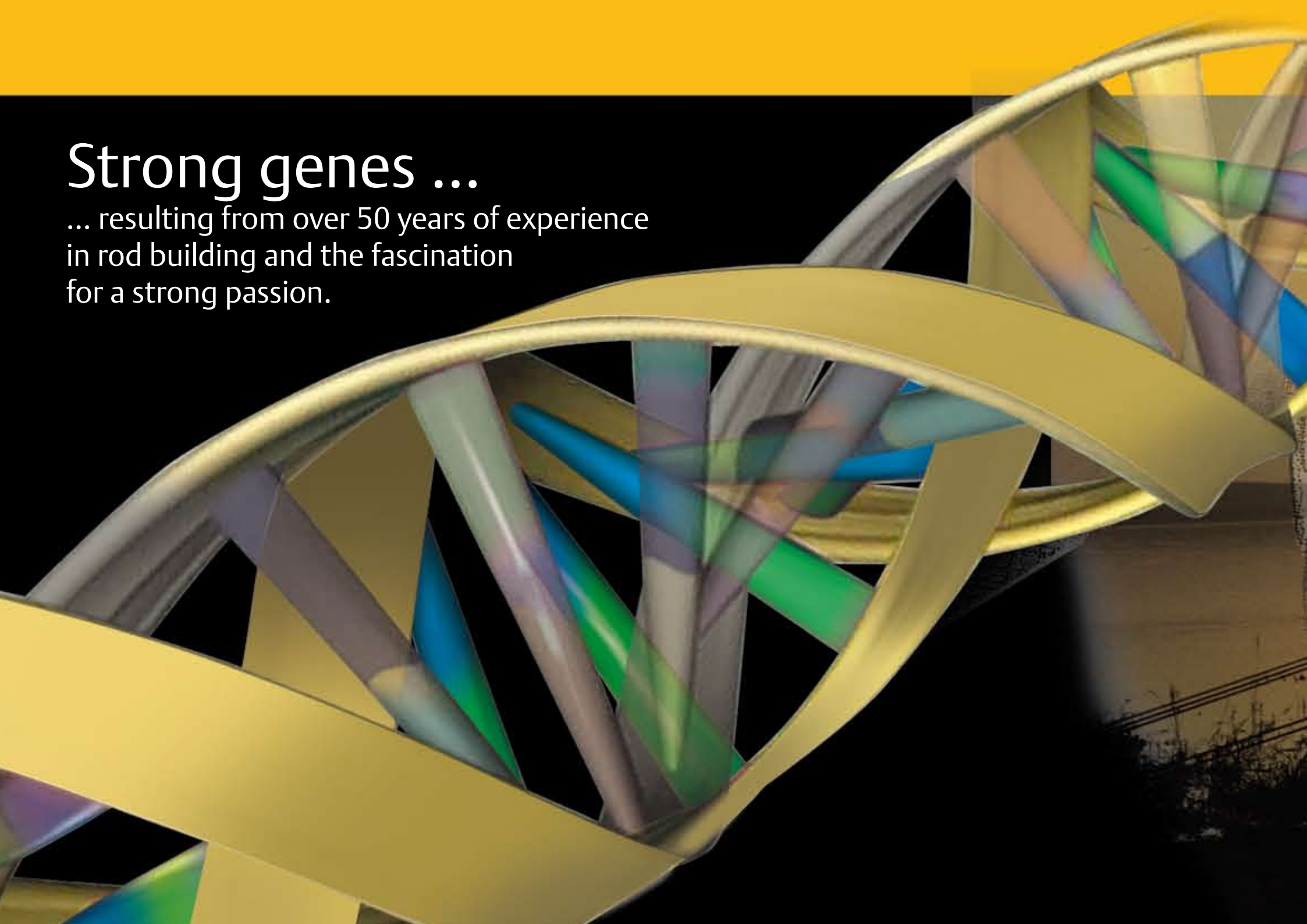


THE BENCHMARK IN ROD BUILDING



# Strong genes ...

... resulting from over 50 years of experience  
in rod building and the fascination  
for a strong passion.





### SPORTEX – a name with a long tradition

Which angler is not familiar with the honey-coloured blanks of SPORTEX rods dating back to the beginning of modern rod building? Even in those days these blanks made this brand name legendary worldwide.

With the advent of innovative carbon materials, SPORTEX recognised as one of the first the possibilities of the creation of rod blanks with unknown dynamic, strength and sensitivity qualities. The blank construction in *HT-Cross Winding-Technology*, which is still unique today, gives SPORTEX rods their unique semi-parabolic, powerful tip focussed character, which brings the bait to the fish and makes sure that the fish is delivered into the landing net. First-class rods, known worldwide for their enormous breadth of abilities.

### High-tech for your passion

Do you want high technology which is unmistakable and will continue to work for years like on the first day? Then SPORTEX rods should be part of your fishing equipment. Thin, in a timeless clear design and functionally fitted with excellent components signalise professionalism and taste..

### SPORTEX – rod programs 2010

This year we have expanded our programme with selected, first-class rod series. The unique action character and the high-quality workmanship all conform to the SPORTEX tradition known throughout the world.

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## The action

It determines the “soul” of a rod. The action typical for SPORTEX conforms to the dynamic of the successful angler. Thanks to the *HJ-Cross Winding* composite technology the energy used is transferred to the tip of the rod without delay through the powerful slim blank. This provides greater accuracy, better contact to the lure, total confidence whilst playing the fish and maximum amount of reserve power. Slim and perfectly balanced; these rods sit lightly in the hand for a long, tireless day of angling.

