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The Biggest Name In Fishing!

Penn World Record Catches

When it comes to catching the world's biggest fish, nobody shines like Penn. Penn Tackle was used in over 1,200 current all-tackle and line-class IGFA records- more than any other reel manufacturer. But we're not resting on our laurels. Penn is committed to developing breakthrough new products - like our new rods and reels for 2004. Together, we'll continue to catch record fish well into the future.



PENN REELS SOLD

January 2003 - Philadelphia, PA

Penn Fishing Tackle Manufacturing Company of Philadelphia, Pennsylvania has been sold to Sea Striker Inc. of Morehead City, North Carolina and Master Fishing Tackle of Carson, California for an undisclosed amount. Jerry and Lavonne Rodstein, owners of Master Fishing Tackle, and Dick and Phyllis Henry and Al Brister, owners of Sea Striker, purchased all shares of Penn Fishing Tackle from the Henze family, who owned and operated Penn for the past 70 years.

Penn, already one of the world's largest marketers of high quality saltwater fishing reels and rods, grows even stronger with its strategic partnership with Sea Striker and Master Fishing Tackle. Sea Striker, best known for its Billfisher line of rods and terminal tackle, is also the parent company of Star rods, a high-end fishing rod manufacturer, and Master Fishing Tackle, best known for its Roddy line of imported rod and reel combos sold throughout the United States, provide Penn Fishing Tackle with resources and product development capabilities to lead Penn into the next century of tackle manufacturing and marketing.

Mr. Kevin Martin, who served as Chief Operating Officer for the past year under the Henze's ownership, was named President and Chief Executive Officer by the new owners. Mr. Martin brings with him a strong marketing and quality-oriented background, refined at his previous positions, the last being President and CEO of Spalding Sports Worldwide. Mr. Martin commented on the recent sale of the company stating, "The combination of Penn, Sea Striker and Master will expand our rod, reel and combo business, and immediately improve customer service and product availability."

Penn Fishing Tackle, founded in 1932 by Otto Henze, has established itself as the premier saltwater fishing tackle company. With 1200-plus world records attributed to its reels and more than 200 world records to its rods, no other tackle company even comes close to the world-record setting success of Penn.



Stories	
Penn Reels®- History	4-9
Making it Reel	10-16
Reels	
International® V Series	10-11
International® Two Speed	12-13
International® Tournament	14-15
International® Baitcast	16-17
Graphite Lever Drag	18-19
Special Senator®	20-21
Senator®	22-23
GS Performance Casting	24-25
GT Level Wind	26-27
General Purpose	28-29
Slammer®	30-31
SS Spinning	32-33
Powergraph III® & Silver series	34-35
Captiva	36-37
Rods	
International® V	38-39
International® Travel	40-41
Tuna Stick®	42-43
Formula™	44-45
Senator®	46-47
Senator® Wireline	48-49
Mariner® Stand-Up	50-51
Mariner® Boat & Longbeach®	52-53
Powerstick®	54-55
Power Graph® II	56-57
Slammer®	58-59
Spinfisher® Surf	60-61
Dave Workman Jr	62-63
Sabre®	64-65
Pro Guide Series	66-67
Combos	
Conventional	68-69
Spinning	70-71
Other	
Fathom-Master® Downriggers	72-73
Terminal Tackle & Accessories	74-79
Hooks, Tackle Storage & Apparel	80-83
Parts & Repair	84-85
Web Site & Warranty Centers	86-87

PENN REELS: HISTORY

The year 2004 will be the 72nd. consecutive year that Penn has been making fishing reels right here in the United States. The history of Penn is a fascinating American success story. It's the story of a young man who came to America and worked his way from a machine operator, to the owner of the greatest fishing tackle company the world has ever known.

Otto Henze was born in 1897 in a small town in northern Germany. In 1922, he boarded a ship and came to the United States in search of a brighter future. A machinist by trade, he settled in Philadelphia where he honed his skills as an employee of the Ocean City Reels Company. But Mr. Henze had greater aspirations. He wanted to run his own company, and believed that he could make a high-quality fishing reel that would be affordable for the average consumer.

