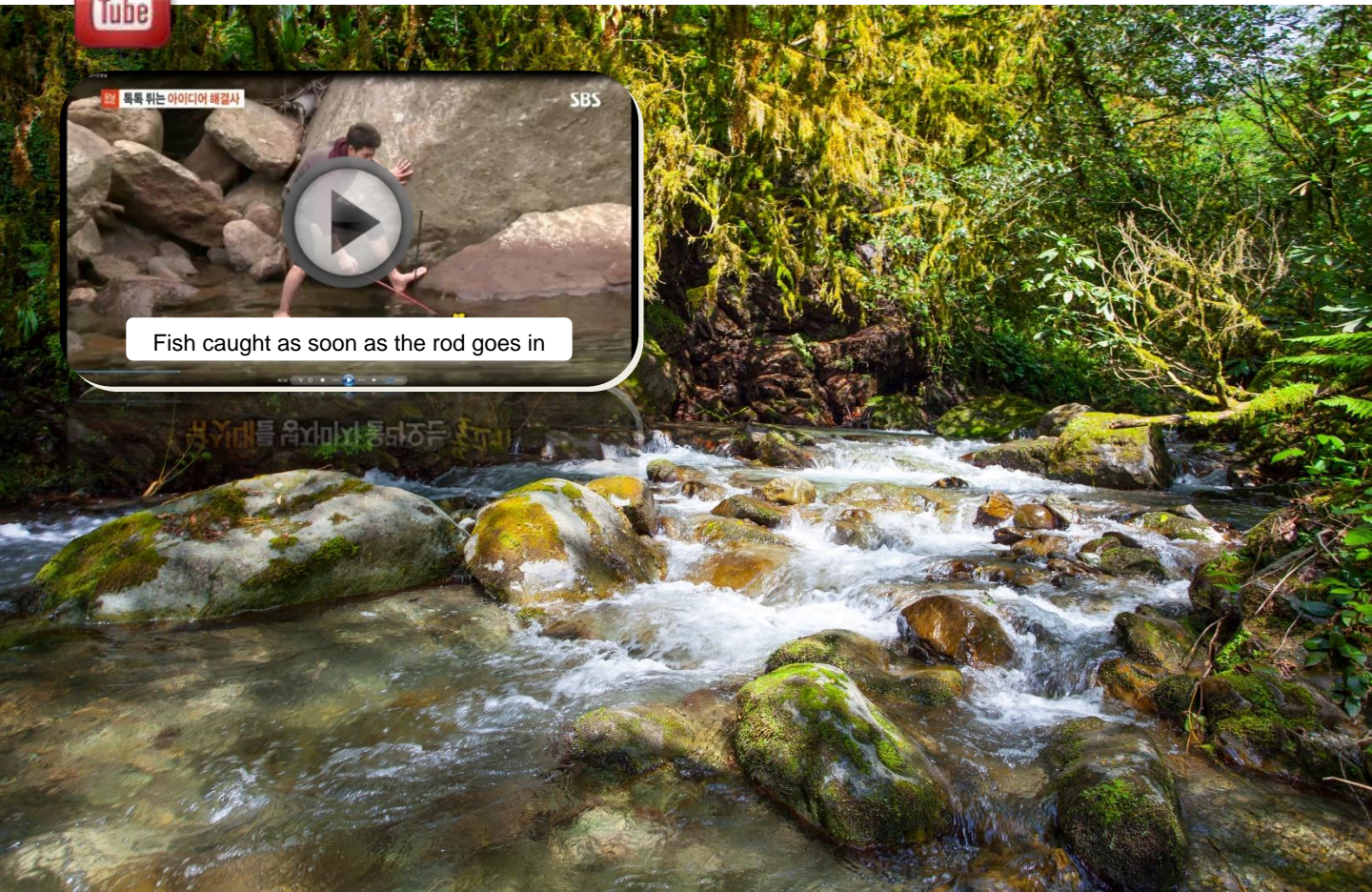
Quality Management System certified
Entry in G-FAIR Korea confirmation of
venture business

