PRODUCT LAUNCH III

GOZIO DESIGN

## Passports at the ready

Flying Fisherman, known for its fantastic eyewear collection, has paired up with Argentinian firm Tech Tackle to produce a fantastic range of travel rods set to be unveiled at this year's ICAST.

slamorada, a Mecca for destination anglers, has been the base for Flying Fisherman since 1985. During that time, producing top-quality, functional products for anglers worldwide, from polarising eyewear to the SunBandit UV face protector, has been its goal. From 2013, however, the company is embarking on a new project.

The company's vice-president, Linda Sheldon, explains: "Tackle for the travelling angler is on the Flying Fisherman new-product radar screen for 2013 to 2014. More travelling anglers are bringing their favourite rods on location to make sure they have a reliable shot at landing fish."

Born from the necessity to provide anglers with quality and convenience in travel rods, Flying Fisherman has developed the Passport collection. This high-performance tackle package was designed by tournament champion captain Randy Towe of the Florida Keys, and conceived and engineered by Juan Gozio, a professional Argentine angler and premier rod designer and manufacturer through his brand, Tech Tackle. The rods are said to be made from the finest-quality materials and components available on the market, and Passport offers a variety of freshwater and saltwater fly and spinning-rod sets to maximise performance. There are three sets – Saltwater Heavy, Saltwater Light and Freshwater Light – built to cover most of the world's fishing challenges. Each set includes a four-piece 9ft fly rod and a three-piece 7ft spinning rod in a durable and stylish travel case that packs easily into most standard luggage. >

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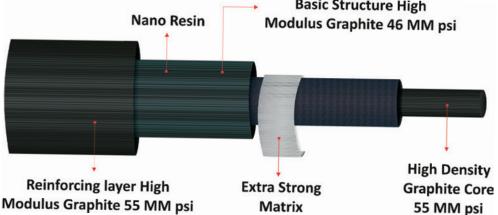


"For the record," Linda says, "it's pure coincidence that Flying Fisherman is launching a spinning rod and fly rod together in the same package, at the same time that ICAST and IFTD are coming together in Las Vegas this July. Talk about timing!"

Results from extreme testing by professional anglers in Argentina and the Florida Keys exceeded the company's expectations. The design team used extremely efficient materials during production that added power to the rod blank with minimal weight, to minimise blank diameter.

"The blank taper is designed to improve sensitivity, strength and performance," says Randy. "The exclusive smooth-transition mandrel design, coupled with extraordinary high-modulus and high-strain Japanese graphite with nano-resin technology, produces the perfect blank."

Add top-quality Portuguese cork grips, reinforced connections with exotic carbon fibres, Fuji



reel seats and high-quality components and you have a wellthought-out tackle option for the travelling angler. "These materials create the lightest, most sensitive and strongest multiple-piece rods on the planet," Juan says.

The Passport set is finished off with elegant aesthetics and colour combinations that reflect the quality of the package.

Passport rods are said to be unbreakable under correct use, but there are many opportunities for an accident, so the team thought of a way to solve the problem. The Unconditional Replacement Program (URP) means the broken piece will be replaced, and you don't have to give excuses. The team doesn't care how you broke your rod, they just want to solve the problem and put your Passport back in your hands as soon as possible. Simply send the entire rod (just the broken rod and the rod case, not the complete set) to Flying Fisherman's headquarters. Your rod, with the new piece, will be shipped back to you, no matter where you are, within a few days of receipt.

The Passport rod collection, along with additional new products, will be featured at ICAST 2013 in the Flying Fisherman booth, number 1350, along with daily casting demonstrations.

