

## Gold Label Tackle project

### Site description:

- Date: January 2009

- Client: Terry Eustace 'Gold Label Tackle'

- Website: [www.terryeustace.com](http://www.terryeustace.com)

Seeing that Fire Brush have built community sites previously, the guy's over at Gold Label Tackle came to us with their project. Terry and his son Rob wanted a black and gold theme to match thier products which they manufacture for the competitive fishing tackle market. We came up with this slick site promoting products within a portfolio for keen anglers to get technical info. The site features plenty of images with a professional 'Lightbox' effect that enlarges the detail of the images. We also added a community forum so customers can discuss all aspects of tackle sold by Gold Label. This idea will also ensure customers return again and again, in turn it's a great place for Terry and Rob to advertise new products to their target audience... for free!