In 1932, with the financial backing of Mr. George Hunt, Otto Henze rented space in a third floor loft at 492 North Third Street in Philadelphia, a facility owned and operated by William Schmitz & Co., General Machinists. Mr. Henze spent the year designing prototype reels and securing the necessary parts to make samples. His first prototype reel, named the "MOD F", was a simple, direct-drive reel comprised of 23 parts held together by 10 screws. A second prototype, the "MOD K", was also developed.

In September 1932, Mr. Henze named his new company the Penn Fishing Tackle Manufacturing Company, in honor of one of the country's founding fathers – William Penn. In February 1933, Otto Henze began selling his fishing reels to the general public. The Mod F was renamed Sea Hawk, and the Mod K became known as the Bayside. A third reel, the Long Beach, was also introduced, with a star drag. The company's first recorded sale occurred that month to the Miller Auto Supply Company of Harrisburg, Pennsylvania. Miller purchased one of each Penn reel - a Sea Hawk for \$1.21, a Bayside for \$1.93 and a Long Beach for \$2.48. Otto Henze was in business.

A fourth reel was introduced in October, 1933 - the Seaford. By the end of 1933, Penn Fishing Tackle Manufacturing Company moved into a larger facility at 159 W. Lehigh Avenue. First year sales were



\$7,526.38. It was not a good time for a company to be starting out. The Great Depression reached its low point in 1933, and many companies went bankrupt. By the end of 1933, one in four workers in the United States were unemployed.

But Mr. Henze persevered. He was convinced that with the economy depressed, more and more people would have to fish for their food. Instead of cutting back, he made more and more reels. The company doubled the number of reels it offered from 1933 to 1934. Mr. Henze's hunch was right – sales soared to over \$47,000 in 1934 and by 1935, sales surpassed \$66,000. Otto Henze was living the American dream – a European immigrant who worked his way up from the shop floor, started his own company, survived the depression, and was now running the fastest growing fishing reel company in America. But Otto Henze wasn't about to sit back and rest on his laurels. He went back to the drawing board and designed a reel that would make him a legend.

BIG FISH BEWARE

Most of Penn's earliest models were built for the beach or bay fisherman. As such, Penn quickly established itself as an expert in "saltwater" fishing. Otto Henze saw an opportunity to make a big game saltwater reel that would be within the means of the average fisherman. It was his contention that the "high cost of reels had prevented thousands from enjoying this major fishing sport." In 1936, Otto Henze introduced the Penn Senator, a revolutionary new reel capable of challenging the biggest, most powerful game fish in the sea. It was a simple design, light in weight, yet extremely strong. The Senator was sold for a price of \$25, and by the end of the year, fisherman were setting world records with Mr. Henze's latest invention. Even today, the Senator remains a favorite of fishermen the world over.

The year 1936 saw another milestone for Otto Henze. He met and fell in love with Martha, and they married. They started a family that grew to include two sons and a daughter. Martha devoted her time to raising the children and managing their home, but she also had a keen interest in the business and in her husband's fascination with saltwater fishing.

A GIFT TO SURF FISHERMEN

With the tremendous success of the Senator driving sales for Penn in the mid-30's, Otto Henze turned his attention to the surf caster and introduced another revolutionary fishing reel – the Penn “Squidder.” Otto was an avid fisherman and he saw a need for a reel that could cast further with fewer backlashes and still handle bigger fish with ease. The Squidder boasted an improved drag system, a higher retrieve ratio, and a counterbalanced handle that made it the fastest, smoothest, most forgiving reel of its day, and for decades to come.

FIRST LADY OF SALTWATER REELS

By the end of the decade, Otto Henze had established Penn as the preeminent manufacturer of high-quality saltwater fishing reels. Letters with pictures of record fish came in from all over the world and Penn became the mainstay of charter boat captains and serious anglers for their performance, reliability and parts availability. New products were introduced in each successive year and older models were refined and improved.

In 1943, Penn moved into an even larger building on West Hunting Park Avenue, where it is still headquartered today. In addition to making fishing reels, a portion of the plant was dedicated to making ammunition for the troops in World War II. In 1948, Otto Henze died suddenly, leaving Martha with a thriving business in need of strong leadership. Martha did something few women of the time would even consider. At the age of 39, she took responsibility for running Penn Fishing Tackle Manufacturing Company as its President. Penn continued to prosper under Martha's surprising management skills, as she won the support and adoration of all Penn employees.

