

2017
ST. CROIX ROD
P R E S S R E L E A S E

PRESS RELEASE
FOR IMMEDIATE RELEASE

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Rod Icon St. Croix ...Adds to the Eyecon® Line

Park Falls, WI – Iconic brands always seek to improve upon what they have. It is the hallmark of a great company. St. Croix’s dedicated product development team recognized a need driven by a change in fisheries and techniques employed to catch their favorite quarry. New additions to the wildly successful Eyecon® series of rods illustrate their commitment to answer the specialized needs of the angling community.

Constructed from SC^{II} graphite, Eyecon spinning rods are engineered to be durable yet extremely lightweight. These technique-specific walleye rods developed for 2017 reveals the addition of 3 new rods. Introductions include two 6'6" medium power, fast action (available in 1 & 2 piece) “Big Water” rods designed to work those waters where wave action and depth require a little more weight to reach the spot. A 7' medium power, moderate action “Crankin” rod rounds out the offering. This rod is designed to carry the cast farther allowing that deep diving crank or swimbait to access the desired level in the water column.

Fuji® IPS reel seats and Kigan Master Hand 3D guides create the platform to hold your favorite reel and smoothly carry the line. The split grip/premium-grade cork handles provide the sensitivity and comfort needed for a full day of fishing. St. Croix completes these rods by utilizing two coats of Flex Coat slow-cure finish.

More...

Designed in Park Falls, Wisconsin and handcrafted in our Fresnillo, Mexico facility, new Eyecon spinning rods retail for \$120-\$130 and have a 5-year warranty backed by St. Croix Superstar Service.

About St. Croix Rod

St. Croix Rod is a family-owned and managed manufacturer of high-performance fishing rods headquartered in Park Falls, Wisconsin with a 68-year heritage of USA manufacturing. Utilizing proprietary technologies, St. Croix controls every step of the rod-making process, from conception and design to manufacturing and inspection, in two company-owned facilities. The company offers a complete line of premium, American-made fly, spinning and casting rods under their Legend Elite,[®] Legend[®] Xtreme, Legend Tournament,[®] Avid Series,[®] Premier,[®] Wild River,[®] Tidemaster,[®] Imperial[®] and other trademarks through a global distribution network of full-service fishing tackle dealers. The company's mid-priced Triumph,[®] Mojo Bass/Musky/Inshore/Surf, Eyecon[®] and Rio Santo series 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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