

BY DARL BLACK & STEVE PRICE

Rods, Reels & Combos

There is no shortage of innovative products in this category for 2011.

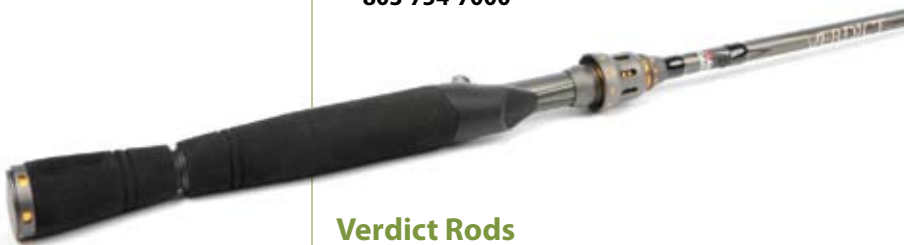


Revo Premier Spinning

Abu Garcia

The reel features a NanoShield technology plating on the body, spool and stem and is 50 percent lighter than aluminum and 300 percent stronger than graphite. It also comes with 11 ball bearings and has an Everlast bail system.

» www.purefishing.com;
803-754-7000



Verdict Rods

Abu Garcia

Strength and sensitivity are standard in the eight casting and four spinning models, as is the new Extending Handle System (EHS), in which the handle can be lengthened or shortened several inches, then easily locked into position for optimum casting of specific lures.

» www.purefishing.com; 803-754-7000



Veritas Series

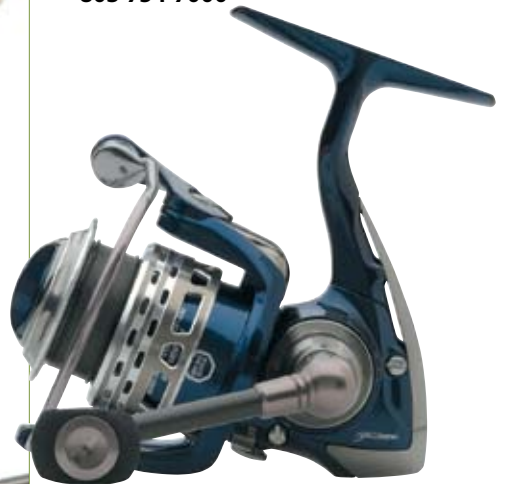
Abu Garcia

Using 3M's new resin system (Nano Technology), the Veritas Series (eight casting, five spinning) rods are stronger and lighter than ever, without sacrificing any strength or action.

Lengths range from 6-6 to 7-6 and actions from medium to heavy

(casting rods), making them ideal for bass and walleye.

» www.purefishing.com;
803-754-7000



Patriarch Spinning

Pflueger

A magnesium body, rotor and side plate, titanium main shaft and aluminum spool with carbon arbor make this the lightest spinning reel in its class. The Patriarch is available in four sizes.

» www.purefishing.com;
803-754-7000



Elite Tech River Runner

Fenwick

Billed as light action trout rods, the six spinning models in the series come with split grips, rubber/cork rear grips, a hook keeper and titanium frame guides. The rods range in length from 5-8 to 7-6.

» www.purefishing.com;
803-754-7000



Alliance

Penn

Created for inshore angling, Alliance rods cover everything from trout to tarpon. They range in length from 6-9 to 7-6 and feature 100 percent graphite rod blanks, Fuji aluminum oxide guides, graphite reel seats and EVA grips.

» www.purefishing.com;
803-754-7000

Omega Pro

Zebco

An upgrade to the original Zebco Omega spincast reel, the Omega Pro is 20 percent lighter and features an aluminum drive gear and seven ball bearings.

» www.zebco.com;
800-444-5581



Smoke

Quantum

With seven Performance Tuned bearings and a Micro ACS nine-position cast control system, the Smoke is a very smooth-casting reel. The Smoke 100 is offered in a 7.0:1 and 6.3:1 ratio, while the Smoke 150 is offered in 7.2:1, 6.6:1 and the crankbait-friendly 5.3:1 retrieve ratio.

» www.quantumfishing.com; 800-444-5581



Smoke PT

Quantum

Micro guides, EVA split grip handles, HSX70 high-modulus graphite, lightweight and surprisingly low prices are some of the features your customers will like about the six casting rods offered in this series.

» www.quantumfishing.com; 800-444-5581

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Torque Surf Series

Penn

The rods in this series feature 100 percent graphite rod blanks, titanium-coated PacBay SS guides, Fuji reel seats and cork tape grips.