Martha wasn't just a successful business executive at a time when women were rarely seen in corporate management, she was an avid angler in her own right. She relished fishing distant waters and caught salmon in Alaska, tarpon in Costa Rica, and bluefin tuna in Nova Scotia, including one that tipped the scales at 613-pounds. This fish is on display today at Penn's corporate headquarters.



CONSERVATION

Otto Henze had recognized the importance of saltwater fishing as a sport long before most fishermen, and he promoted an ethical approach to angling decades before the coining of the term “catch and release.” In Penn's 1941 Catalog, the company presented an article entitled “Fish for the Sport” which contains the following prophetic words alongside a Penn employee “releasing” a tarpon:

Let's not forget that there should be just as high a code of ethics in saltwater fishing as in any other sport. Fish for the sport of CATCHING fish. Catch all you can, but why KILL all the fish that will not be used. Set your own limit and RELEASE fish to furnish sport in the future. Most game fish can be returned to the water unharmed. Let's not overlook the fact that the supply of game fish can be reduced to the point of extinction. Don't be a FISH HOG.

Otto's concern for the health of the ocean's fisheries and for the preservation of our great sport was instilled in the company's culture. Penn remains today a leader in the fight for conservation by supporting organizations attempting to reverse decades of commercial over-fishing, and those who protect the rights of recreational fishermen.

RESEARCH AND TESTING

One of the many keys to Penn's success was a passion for research and testing of products to ensure quality. Otto Henze was so obsessed with drag performance and dependable operation that he invented machines to push the limits of his reels. One was a rotary drum driven by a massive electric motor mounted to the floor in the factory with a fighting chair and footrest mounted opposite. He would spend hours in the chair testing drag configurations at line speeds and stress levels far in excess of anything the reels would come up against on the water.

Martha learned from Otto's testing methods and implemented a few of her own. The 1950's saw the Penn Sportfisher set sail, a boat owned by Penn for the specific purpose of testing all new reels on the water.



Rigid test procedures were put in place to ensure that products were evaluated first in the lab, and then outdoors in actual fishing situations. Penn's reputation for quality flourished.

