

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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SOLE Fly..Casting a New Path to One-Piece Performance

Park Falls, WI – Fly aficionados openly discuss how a one-piece fly rod feels in hand. They extoll the virtues on how it loads, the control the design provides and more. Blindfold these same anglers...place a SOLE fly rod in their hands...and they would all tell you...it IS a one-piece rod. One-piece performance; Two-piece mobility. Offered in 4wt. to 12 wt.; fresh and saltwater anglers alike will add SOLE to their rod assortment.

The heart of the nine SOLE rods is in the proprietary IPC® tooled blank that is supported by St. Croix's ART™ system. SC^{IV} graphite combined with our unique FRS process provides unparalleled strength and durability. Engineering artistry is illustrated in the "slim-profile" ferrule which provides true one-piece performance. Weight coded alignment marks illustrate a complete and thoughtful process. Intelligent design is further illustrated with the provision of a second tip that matches perfectly to the rod. While you may never need the extra tip...it provides that extra layer of insurance when on that "trip of a lifetime".

Quality design requires components that accentuate the performance. A Fuji® TVS reel seat matched with a Kigan titanium frame stripper guide(s) and hook-keeper along with REC® Recoil® snake guides provide years of lightweight, corrosion-proof performance. Super-grade cork handles and two coats of Flex Coat slow-cure finish provide the final touches these rods require. Each SOLE rod is equipped with a deluxe mesh sack with two tip section pouches for lightweight protection.

More...

Designed and handcrafted in Park Falls, Wisconsin, SOLE rods retail for \$340-\$360. Each of the cutting edge SOLE rods include a 15-year transferrable 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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