» www.purefishing.com;
803-754-7000



Tour KVD Series

Quantum

Kevin VanDam has added six new rods to his popular KVD Series, each designed to match one of his own favorite lures, including spinnerbaits, crankbaits, stickworms and swimbaits. The spinnerbait sticks have HSX64 graphite construction, while the cranking rods are glass/graphite composites. All of the rods are lightweight and comfortable to use.

» www.quantumfishing.com;
800-444-5581



Steez SPX Mega Top

Daiwa

The latest Steez rods are designed for finesse jigging and worm fishing with drop shots and wacky rigs. Each features a solid Mega Top graphite tip for accurate casting with these techniques. Both are 6-11 and classified as medium-light power with an extra-fast action.

» www.daiwa.com; 562-802-9589

Accurist PT

Quantum

The reel gives you Quantum Performance Tuned components in a tough, value-packed, 10-ball bearing spinning reel that is available in sizes 10 to 30.

» www.quantumfishing.com; 800-444-5581



TD Zillion Type R

Daiwa

Added to the Team Daiwa series for 2011, the Zillion Type R offers a 7.2:1 retrieve (picking up 32 inches of line per turn), 11 ball bearings and a carbon-swept handle. It is available in a right- and left-hand retrieve.

» www.daiwa.com; 562-802-9589



Exceler TSH Spinning

Daiwa

The new six-reel series (sizes 1500 to 4000) features 6.2:1 retrieve speeds, four ball bearings, and washable and waterproof drag with click adjustments. The reels also come with an alternate-size spare aluminum spool for a wider choice of lines.

» www.daiwa.com; 562-802-9589

NRX Series

G.Loomis

Utilizing 3M Matrix Resin technology, the NRX Series rods are 15 percent stronger than the previous GLX rods and much more sensitive. The eight casting and five spinning models are bass-specific and range from drop shot rods to heavy action pitching sticks, but all are versatile enough to handle different lures.

» www.gloomis.com;
360-225-6516



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Micro Honeycomb Rods

Wright & McGill Co.

Wright & McGill has teamed with Bassmaster Elite Series angler Skeet Reese to create a new extension to the extremely popular Skeet Reese S-Curve and S-Glass line. The Micro Honeycomb rods are even lighter and more sensitive than the two others and offer ultra-thin, lightweight blanks made of 100 percent high-modulus carbon, and each rod comes with micro guides.

» www.wright-mcgill.com; 720-941-8700



Skeet Reese Victory Spinning Reel

Wright & McGill Co.

The new spinning reels (four sizes), built to withstand the rigors of the Bassmaster Elite Series trail but priced for the average fisherman, feature an all-aluminum frame, 10 ball bearings and an oversize power handle.

» www.wright-mcgill.com; 720-941-8700



Blair Wiggins Inshore

Wright & McGill Co.

Containing seven rods, the series was designed around Wright & McGill's S-Curve blank technology, making the rods strong, sensitive and lightweight. They contain stainless steel guides, zirconium rings, split foregrips and a durable, oversize fighting butt for comfort.

» www.wright-mcgill.com; 720-941-8700



S-Curve & S-Glass Skeet Reese Rods

Wright & McGill Co.

The three new rods added to the line are the 6-6 Short Mag Crankbait rod, the 7-10 Mag Crankbait rod and the 7-6 heavy action Pitchin' Stik.

» www.wright-mcgill.com; 720-941-8700



Skeet Reese Jr. Champion Combo

Wright & McGill Co.

The 5-foot, 2-inch kids combo is made of fiberglass, has an easy-to-hold handle and comes loaded with monofilament. The combo comes with a DVD, on which Reese teaches youngsters how to fish, and a Skeet Reese tournament cap.

» www.wright-mcgill.com; 720-941-8700



Skeet Reese Victory Casting Reel

Wright & McGill Co.

Built with performance and durability in mind, the reel is available in 6.2:1 and 7.0:1 models and offered as both right- and left-hand retrieve. It comes with 10 ball bearings and is designed to match the W&M Skeet Reese Tessera rods.

» www.wright-mcgill.com; 720-941-8700

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AVAILABLE NOW



Noirwood Series

Denali

From tip to butt, these rods were designed for sensitivity, in the high-modulus graphite used in the blank as well as the ALPS stainless steel guides and textillium graphite handles. Two rods are designed for spinner-baits, two for worms and jigs and one for Carolina rigging.