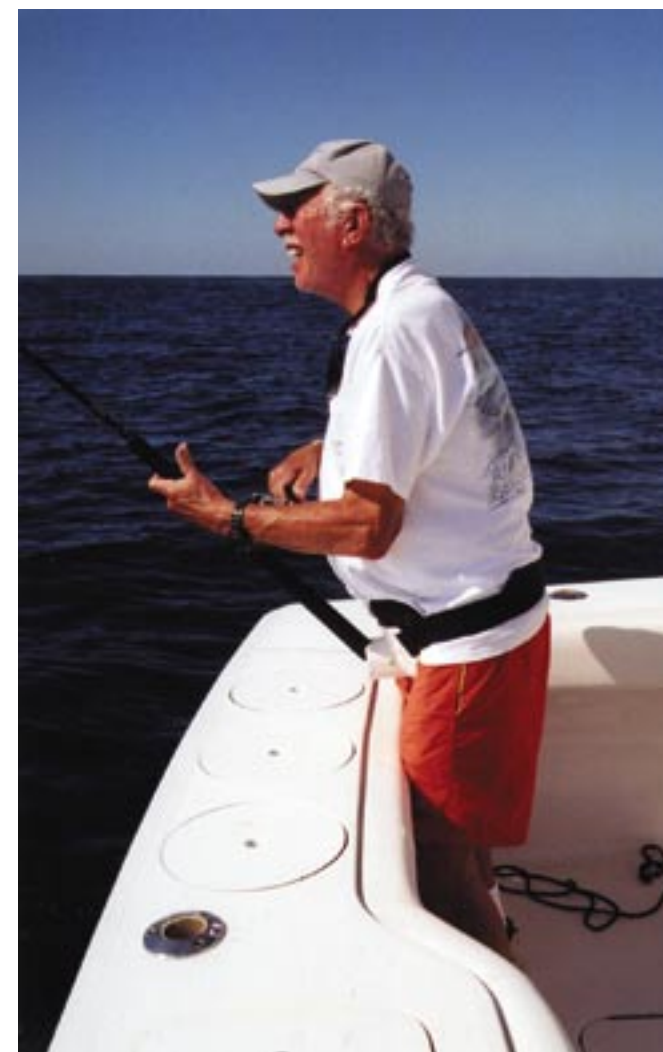
WORLD RECORDS

Penn's business expanded worldwide throughout the 1940's and 1950's. Anglers headed to legendary fishing spots like Cabo Blanco, Kona and Brisbane to chase granders and set world records. Kimberly Wiss set a woman's world record with a Penn Senator in 1954 at Cabo Blanco, Peru after battling a 1,525-pound Black Marlin for 75 minutes. In 1955, all 5 new IGFA world records were set with a Penn, including the largest fish ever caught with a rod and reel – a 2,536-pound shark caught by Alf Dean off the coast of Australia. Dean broke his own record in 1959 with a 2,664-pound catch, once again using Penn. By the end of the 1950's, Penn owned world records for virtually every species of saltwater fish.

THE NEXT GENERATION

The 1960's proved to be a time of great change for Penn. In 1961, Penn introduced the Spinfisher 700, the world's first saltwater spinning reel. In 1963, Martha's eldest son Herbert took the reins as President and she assumed the position of chairwoman, which she held until retirement in 1978. Even after retirement, Martha remained active as a consultant and advisor. She was honored by the Society for the Advancement of Management in 1977. Martha passed away in August of 1977, and she will be remembered as a pioneer for female business executives, and one of the best lady anglers to ever fish the open seas.

Herbert Henze quickly set out to build Penn and take it to an even greater level than his parents did. Herbert introduced the Penn International gold line of big game fishing reels in 1965. A new boat, the Penn Senator, was employed to carry on the tradition of testing new Penn reels. A new manufacturing facility was opened in 1966 at Hegins, Pennsylvania. The business grew steadily for almost 30 years.



Downriggers were introduced in the 1970's. A third manufacturing facility was opened in 1976 at Kulpville, Pennsylvania, and a Penn sales office was opened in Japan. Penn rods were developed in the early 80's. Graphite reels and HT-100 drag material were introduced in the mid-1980's. Otto, Martha and Herbert had taken a depression era company with first year sales of just \$7,000, and built the most successful fishing tackle company in America.

NEW OWNERSHIP

In January 2003, Herbert Henze retired and sold the company to Mr. Jerry Rodstein and Mr. Dick Henry (see page 3), both veterans of the fishing industry and both avid fishermen. The new owners plan to keep the Penn tradition for quality fishing tackle alive and grow the business for decades to come. Penn will continue to operate as the only major fishing tackle company with products made in the United States. The Penn brand will be expanded to include such products as hooks, tackle boxes, terminal tackle and clothing (see pages 74 through 83). New products, coupled with innovative materials and technologies, will become the life blood of Penn's growth. Many new products are featured on the pages throughout this catalog.

We appreciate the many loyal consumers and customers who have contributed to Penn's history over the years. You have our guarantee that Penn will strive to bring nothing but the finest quality products to market, and we will continue to provide the parts and service necessary for you to take care of those products throughout their existence. The memories you have of using Penn's products should last a lifetime.

Special thanks to Gary Caputi, whose article An American Tale, featured in Salt Water Sportsman, Dec. 2002 was used as a resource for this condensed history of Penn. Visit our website at www.pennreels.com for more information on Penn's history.

Making it Reel... An International Story

Reprinted from Boating Magazine
June 2003 by Lenny Rudow

We build the gold standard in offshore tackle. First there's that slow, hard click. You take a breath, then another...click. You can hear the finely machined teeth on the gear make contact...click. It's the sound of anticipation, of impending battle. Two more clicks. Then a screaming zzzzzzzzzzz as all hell breaks loose and the drag on a Penn 50TW International big-game reel goes off, triggering a blast of adrenaline. I instinctively jump for the rod, then stop myself. I'm in downtown Philadelphia.

Like a hound in Pavlov's lab, these sounds trigger an immediate response—one that's completely out of place in the here and now, and which startles the guy sitting next to me at Penn Fishing Tackle Manufacturing. It's not a fish spinning that reel, it's the "finisher" sitting at station #8 on the assembly line, checking to make sure the drag and clicker are functioning flawlessly. Which they are. Only a big Penn can sing like that, and this one is in perfect pitch.