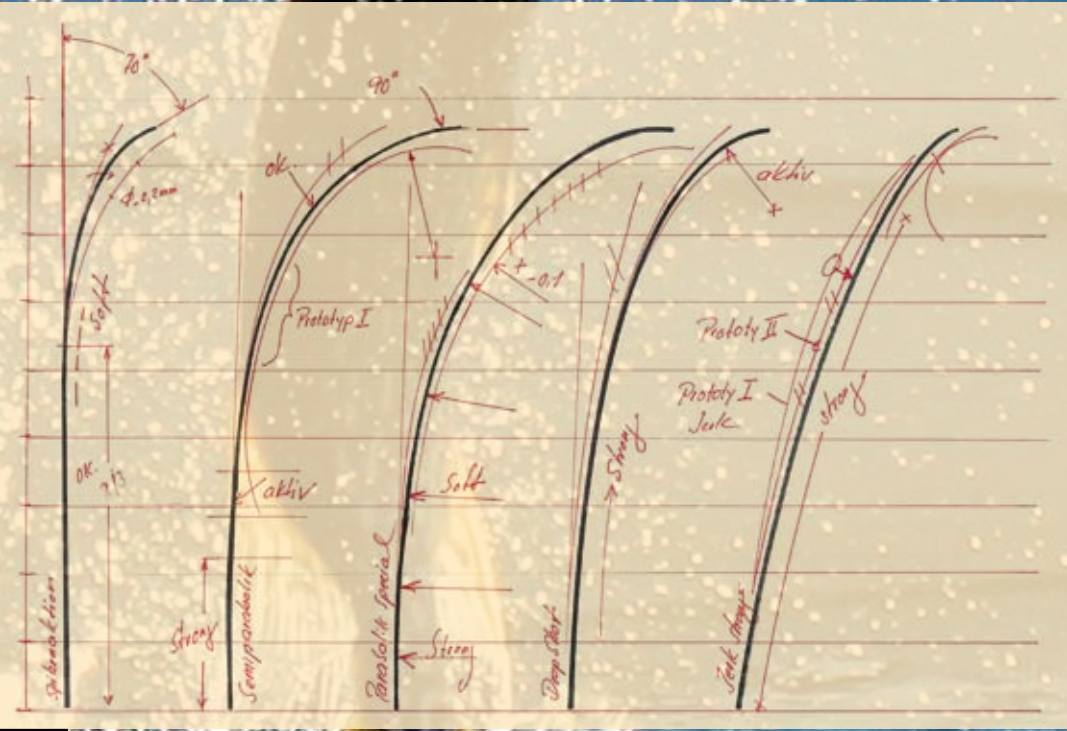
## The rod material

SPORTEX-Rods are made from the best materials available today. SPORTEX has put a great deal of work into developing the actual fibres that modern rod blanks are made from. We have 60 years experience in the development of glass fibre. This is still in use today in special applications such as our robust sea rods (Magnus series) or our ultra tough catfish rods (Baltic/Wolga series).

SPORTEX was one of the very first companies to utilise carbon fibre, an irreplaceable material that has been in use for decades. We only utilise fibres of the very highest quality, the same fibres used in aerospace technology. And SPORTEX is one of the few companies that use alternative fibres when manufacturing rod blanks, always providing these bring tangible advantages for the angler.

We have been using KEVLAR® for about 20 years now. The blanks of our KEV-Series rods are made of 50% Kevlar and 50% best quality carbon fibre. These legendary rods are a favourite with professionals the world over.

We have also been using BORON-fibres since 2006. Boron has unbelievable strength, with the result that our TiBoron rods, a combination of BORON and carbon fibre, are extremely light, fast and incredibly powerful.





# combination

ZYLON is the hottest new material being used to develop SPORTEX blanks. We have been developing this fibre for the past two years and are happy to present the first ZYLON Rods. ZYLON is an aramide and it makes our CARAT Z series quite exceptional. ZYLON is a dream combination when layered with carbon fibre, resulting in very special rod blanks. These rods are practically unbreakable, but fantastically light, slender and fast. This material is a huge advance over glass fibre which, though hard to break, often results in heavy and soft rods.

The proverbial SPORTEX quality is guaranteed through the most careful workmanship during the production. The carbon fibres are put unidirectionally onto the core of the rod, so that they run broadly parallel to the axis of the rod. This provides more strength and more stability with a small blank diameter, as compared to laying the fibres in the usual spiral form. In addition, these bundles of fibres are wrapped crossways with high modular carbon bands. These fibre links are slowly heated in several computer controlled stages and cooled down the same controlled way. The result is a 100% perfectly hardened blank, which even with the toughest use maintains its elasticity and resilience. Through this process every SPORTEX blank remains the same for a lifetime when in action. This very time-consuming process is carried out by very few manufacturers for cost reasons, but guarantees SPORTEX rods their durability and reliability.

## *HT-Cross Winding-* Technology

It is not just the optical feature of every SPORTEX rod. Unlike other rods, which just use it for decoration, strength and durability is guaranteed with SPORTEX though a 100% bound carbon fibre winding during its manufacture.

## The fittings

### **High-quality and functional**

An attribute of every SPORTEX rod is its clear, timeless design, which also signals quality and superiority, even after many years have passed. Everything about the fittings, from the high-quality material, from the workmanship of the blanks, the careful assembly of the components to the lacquering is conceived with durability in mind and lovingly carried out in the tradition of craftsmanship. This, together with the successful use of strength of innovation and with the most up-to-date rod building technology, have defined for generations the image of the SPORTEX brand worldwide.

**Therefore we provide a 10 year guarantee for blanks.**