» www.denalirods.com;
870-492-2231



Legend Xtreme

St. Croix

The two new models in this series feature 3M Matrix Resin construction and have been designed specifically for shaky head fishing. They have medium-power actions with extra-fast tips to handle the light lures.

» www.stcroixrods.com; 800-826-7042



Optimus XLT Baitcast

Pinnacle

The flagship of Pinnacle's seven new Tournament Class baitcast reels, the Optimus XLT features an ultrastrong and rigid X-Bone metal frame with gold titanium side covers, 11 double-shielded stainless steel bearings and a blazing 7.3:1 retrieve.

» www.pinnaclefishing.com;
888-547-9998



Bank Robber

St. Croix

This new series offers two 9-foot fly rods in 6 and 7 weights. Both rods have new 3M Matrix Resin construction, so they're lighter and stronger and well-suited for streamer fishing. Other features include high-modulus graphite, four-piece construction with fast actions and a lifetime limited warranty.

» www.stcroixrods.com; 800-826-7042



Tournament Pro Speed Spool & Tournament LFS Speed Spin

Lew's

One of the best-known names in the fishing industry is back with a vengeance. Lew's now has four new series of baitcasters, each offered with a different retrieve speed, in addition to a spinning reel.

» www.lews.com; 877-470-5397



Producer XT

Pinnacle

The economical workhorse of Pinnacle's Tournament Class casting reels, the Producer XT has eight ball bearings plus one roller bearing, a 7.0:1 gear ratio, adjustable magnetic cast control and an audible star drag.

» www.pinnaclefishing.com;
888-547-9998



Tournament Class Perfecta Rods

Pinnacle

The series of rods are all extremely light but strong, have split-grip AAA cork handles, Alconite Concept guides and a double helical blank construction.

» www.pinnaclefishing.com;
888-547-9998



Performa XT Spinning

Pinnacle

When light-line finesse tactics are needed, the Performa XT Spinning reel leads the way with superior smoothness, outstanding castability and a waterproof Multi-Stack Drag that won't let you down. An aluminum alloy body, seven stainless steel ball bearings and a FatWire bail contribute to overall performance.

» www.pinnaclefishing.com;
888-547-9998



C400 Fishouflage

Ardent

This five-bearing, 6.3:1 baitcasting reel features side plates with the Fishouflage pattern. Matched to a Fishouflage-pattern Lamiglas rod at ICAST, it won Best of Show Combo.

» www.ardentreels.com; 660-395-9200

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You Should Be Selling



Stella FE

Shimano

The Stella FE, awarded Best Freshwater Reel for 2011 at ICAST 2010, has a double-bearing supported pinion gear with an ultralight handle rotation, making it an extremely smooth reel. In fact, it handles so effortlessly that it enhances an angler's ability to detect even the lightest bite.

» www.shimano.com;
800-274-4626



Caenan

Shimano

Don't let the sub-\$100 price tag fool you on this reel, for it weighs 7.2 ounces, has a 6.5:1 gear ratio, comes with Shimano's VBS cast control system and features EVA grip handles.

» www.shimano.com;
800-274-4626



Curado 50

Shimano

The 50 size is the latest to the Curado series, and it is offered in both right- and left-hand retrieve, in addition to having an all aluminum body weighing 6.9 ounces. It comes with nine ball bearings.

» www.shimano.com; 800-274-4626



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Ladyfish Complete Kit
Shakespeare

Designed to simplify the angling process for female anglers, this kit is ready for the water right out of the box. It comes with a 5-foot rod, either a spinning or a spincast reel, and a 64-piece tackle assortment. The reel comes spooled with 6-pound-test mono.

» www.purefishing.com;
803-754-7000



Star Wars
Shakespeare

A licensed product themed after the hyper-popular series of movies, the lighted kit comes with a rod and reel, a casting plug, sunglasses and a tacklebox, all contained within a clear backpack.

» www.purefishing.com;
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Boyd Duckett Crankin' Series

LaserLure

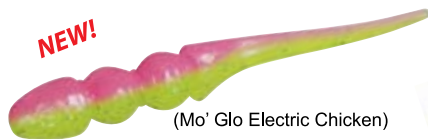
Designed to be fished with crankbaits, the four rods in this series (6-6, 7-0, 7-6 and 7-11) come with micro guides, exposed-blank reel seats and are light as a feather.

www.laserlure.com; 877-527-5873

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(Bed Bug with Chartreuse Pearl Sparkle)



Minnow Mind'R with minnow
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Endurance rods

Powell Rods

The series contains 16 new rods, each bearing the company's distinctive purple water spot pattern with matching thread wraps. Each rod features the company's Maxumfiber blank technology, in addition to Fuji reel seats and Fuji Alconite guides.

