

INTERVIEW BY JOE TURNBULL

# Bait Barrow

THIS MONTH: Max Nollert of Imperial Fishing

Max Nollert is the driving force behind Imperial Fishing and one of his driving passions is bait production. For 28 years he has been experimenting with baits and ingredients, which have caught numerous big fish from venues throughout Europe.



**JT: When did you first start making bait, and from whom did you learn?**

**MN:** I was born in Germany, more precisely in Traben-Trarbach, which is right by the River Moselle. I studied oenology for five years in Geisenheim, which is near the River Rhine, where I sometimes fished 150 nights per year. I made my first boilies in a cellar with a friend, in 1986, from a Dutch mix. Then in 1994 I moved to the Rheingau and met Andreas Scherf and René Rex on a trip to Forêt d'Orient in France. This changed my life, and for the first time I also had other experienced anglers around me, and we could improve our bait-making knowledge together.

**JT: Can you tell me a bit more about how your boilies are made, and the ethos behind them?**

**MN:** In 2000 I did a lot of research and had access to some very special products, which, to the best of my knowledge, had never been used for carp bait. I had a lot of information from many hard core fishermen involved in the European scene. I thought it should be possible to combine this with other special products, which I carefully chose. All these products would make the difference to my baits over

the other boilies sold on the market. I had confirmation that the powders, in combination with our flavours, dissolved and give off a huge food signal in water.

I was very curious how the carp would react to my special new ingredients and they loved them. After some positive trials I recognised that I had created some extraordinary mixes and boilies. Because I also placed much importance on hard baits, from the beginning I used lactalbumin and egg albumen for binding and robustness.

With regard to the success, during fieldtesting there was nothing to compare. Between 2001 and 2003 we had many fishing trips to 10 different lakes and rivers in France and enjoyed great success.

The Carptrack range of boilies is very special; they are an attractor bait and a long-term bait in one. They are nutritious boilies, produced from different natural and highly-attractive ingredients. Our focus is that these ingredients partially dissolve and, as palatants, stimulate the carp's taste buds from afar. The result is a bait loaded with



TOP LEFT One of Max's early successes while boat fishing on Lac du Der in 1997.

ABOVE Boilie production 1990's style.

**"Carptrack manages to attract the carp like no other product, whilst also offering the perfect diet for the carp"**

attraction, water-soluble taste, a multilayered taste and a complete amino acid profile, generated through the protein-rich base mixes. The Carptrack range consists of additives, mixes, and boilies – one of the most extraordinary bait products on the carp scene. We have been proudly producing these baits for over 10 years now and are looking forward to many more years.

Our philosophy is that carp will eat almost anything, however, there are certain substances they definitely prefer. To figure out which they favour is not done in a few hours, days, or weeks. Even long-term trials over several months will initially

only give an indication of small trends.

Our development and production is based on years of experience on the bank. We work in co-operation with a selection of highly-successful anglers and together we have developed the Carptrack range. Carptrack manages to attract the carp like no other product, whilst also offering the perfect diet for the carp. No matter if you fish short sessions without prebaiting or longer sessions, Imperial Baits Carptrack products are accepted quickly and the carp will continue to feed on them in the longer term as well.

**JT: What are your thoughts on preservatives in baits, and do you think they are OK for carp?**

**MN:** Carptrack boilies stay fresh for longer than many other boilies. One characteristic of our boilies, which is appreciated by many of our customers, is that we critically control the moisture content. Stabilising our boilies is time-consuming and expensive, but the taste is hardly noticeable and it prevents the premium mix

from mould. A useful side effect is that the boilies won't lose their attractiveness quickly, even if the bag has been opened. This keeps the boilies juicy and tasty for a long time. It is a great feature, meaning your bait is always fresh!

**JT: Are there any ingredients you guys obtain, and use, in Germany that we can't get here in the UK?**

**MN:** NHDC or, more precisely, Neo Hesperidin Dihydric Chalcone. The original is only available from Imperial Baits. Try it for yourself, taste it, compare, and you will see the difference. It is sweeter, more powerful, more long-lasting, more amazing, and never bitter or half! Imperial Baits is the only source for the original NHDC. Use it at 3-5ml in your boilie mixes for a rounded sweetness. NHDC will reinforce the taste of all ingredients and give it a very nice sweetness, which is completely different from any other sweetener, and I have produced it since 2001.

**JT: What is the thinking behind your cold-water ranges of bait?**

**MN:** Carptrack Cold-Water Boilies are as soluble in wintertime as standard boilies are in summer. They have been specifically developed for fishing in colder water, from November until April. The water-soluble ingredients have been multiplied hugely, and due to this it develops a very intense attraction in spite of low water temperatures, which are common in the months of November-April.

Clients and team members who fish with them have had incredible winter catches without prebaiting. The combination of our powerful Carptrack ingredients and the fact they have high-solubility makes them an instant hit, especially in winter, but the solubility is so high they are often used with great

success on very short summer sessions where you need instant attraction.

The higher the water temperature, the faster the solubility of our special Cold-Water Boilie attractors, such as Carptrack Protein Concentrate, CT-Powder, CT-in-P, CT-Squid-Liver Meal, and CT-GLM, as well as many more powerful attractors. Give it a try and you will be impressed!

**JT: Are you coming to Carpin' On again this year, and will you have any new baits with you?**

**MN:** Sorry, I won't be at this excellent show this year, for which I apologise, but I can't wait to be back next year. The reason for my absence is the growing of our distribution throughout Europe.

If you need more information have a look at [www.imperial-fishing.eu](http://www.imperial-fishing.eu) We have many, many different projects about which we are excited and you'll see our latest releases exclusively in Carpworld first. There's also the simple fact that we need to dispatch all our orders in 1-2 days to look after our customers' needs properly. We therefore reduced the number of show appearances from 15 to 7 during the last three years, step by step. For the future, we want to have a special dedicated show team so that we can educate more people about the quality and range of products we have, and look forward to returning to Carpin' On next year.

