

2010

★ **ST. CROIX ROD** ★  
P R E S S   R E L E A S E

**PRESS RELEASE**  
FOR IMMEDIATE RELEASE

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**ST. CROIX'S LEGEND ELITE® SALMON & STEELHEAD RODS  
ARE LIGHT, SENSITIVE AND SUPER-STRONG**

**Park Falls, WI** – St. Croix®'s top-of-the-line Legend Elite® salmon & steelhead casting and spinning rods employ the most advanced engineering and graphite obtainable to deliver the ultimate in lightweight, ultra-sensitive, super-strong performance. With 19 models available for the most popular salmon and steelhead techniques, the new series represents the current state-of-the-art in rod design and manufacturing.

St. Croix's proprietary Integrated Poly Curve® (IPC®) tooling technology allows our rod designers to create continuous curve tapers, avoiding the inherently weak spots found at the junction points of traditional straight-line compound tapered blanks. The result is a lighter, stronger, more sensitive blank that smoothly stores and releases energy as the rod is loaded and unloaded.

Each Legend Elite features SC<sup>v</sup> graphite, St. Croix's advanced, high-modulus, high-strain graphite with a carbon-matte scrim for maximum weight reduction and increased sensitivity.

St. Croix then uses their proprietary Advanced Reinforcing Technology™ (ART™), an internal reinforcing layer of carbon fibers, to further strengthen and improve hoop strength in the lower sections of the blanks. This technology allows for a thinner overall blank diameter and increased durability while maintaining the strength needed for the longest casts or to fight the most powerful fish. ART is also used in the construction of St. Croix's low profile ferrules, which are stronger and lighter weight than standard ferrules. The overall result is a lighter, stronger blank that transfers energy from the butt to tip more smoothly than traditional blanks, for longer more effortless casts – and incredible sensitivity.

More...



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Finally, Legend Elite salmon and steelhead rods are outfitted with the finest components, including Fuji® SiC Concept Guide System with titanium-coated frames, Fuji® VSS (spinning) and ACS (casting) reel seats with frosted silver hoods, a machined aluminum wind check and super-grade specie cork grips. The wraps are protected by two coats of Flex Coat® slow-cure finish.

Legend Elite salmon and steelhead rods are protected by a lifetime limited warranty backed by St. Croix Superstar Service. They're all handcrafted in the U.S.A. with retail prices ranging from \$370 to \$400.

#### About St. Croix Rod

St. Croix Rod is a family-owned manufacturer of high-performance graphite and fiberglass fishing rods headquartered in Park Falls, Wisconsin. The company offers a complete line of premium, American-made fly, spinning and casting rods under their Legend Elite®, Legend Ultra®, Legend Tournament®, Avid Series®, Premier®, Wild River®, Tidemaster® and other trademarks through a global distribution network of full-service fishing tackle dealers. The company's mid-priced Triumph®, Mojo Bass and Surf, Imperial® and St. Croix Rio Santo rods are designed and engineered in Park Falls, Wisconsin and built in a new, state-of-the-art manufacturing facility in Fresnillo, Mexico. Founded in 1948 to manufacture jointed bamboo fishing poles for a Minneapolis hardware store chain, St. Croix has grown to become the largest manufacturer of fishing rods in North America.

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