2014

Certification



Certification

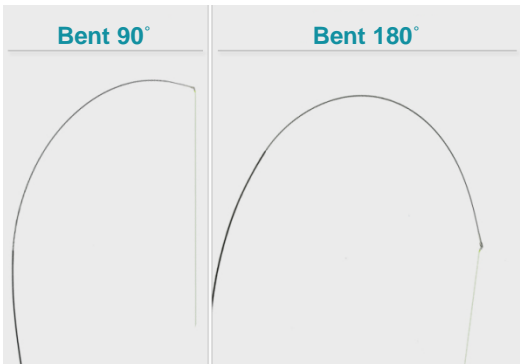




Product Information

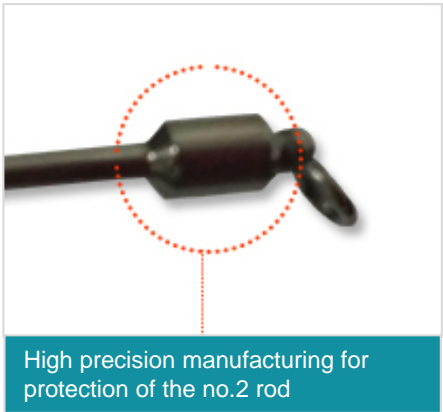
Fishing rod tip swivel

It is effective against original methods of fishing such as tangled fish line and the first aid treatment of fishing rod from the attachment of swivel at tip of the rod.
More enjoyable fishing is possible from the direct connection of fishing gut at the tip of the rod for correspondence to sensitive and fast bites.
We will present you with our fishing rod tip swivel for overflow of action added to your best fishing rods.



World's first patent application
from Korea: Tip Swivel

Patent number : no. 10-1283060



Model	Tip Swivel S
Material	Sus 303
Size	0.8 ~ 2.4mm
Weight	0.3g (±0.05g)
Man- facturer	Jaeyoung Leisure Industry co. ltd.
Manufactur ed country	Korea
Details	Fishing equipment, for sea and freshwater
Sold price	15,000won (contains 3)
Quality guaranteed	The standard of quality guaranteed is compensated according to notification of the Fair Trade Commission
A/S	Customer service 1899- 9707



Model	Tip Swivel B
Material	Brass
Size	0.8 ~ 2.4mm
Weight	0.3g (±0.05g)
Manu facturer	Jaeyoung Leisure Industry co. ltd.
Manufactur ed country	Korea
Details	Fishing equipment, for sea and freshwater
Sold price	9,000won (contains 3)
Quality guaranteed	The standard of quality guaranteed is compensated according to notification of the Fair Trade Commission
A/S	Customer service 1899- 9707



Product Information

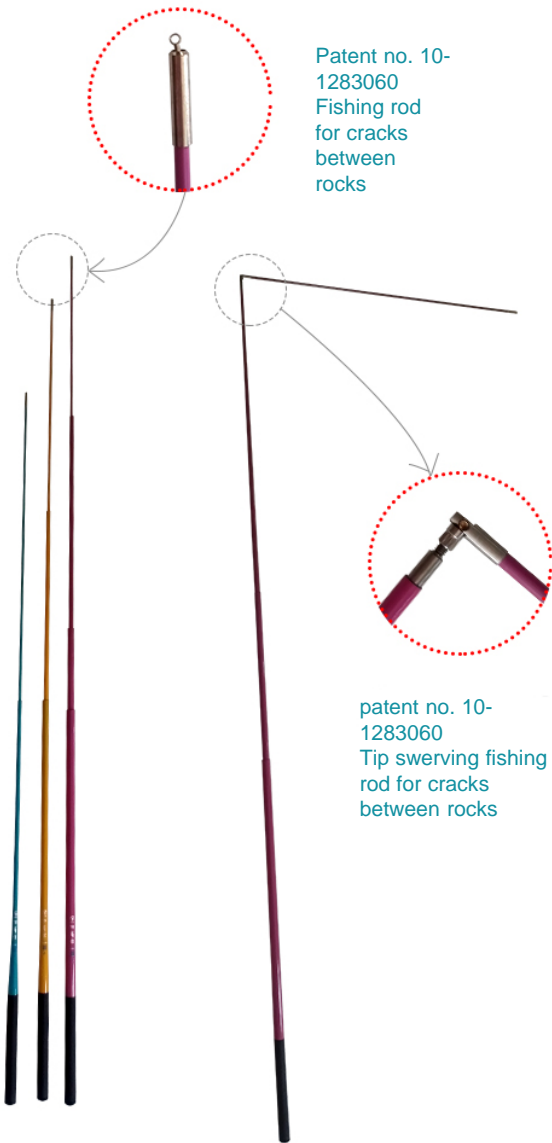
Fishing rod for cracks between rocks – family new set

- A lovely fishing rod fulfilled with a lovely and sweet color selection that suits children that will later on become the center of their family and women.
- Economically feasible with affordable price
- Differentiated declaration from former fishing market with complicated and cumbersome configuration preparation!

