

# OKUMA OFFERS 'A TIP TO CATCH THEM ALL'

Global tackle giant Okuma knows a thing or two about innovative technology, which it uses to produce the best rods and reels possible, improving the way anglers fish. Nowhere is this more evident than in its Ultimate Flex Reinforcement (UFR), used in the construction of many rods and tips.

Okuma's Ultimate Flex Reinforcement (UFR) technology immediately offers anglers a huge range of benefits when they pick a rod using these ground-breaking materials and design.

For a start, there's the lightness in weight in every rod, not to mention the sensitive tip construction.

UFR technology also incorporates three times the strength and lifting power compared with traditional rods, making it powerful enough to fight the toughest of fish yet sensitive enough to feel the lightest of bites.

#### STRENGTH FROM WITHIN

This UFR technology is understood to be a breakthrough design in both rod strength and sensitivity.

The patented UFR manufacturing process utilises an outer layer of longitudinal fibres around the rod blank in the extended tip section. The result is a 300 per cent increase in lifting power along with a flexible tip, increasing durability and protecting against breaks. UFR tips are tough but sensitive to even the lightest of bites, even when using heavy lures and baits.

This technology is now being incorporated in a wide range of rods across many disciplines. From its new-for-2020 Psycho

Perch and Rodster through to the EVX Musky, Ceymar Match/Feeder and Tactical models, there's something for everyone.

Look out for the LRF, Classic Spin and Classic H-Cast rods along with jigging rods plus trolling and boat models.

Many of these come in a great range of options, meaning anglers can choose the exact one to match their requirements.

#### INSPIRED BY STRENGTH

Okuma is passionate about innovative design and, with simplicity at its core, it strives to make every angler's fishing experience unique. Okuma's patented UFR manufacturing process is elaborate and complex but extremely simple-to-use. It lets you focus on what matters most – catching more fish.

Since 1986 it has been making rods and reels at its manufacturing base in Taiwan and works hard to deliver the ultimate fishing experience to everyone thanks to its lightweight and precision-engineered products.

Whether you are fly fishing, float or feeder fishing, spinning, trolling or baitcasting, in fresh- or saltwater, there's a rod or reel for everyone in the range.

OKUMA  
 www.okumafishing.com

**UFR** 