



Custom Rod Pricing Guide – Effective May 2022 (all prices are in New Zealand Dollars)

	Fresh Water/Light Saltwater Spinning or Casting	Fly – Fresh or Saltwater	Inshore saltwater – top water, jigging, surf	Boat/Big Game – turbo rod guides	Boat/Big Game – Roller guides
Basic Build excluding rod blank	\$210 incl GST plus rod blank	\$240 incl GST plus rod blank	\$270 incl GST plus rod blank	\$285 incl GST plus rod blank	\$440 incl GST plus rod blank
Elite Build excluding rod blank	\$350 incl GST plus rod blank	\$390 incl GST plus rod blank	\$420 incl GST plus rod blank	\$425 incl GST plus rod blank	\$580 incl GST plus rod blank
Guide Upgrade	LZR thinner lighter guides ADD \$40	Titanium single foot guides ADD \$25	Medium Duty LZR thinner lighter guides ADD \$25		Winthrop full ball bearing roller guides ADD \$580
Butt Upgrade to Aluminium UniButt				ADD from \$200 (depending on length)	ADD from \$200 (depending on length)
Decorative pattern thread work Upgrade	Add \$100	Add \$100	Add \$100	Add \$100	Add \$100

Rod Blank Average Prices: (from fibreglass to high modulus Toray fibre)
Spinning/Casting from \$45 to \$150 (or higher depending on blank selected)
Fly from \$130 to \$300 (or higher depending on blank selected)
Inshore/Jigging from \$70 to \$300 (or higher depending on blank selected)
Boat/Big Game from \$70 to \$130 (or higher depending on blank selected)

Basic Build – The basic build includes Elite rod guides which are deep pressed stainless steel with zirconium oxide inserts, your choice of grip option from cork or EVA.

No decorative thread work, standard single colour thread on the guide wraps and ferrules (if applicable) only. Reel seats are in graphite or aircraft grade anodised aluminium.

Elite Build – The elite build includes Elite rod guides which are deep pressed stainless steel with zirconium oxide inserts, your choice of grip option from cork, custom EVA, or custom carbon fibre. Decorative thread work on the Elite Build include choices of Dragon Scale, Chevrons, Marbling, Tiger Wraps but does not include full pattern forming decorative wraps (these are the upgrade option). Reel seats in the elite build include your choice from a range of anodised aircraft grade aluminium seats or traditional graphite seats. Fly rod options also include the choice of timber inlay seats. Comes with a custom crafted made in New Zealand rod sock to protect your rod.

MHX Blanks are high modulus toray fibre blanks that offer you the thinnest, lightest and strongest blanks available. They come with a limited lifetime warranty which is the best in the business. Also available in the MHX range is the Mitsubishi Rayon Fibre which is industry leading rod technology. The Mitsubishi Rayon rod blanks do not fall within the price ranges indicated above.

CRB Blanks are mid modulus carbon blanks offering you strong and durable rod blanks that perform well above their price point. CRB blanks come with a limited 12 month warranty (except for the jigging blank which has a limited lifetime warranty). Base prices indicated relate to the CRB fibreglass range of blanks.