	Tip diameter (mm)	Handle diameter (mm)	Side length(m)	Folded length(cm)	Number of joints (pcs)	Standard self-weight (g)
No.1	3.3	16.5	1	59	2	32
No.2	3.3	16.5	1.5	59	3	52
No.3	3.3	16.5	2	59	4	80



No.1 / No.2 / No.3
(for bending)



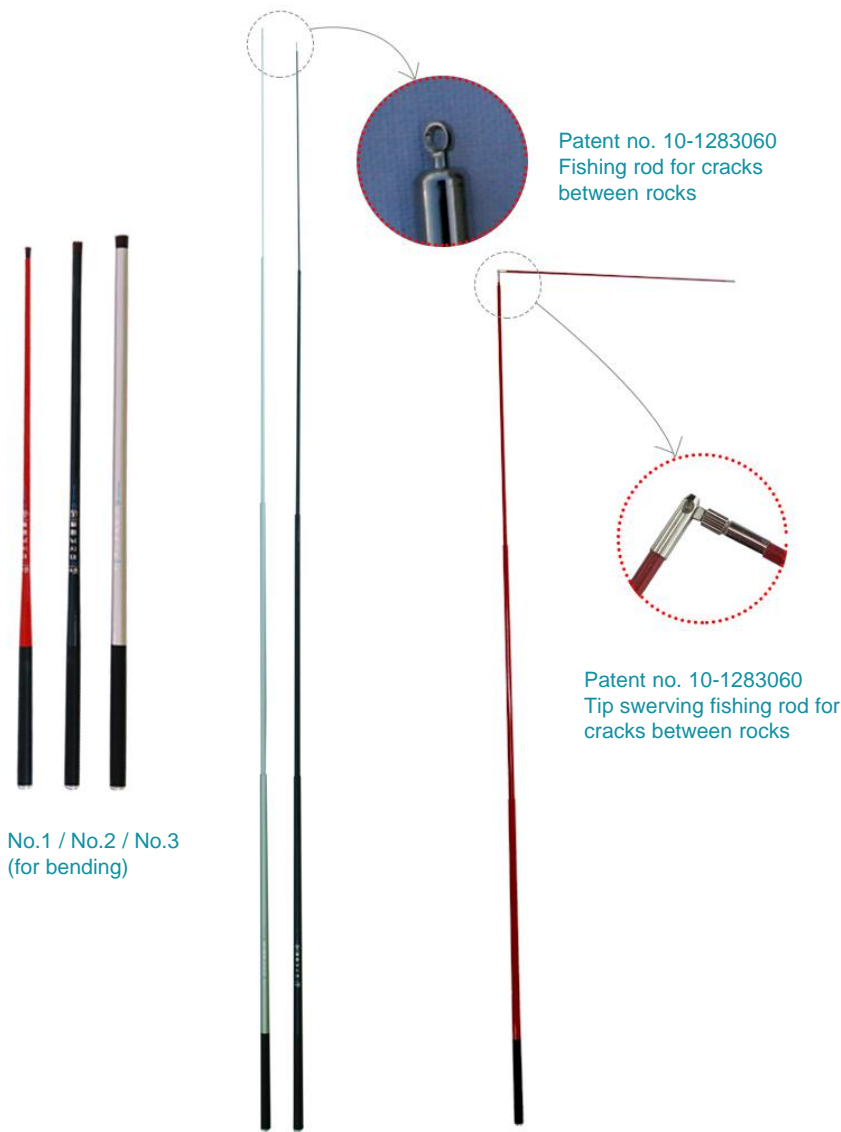


Product Information

Fishing rod for cracks between rocks – family love set

- All processes with domestic materials and manufacturing
- Specialized design chosen for the most ideal fishing for cracks between rocks.
- Sturdy and also flexible fishing rod
- A large range of selection from one rod, two rods, and a set of three.

