

News Release



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Mill-Rose Blue Monster Products to Sponsor Professional Angler Massey in Major League Fishing

Mentor, OH – The Mill-Rose Company, exclusive supplier of Blue Monster products used in P/H/C applications and the world's leading supplier of PTFE thread sealants, has agreed to sponsor Matt Massey, a plumber-turned-professional angler, in Major

League Fishing

With a plumbing career spanning 44 years, Matt is an ideal representative for Blue Monster products as he pursues his passion for fishing as a professional fisherman. Matt is a second-generation master plumber who built a successful business as owner of Massey Plumbing and Heating in Denver, Colorado. After four decades of plumbing in the Denver area, Matt moved to St. Augustine, Florida where he founded a firm specializing in plumbing and gas line installations.

Matt joined the National Professional Fishing League (NPFL) in 2020 and has had a high percentage of in-the-money finishes. In 2026 Matt switched to Major League Fishing known for the popular Bass Pro Tour. As a professional angler, Matt takes pride in developing new, more efficient fishing techniques and testing lures in a broad range on onshore locations and weather conditions.

As a master plumber, Matt is an avid user and believer in Blue Monster products. “I’m thrilled to welcome Mill-Rose and Blue Monster as a sponsor. Their products have such a high reputation for quality and a deep commitment to customer trust. We hold the same core values,” said Massey. You can follow Matt’s competitive fishing endeavors on social media including Facebook (www.facebook.com/MasseyFishing/), Instagram (@mattmasseyfishing) and YouTube.

Greg Miller, President of The Mill-Rose Company said, “Matt Massey is the ideal representative for Mill-Rose and the Blue Monster brand. We are very proud to team up with a professional contractor that’s one of the best anglers in the world, exposing Blue Monster professional-grade products to a wider fishing audience.”

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Photo captions:

Matt Massey, professional fisherman, on the water in his sleek-and-sassy fishing boat.

Matt Massey, sponsored by Mill-Rose, with a large-mouth bass caught while competing in Major League Fishing

About Matt Massey

Matt Massey is a master plumber-turned-angler seeking solace and fulfillment through fishing. After four decades of plumbing in Denver, Matt moved to the sunny shores of Saint Augustine, Florida where he pursues his passion for bass fishing competing on some of the biggest stages as a member of the National Professional Fishing League (NPFL) and Major League Fishing. After moving to Saint Augustine, Matt founded First Coast Home Solutions, a business specializing in plumbing and gas line installations, that keeps him busy and provides him the flexibility to fish in Major League Fishing.

About The Mill-Rose Company and Clean-Fit Products

[Clean-Fit Products](#) serves contractors in the plumbing/heating/cooling industry offering professional-grade brushes, abrasives, PTFE thread sealants and specialty tools. Clean-Fit Products is a division of [The Mill-Rose Company](#), the largest U.S. manufacturer of twisted-in-wire brushes used in virtually every type of industry throughout the world. Mill-Rose is a family-owned organization, now in its fourth generation. Mill-Rose has experienced significant growth from its humble beginnings in 1919, and today operates manufacturing and warehouse facilities throughout the United States and Mexico. Mill-Rose has over 100,000 square feet of production facilities in the U.S. and Mexico, complemented by a 112,000 square foot U.S. distribution center.