

# *Catch Times*

Welcome to our first issue of CatchTimes! In this issue, we have a special feature on Rod Building as we speak to our rod building specialist, Mr Jeffery Tsen. We will also take a closer look at our new range of SureCatch Power Jigs.

## **Rod Building**

Making one's own personal rod is becoming a common practice among many of those who fish. However, unless one is willing to take the time and effort in making his own personalised rod, many who are busy usually turn to a rod building specialist to custom-make rods to suit their special needs.

We have one such specialist with us to help explain Rod Building and to share his knowledge on this unique art. Mr Jeffery Tsen has been building custom rods for fishing enthusiasts since 1989. He learnt the art of Rod Building from Singapore's first professional Rod Builder, Mr Tan Leng Teck.

Rod Building is an art and skill that is perfected over time; one that requires hard work, passion, lots of patience, space for the equipment and of course, the necessary skills. In order to build the best suited rod for a customer, a rod builder must also be very experienced in fishing to be able to understand the buyer's needs. It is very important to know what materials are best used for the different kinds of fishing done, the location at which the buyer fishes and the kinds of fish the buyer wishes to land with the rod. Besides these skills and qualities needed by a Rod Builder, one probably also needs a motorized dryer, a rod binding machine and other smaller equipment like brushes, Epoxy and thinner in order to make rods.

A rod usually takes about 4 days to complete and the cost of a custom-made rod can range from S\$380 to S\$450 depending on the type of blanks, grips, reel seats and guides that are fitted on the rod. In addition to the materials costs, there is, of course, the basic cost of workmanship which is relative to the complexity of the butt wrap that is done for the rod.

Although the cost of a custom-made rod is much higher than that of rods found in stores, many people still like to custom make their rods. This is mainly because rods sold in stores are mass produced and may not have the exact specifications a buyer wants. However, a custom-made rod allows the buyer the flexibility to choose the colours of the

binding, blanks and butt wraps and also the freedom to decide on the type of grips and guides that are fitted on the rod. The result is a rod in the colour of your choice, built specially to suit your stature, style and preference and to suit the type of fishing you want to do.

Rod Building is a specialized skill that not many can do. However, it is not specialized merely because it is difficult to manage but more because one must have great passion and experience to be a good rod builder. While building your own rods, do read up some rod building books or visit websites with rod building tips. Alternatively, you may like to contact a local rod builder to guide you through or help you in your own rod building attempt.

### **SureCatch New Range**

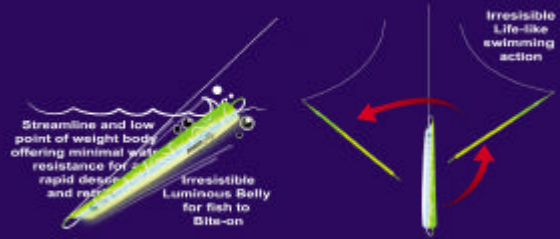
The Power Jig and the Sonic Jig are the latest range of products launched by SureCatch this year.

Jigs are mainly used for deep sea fishing and thus need to be bottom heavy in order to sink to the bottom at least 70 to 100 meters deep. The Power Jig is streamline and has a low point of weight body which allows for rapid descent as there is minimal water resistance. The Jig has realistic 3D eyes with a luminous belly bottom and holographic effect. In keeping the Jig moving by tugging on the line up and down, the body of the Jig catches the light and reflects it to attract fish. The Jig's life-like swimming action and attractive look will draw fish to it.

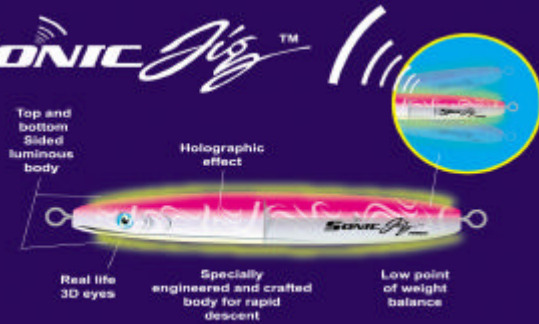
The Jig is available in several colours and specially designed hooks are available for each particular Jig; the Assist hook, Dressed Assist hook and the Stinger hook. The hooks are attached to the Jig by the use of the loops at the top of the hooks. This will ensure that the hooks are securely fastened to the Jig.

The Sonic Jig is a family of the Power Jig and it has most of the features of a Power Jig. What differentiates the two is the rattling sound created by the Sonic Jig when it moves in the water. Deep sea fishes are very sensitive to light and sound and hence any sound heard under water will attract the fishes quickly. Another unique feature of the Sonic Jig is the luminous coating at the top of the body which creates a deadly illuminating effect when the Jig swims through the water. The rattling sound and the strong illumination are simply too much for the fish to resist.

# POWER Jig



# SONIC Jig™



Irresistible Rattling Sound while jig moves

Irresistible Life-like swimming action

Specially crafted body offering minimal water resistance for a rapid descent and retrieve

Deadly Irresistible Luminous Wave created by Sonic Jig