	Tip diameter (mm)	Handle diameter (mm)	Side length(m)	Folded length(cm)	Number of joints (pcs)	Standard self-weight (g)
No.1	3.3	16.5	1	59	2	37
No.2	3.3	16.5	1.5	59	3	51
No.3	3.3	16.5	2	59	4	77



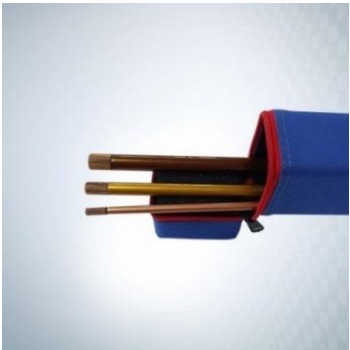
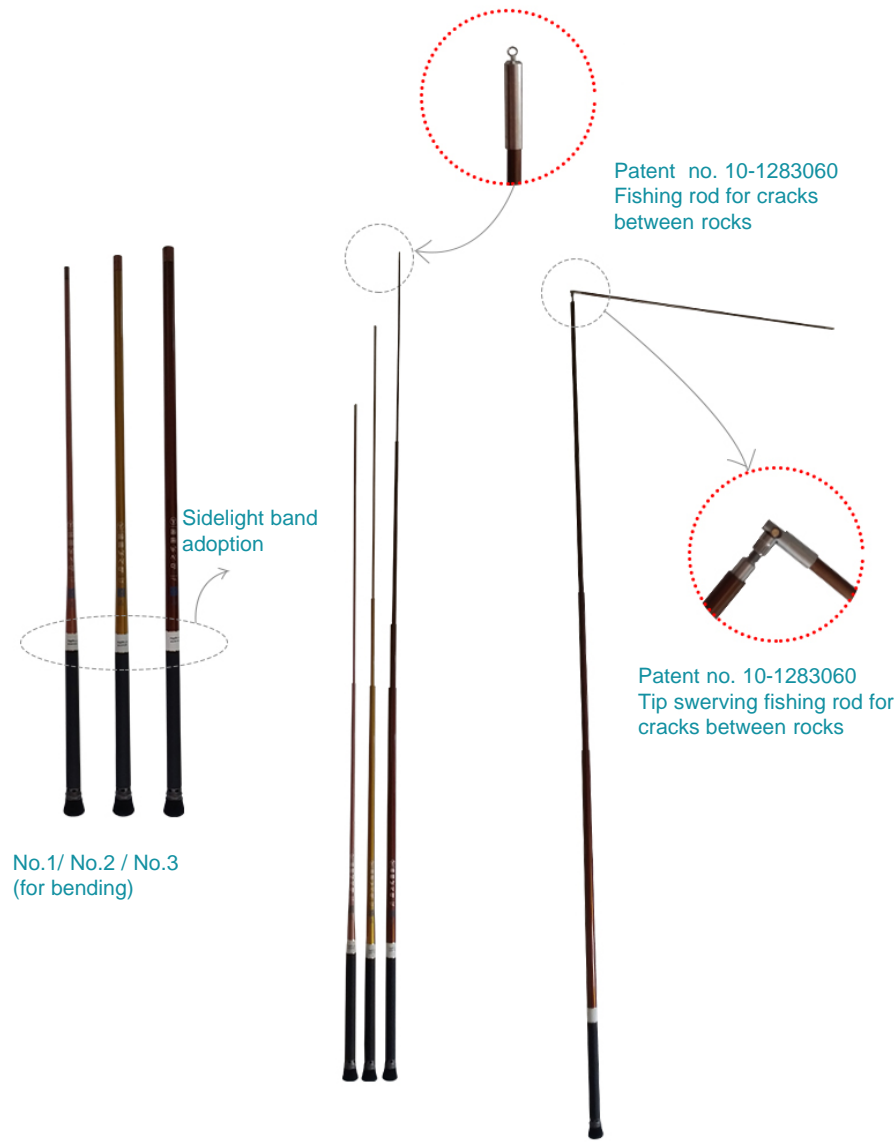


Product Information

Fishing rod for cracks between rocks – family relations set

- Expressed a luxurious fishing rod by making it more sophisticated with the selection of a European color made of chameleon pearl.
- Fulfilled the first fishing rod that can drain water from the selection of the country's first breathing fishing rod EVA bottom cap
- Best stable grip coming from the EVA bottom cap stretched 3.5cm.
- Easy to find location of fishing rod during night fishing with the selection of a day/night used sidelight band.

	Tip diameter (mm)	Handle diameter (mm)	Side length(m)	Folded length(cm)	Number of joints (pcs)	Standard self-weight (g)
No.1	3.3	16.5	1.3	63	2	38
No.2	3.3	16.5	1.8	63	3	57
No.3	3.3	16.5	2.3	63	4	87





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