

Annual Product Literature

# Larson FX "Journ-alog"

Client: Larson Boat Group  
Agency: Dino Publishing

# Everyone loves a good fish story

The Larson FX series of multi-species, multi-use fishing boats are made to create memories. They empower owners to star in their own stories, stories worth capturing and sharing. This year, the annual product literature provided the perfect vehicle to do just that.



# Live it, then capture it

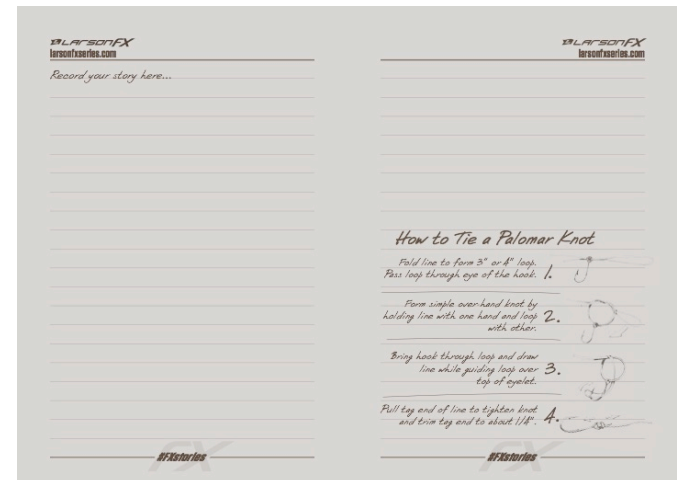
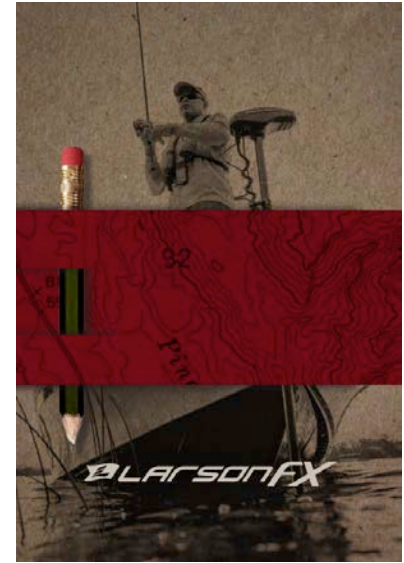
This year's full-line Larson FX product collateral was designed as a "journal" for owners to "write their own FX story."

It is a combination catalog/journal or, begging your indulgence, a "journ-alog."



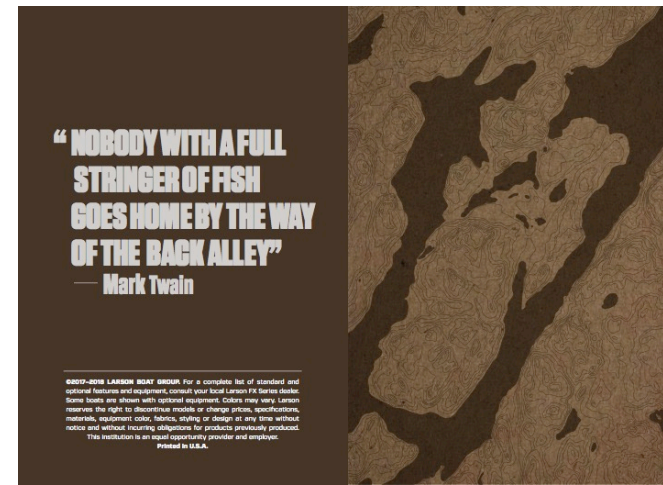
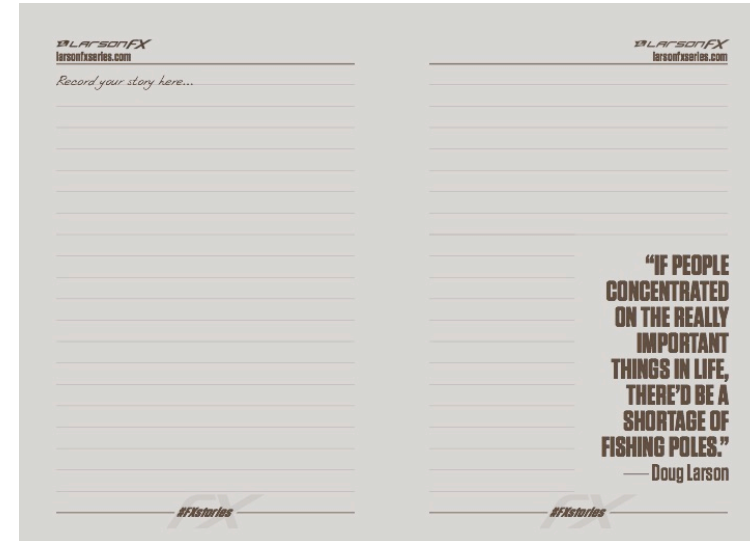
# What is a journ-alog?

