

Date: 29 September 2004

Embargo: none

New Zealand Fly-rod Manufacturer taking on the Big Fish

It's a well known fact that New Zealand fly-fishing enthusiasts enjoy some of the best fly-fishing locations in the world, and thanks to a new player in the industry, they are now enjoying an exceptional range of totally New Zealand made rods that champion anglers are describing as 'magnificent'.

Boutique New Zealand fly-fishing rod manufacturer CrosbyGarret has recently launched a stunning new selection of rods aimed at the top end of the market, to outstanding reviews.

The enterprising company has filled what was a significant gap in the New Zealand fly-rod market for both serious and recreational anglers. Director Richard Pratt explains the motivation for developing a 'best in class' product; "We recognised that New Zealand has a large number of anglers shopping in the top end of the market who look to the USA or UK for leading edge fly-fishing equipment. Up until now, there hasn't been a home grown product ready to meet that market".

Rods are designed and tested for New Zealand conditions and use top grade componentry, including rod blanks powered by leading edge innovator CTS Fishing. Auckland based CTS has also established a niche for itself in supplying top-end custom designed rod blanks, up until recently exporting most of its product to Australia, Japan, Europe and the USA.

Pratt admits that a kiwi angler's natural inclination is to compare CrosbyGarret rods with competing top end international rods such as Sage or G-Loomis. He proudly reports that "we receive consistently glowing reports when compared back-to-back on design, finish and performance."

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CrosbyGarret's rods have been put to the test in the rivers and streams of the North Island, by novice and professional anglers, guides and their clients. Taupo professional fly-fishing guide Peter Wilton says the rods are exceptionally finished and consistent performers, and that he is impressed with their "sensitivity and ease in producing tight, accurate casts".

Manawatu professional fly-fishing guide David Webb says that the rods have plenty of power, but still maintain finesse; "When playing fish they leave the angler feeling in control at all times, yet are soft enough to handle playing fish on light leaders".

CrosbyGarret's focus is currently on the New Zealand market, but international interest is growing as the brand continues to develop. Plans are underway to launch the rods into the US market next February at The Fly Fishing Show in Charlotte, NC.

For now, the company is looking forward to a busy fly-fishing season, and is enjoying the satisfaction that comes with delivering a truly world-class product to a very welcoming New Zealand audience.

ENDS

About CrosbyGarret

CrosbyGarret is a boutique manufacturer of high-end custom fly-fishing rods, based in Manawatu, New Zealand. Rods are precision designed and powered by leading rod designer CTS (www.ctsfishing.com).

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