I ease back into my seat at Station #1, next to Ralph, who eyes me warily. My little flashback has slowed down the line, and these guys want to put together 200 reels today. I screw up almost immediately. I put the lever knob cover on but forget to insert a shim first. Ed Stocklin, Penn's assembly department supervisor for 43 years, catches the mistake before I send a botched part down the line. Neither he nor Ralph look happy about baby-sitting me through this. The folks here—some of whom have been on the job for decades—take their work very seriously. I feel bad, but it's the only way to find out what goes on inside the baddest, sexiest reel on the ocean. That is, if they don't fire me first.

NOT-SO-HEAVY METAL

Whatever your favorite big-game reel is, you must agree on one thing: Penn makes the gold standard. Internationals have cranked up more marlin, tuna, and wahoo than almost all reels combined. More than 1,200 IGFA world records have been set on Penn reels. In the coming year, Penn's 300 employees will build about 100,000 Internationals and 400,000 other models.

Continue to pg 12

Thanks to a new Super Free-Spool Feature, the International® V series casts and free spools better than competitive models.



International® V Series

The flagship of the Penn International® Lever Drag family of reels, the International® V-Series raises the gold standard for offshore anglers, worldwide. With an ergonomically designed, contoured, one-piece machined frame, one-touch shifting for engaging the second, powerful low gear, and the machined stainless steel main and pinion gears for unbelievable cranking power and strength, the International® V Series Lever Drags offer the most advanced and reliable fish-fighting performance in the world. And, don't forget that unmistakable deep, rich gold color. You know the one, Penn Gold.

- Machine cut, Tempered Stainless Steel Gears, Pinion Gears and Drag Cams
- Powerful Double-Disc Drag with 150-Degree Drag Quadrant
- One-Touch Shifting
- Four Aircraft Grade Shielded Stainless Steel Ball Bearings
- Machined, Gold Anodized One-Piece Frame
- Forged & Machined Spool and Side Plates
- Stainless Steel Reel Stand

MODEL	LINE CAPACITY	GEAR RATIO		WEIGHT
		HIGH	LOW	
	YDS./LB.			OZ
	METERS/MM			GRAMS
30VSW	900/30	3.8-1		50
	825/0.55	1.6-1		1420
50VSW	850/50	3.1-1		68
	780/0.70	1.3-1		1930
70VS	1000/50-600/80	3.1-1		89
	900/0.70-550/0.90	1.4-1		2525



30VSW



50VSW



70VS



International® Two Speed



Making it Reel..... Cont.

Since 1932, Penn has been manufacturing reels in Philadelphia. Founded by Otto Henze and named after the state's founder, William Penn, the company's three plants cover a combined 250,000 square feet. Big? In the world of fishing tackle, it's mammoth. Which is why, when we decided to explore the inner workings of a big-game reel, we came here.

The birth of any Penn reel begins in the design room, where computerized and paper designs are created. From there, the idea travels to the tool room, where handmade prototypes are crafted. When a design is ready to go into production, Penn starts from scratch—from sheets and slabs of metal.

To see the first phase of putting together a 50TW International, I went to the Kulpville facility, about 30 miles north of Philly, where reels begin as massive stacks of forged aluminum. Some get stamped into handle blanks by a 150-ton punch press. Some go to the machining cells, where CNC lathes turn them into side plates of frames. A quick look around the manufacturing floor is mind-boggling. I count the number of 3,000-pound drill presses and 8,000-pound lathes that can machine parts to .0001" tolerances—71. A baker's dozen of injection molds for making handle knobs sit in an area the size of my house. Sonic welders, oil baths, and engraving machines line the walls. At the end of the day, tractor-trailer loads of newly made reel parts will be ready to be shipped to the assembly plant in Philly, where I'll sit on the line.

Many of the parts must be anodized first. At the Philadelphia facility, they show me the "bath," a solution of sulfuric acid and water that opens the aluminum molecules, allowing them to accept the gold dye, and then seals them to protect against corrosion. From the bath, these parts go through a vibrating "tumbler" filled with steel pellets, which take off any rough edges. A polisher then hand-finishes each piece.

