

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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## **Trolling Techniques Turn Tactical with New Eyecon® Trolling Rods by St. Croix**

**Park Falls, WI** – Anglers utilize trolling techniques to seek walleyes wherever they live in the water column. Planer boards to lead core, you must have a rod that can withstand the long-term load that trolling forces upon the blank, yet have the ability to let the baits work properly and fight the fish effectively. Eyecon® Trolling series from St. Croix exceed the needs of the most ardent anglers.

Constructed from a proprietary blend of SC<sup>II</sup> graphite and SC<sup>I</sup> glass, Eyecon Trolling rods are engineered to be durable yet extremely lightweight. Each medium power, moderate action rod has been thoroughly tested in some of the toughest conditions. Available in five lengths, ranging from 5' to 10', each is designed and built for superior performance. The 7'6" & 8'6" models include a unique Telestop™ feature that provides protection never seen before in telescopic rods. A Fuji® TCS reel seat is paired with Kigan Master Hand 3D guides providing performance you expect from the Best Rods on Earth. Premium EVA handles provide the security you want and the functional comfort you need when fighting trophy walleye. Looking as good as they perform, two coats of Flex Coat slow-cure finish complete the rods.

Designed in Park Falls, Wisconsin and handcrafted in our Fresnillo, Mexico facility, new Eyecon Trolling rods retail for \$110-\$150 and have a 5-year warranty backed by St. Croix Superstar Service.

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## **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,<sup>®</sup> Legend<sup>®</sup> Xtreme, Legend Tournament,<sup>®</sup> Avid Series,<sup>®</sup> Premier,<sup>®</sup> Wild River,<sup>®</sup> Tidemaster,<sup>®</sup> Imperial<sup>®</sup> and other trademarks through a global distribution network of full-service fishing tackle dealers. The company's mid-priced Triumph,<sup>®</sup> Mojo Bass/Musky/Inshore/Surf, Eyecon<sup>®</sup> 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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