» www.powellco.com;
888-635-9763



Signature Freshwater Rods

Temple Fork Outfitters

Although perhaps better known for its fly rods, TFO now offers a total of 16 casting and 14 spinning models in this series. Designed by legendary rod maker Gary Loomis, they range from ultralight to extra-heavy. A color identification system identifies each rod's action instantly in the rod locker, and a limited lifetime warranty is standard.

» www.tforods.com; 800-638-9052



Micro Magic

Duckett Fishing

Micro Magic rods feature smaller micro guides to increase casting distance and accuracy, and there is a choice of split or full cork handles. Recognizable by their white color, the rods are becoming popular among top pros.

» www.duckettfishing.com;
888-603-0005



Z-Bone

Kistler

More than 50 different Z-Bone rod models in several different series are available. The key features include Gary Loomis-designed blanks, custom-designed micro guides and Smart Grip handles.

» www.kistlerrods.com; 281-259-8033

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Citrix Baitcaster

Okuma

The Citrix low-profile baitcast reel has a multi-disc composite drag system that produces up to 11 pounds of drag. The seven ball bearings plus one roller bearing provide overall smooth and consistent function. The reel is available in a 5.4:1 and 7.3:1 gear ratios.

» www.okumafishing.com;
909-923-2828

Champion Extreme

Dobyns Rods

The Champion Extreme Series features lightweight, sensitive, well-balanced rods designed by one of America's most respected anglers, Gary Dobyns. The 12 casting and seven spinning models feature custom-blended graphite and actions from light to extra-heavy.

» www.dobynsrods.com;
530-671-1989

Cara Micro

Falcon

The new Cara Micro Series includes five casting models, each of which has micro guides. Bassmaster Elite Series angler Mike McClelland helped design many of the rods, including the McStick Rod, which he uses for small jerkbaits. Falcon's best seller, the heavy action Cara Amistad Grass Rod, is also now a part of the series.

» www.falconrods.com;
918-251-0020

Excel Series

Lamiglas

Ten new models have been added to the popular Excel Series (seven casting, three spinning), and each is technique-specific. The rods range from 6-6 to 7-11 in length and cover applications ranging from shaky heads to swimbaits.

» www.lamiglas.com;
360-225-9436

Magnum Grass Stick

American Rodsmiths

Veteran Texas bass angler Dicky Newberry's two new Team Series Kicker Stix rods make both short-range pitching and punching jigs through thick vegetation much easier. The rods, 7-foot and 7-2, feature plenty of backbone but have fast tips for accuracy.

» www.americanrodsmiths.com;
713-466-7849

Proton

South Bend

The value-priced spincast reel is available in two sizes, both with stainless steel housing, ball bearing drive, adjustable drag and a free-spool switch.

» www.south-bend.com;
847-715-1400

Carrot Stix Micro-Guide Series

Element 21 Sports

These rods feature micro guides, making them lighter than earlier models in addition to increasing both sensitivity and casting distance. The 10 casting models range from medium to extra-heavy, while the two spinning rods are each medium-heavy.

» www.carrotstix.com;
416-362-2121

Tormenta

Okuma

The Tormenta (both left- and right-hand retrieve) is an economical option to high-end casting reels, designed for value without sacrificing performance.

» www.okumafishing.com;
909-923-2828



Ultra MBX Classic Series

Phenix

Each of the 18 casting rods in this new series features a combination of burl wood and cork for improved balance. The sticks are available in lengths ranging from 6-6 to 7-6, and all come with either fast or extra-fast tips.

» www.phenixrods.com;
877-274-3649



Catfish Collector Series

Tica

With catfish imprints on the side of each reel, the four-reel series includes three spinning reels and one baitcaster.

» www.ticaamerica.com;
800-390-5268



ReFlexions

Okuma

Made of IM-6 graphite and having split-grip premium cork handles, the 16 rods in the series are lightweight and affordable.

» www.okumafishing.com;
909-923-2828



Bass Collector Series

Tica

This reel features a one-piece aluminum frame, five bearings, a star drag and instant anti-reverse.

» www.ticaamerica.com; 800-390-5268

FTR

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