All of these processes have taken their toll on the metal. The 50TW I will build weighs 67.5 ounces, yet the process started with almost double that weight in raw materials. Penn is proud of its environmental consciousness and finds ways to reuse much of that material. Dumpsters filled with aluminum and steel shavings are sent off to recycling plants every week, and on every floor of the Philly plant there are clearly marked recycling bins.

Continue to pg 14

MODEL	LINE CAPACITY YDS./LBS. METERS/MM	GEAR RATIO HIGH LOW	WEIGHT OZ. GRAMS
16S	1000/16 900/0.40	4.5-1 2-1	42 1190
30S	700/30 640/0.55	3.8-1 1.8-1	56 1590
50S	550/50 505/0.70	3.1-1 1.3-1	67 1900
80STW	950/80 870/0.90	3-1 1.4-1	118 3350
130ST	950/130 870/1.25	2.2-1 1.2-1	195 5520



International® Two Speed

How did Penn one-up themselves when they set out to improve upon the most popular and easily recognized reel on the bluewater market, the Penn International®? Simple, add a second gear. The Penn International® II, with its powerful two-speed gearing and lever drag, was designed for every offshore challenge known to mankind. From the light tackle finesse of the 16S to the raw power of the 130ST, we have built an International® II for all your big game fishing needs. Penn's powerful second gear provides a lower gear ratio for power and torque, useful for cranking up submarines and fish that have decided to nosedive for the ocean floor. Of course, don't forget that luxurious and beautiful color, Penn Gold.

- Machine cut, Tempered Stainless Steel Gears, Pinion Gears and Drag Cams
- Pre-Set Drag Pressure with Infinitely Adjustable Control Knob
- Penn's "Fighting Handle"
- Machined, Gold Anodized One-Piece Frame
- Forged Aluminum Spool
- Shielded Stainless Steel Ball Bearings
- Stainless Steel Reel Stand
- Loud, Durable, Easy-to-Service Clicker

Making it Reel.....cont.

LIFE ON THE LINE

I wheel a rack of anodized parts up to assembly and pass room after room of heavy machinery. Some are creating sprockets for spinning reels; some are winding stainless-steel springs; and some are winding drilling screw holes in fabricated parts. Then, as I pass through a room holding several million dollars' worth of gear-carving, tungsten-carbide-tipped, oil-bathing automations, I see a bright white box stretching from floor to ceiling. There's a window, and I can't resist a peek. Here I learn that building a reel is high-tech—beyond CNC manufacturing and CAD-CAM designing. Inside the box is a computer-controlled electric discharge machine (EDM) cutting metal with electricity, creating parts with tolerances so tight I can't fit enough zeros across this page to express them.

After watching the EDM in action and getting a hands on lesson in how to chop stainless steel with pure energy, it's time to get back up to assembly. They're probably tapping their feet and glancing at their watches, waiting for me and my cart of parts. But I make another stop as I pass the employees time clock and a huge bulletin board with dozens of thank-you letters from customers and a few copies of magazine reviews—including two of mine. Cool. I'm a star.

But that doesn't mean squat to Ed—he needs reels built. When I return with my parts in tow, he leads me to Station #2. Evidently, I was too slow at Station #1. Rather than do piece work, he suggests that I build and follow a single reel down the line. First, I assemble the spool bearings, four clutch springs, and the pinion. Each hole gets a drop of grease before I attach the ratchet plate. Now I know what makes the clicking sound that gets my adrenaline pumping. At Station #3, I give the frame a left-side plate, two dog springs, and screws, which completes the anti-reverse system. Each hole must be gooped with grease, and before screws are inserted, each hole gets a coat of anti-seize.

I secure the screws by reaching overhead and pulling down an air powered screw gun. There are 19 of these guns on this line, each set for the torque and speed appropriate for the task at that specific station. When I add up the number visible on all four assembly lines, I reach 90, give or take a couple. They're building GTIs one line over, but the other two lines are quiet at the moment. Still, with 40 or so of these screw guns buzzing around me, I keep having nightmarish visions of a dentist's office.