- It features a bellyband with depth contours holding a sharpened pencil ready to write
- The "journal" section is perfect for capturing where a fish was caught, under what conditions and with what technique and bait



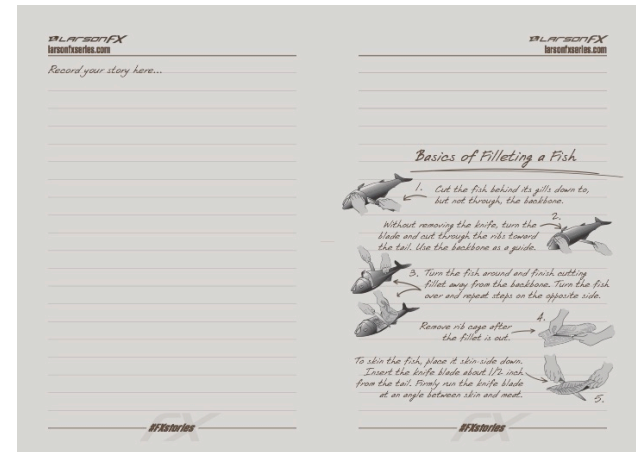
# What is a journ-alog?

- The journal motif is amplified by heavy matte stock, recycled paper, journaling lines and journal sizing
- It includes lifestyle content encouraging them to write their story (quotes, advice, how-to's)



# How is it used?

- That space is helpful for customers when they are shopping to keep track of options and other ordering decisions
- It's useful for salespeople to write their offer and other info, as well
- And a full product line-up rides along



# What are the benefits?

- The result is a catalog with extra stickiness
- It provides value that encourages people to hold on to it
- It stands out from other catalogs
- It ties into the brand's "tell your FX story" theme



**YOUR NEXT BIG CATCH IS WAITING**

You have the passion and the drive, and Larson FX has the platform for pursuing both. Our fiberglass hulls outperform traditional aluminum hulls, which suffer from tin slap, a cold feel and rivets that risk leakage. Our hulls deliver peak responsiveness for a stable, dry ride, and a bow keel that allows for optimum backtracking. Focus on the fish, not on the way your boat performs.

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**PICK YOUR POWER**

Many boat companies force you into one engine. FX gives you four choices of industry-leading outboard brands. We don't tell you how to fish, so we wouldn't care tell you how to power your boat.

MODEL	MAX HP
MERCURY 1750 TL	> 90 HP
EVINRUDE 1750 DC	> 150 HP
SUZUKI 1650 TL	> 90 HP
SUZUKI 1650 DC	> 200 HP
SUZUKI 2020 TL	> 200 HP
SUZUKI 2020 DC	> 300 HP

**WARRANTY**

We support our customers with an industry-leading warranty and friendly, knowledgeable representatives.

**LIMITED LIFETIME WARRANTY:** Transferable to a second owner.

**LIFETIME STRUCTURAL LIMITED WARRANTY:** Hull, stringers and transom.

**COVERAGE FOR ALL DEFECTS:** In workshop or motor.

**FIVE-YEAR COVERAGE:** On all factory-installed components.

**5 LIFE**

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\* For optimum resale value, the FX Warranty is transferable to a second owner for a nominal transfer fee of \$500. This transfer fee includes and warranty transfer coverage to the second owner for the balance of 10 years from the date of the original owner's purchase. For factory-installed, non-structural components, coverage remains for the balance of 5 years from the date of the original owner's purchase.