Continue to pg 16

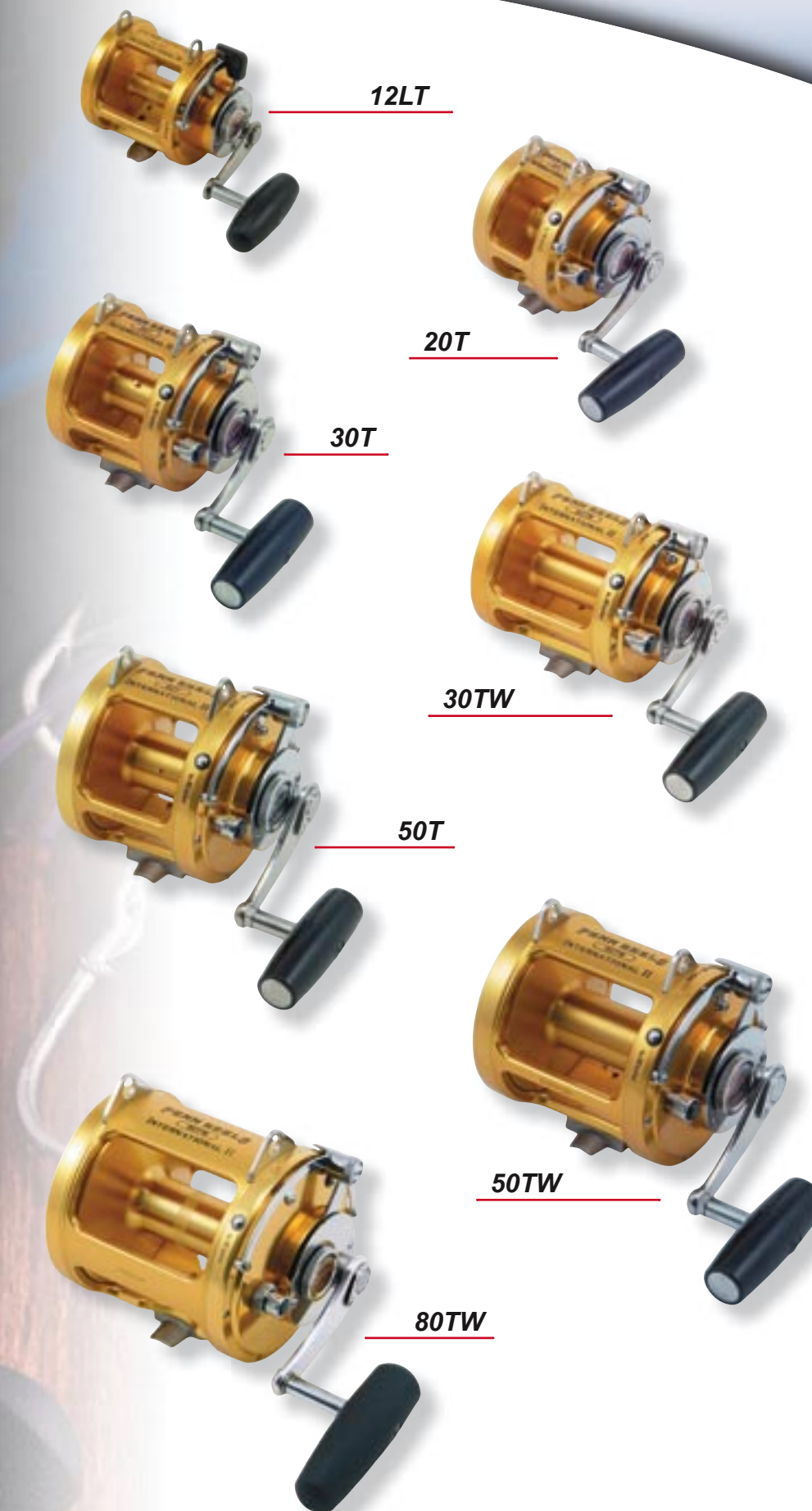
MODEL	LINE CAPACITY YDS./LB METERS/MM	GEAR RATIO	WEIGHT OZ GRAMS
12LT	850/12 780/0.35	4.2-1	28 790
20T	750/20 685/0.45	3.5-1	50 1420
30T	700/30 640/0.55	3.5-1	50 1590
30TW	900/30 825/0.55	3.8-1	59 1670
50T	550/50 500/0.70	3-1	66 1870
50TW	850/50 780/0.70	3-1	67.5 1910
80TW	950/80 870/0.90	2.7-1	109 3090



International® Tournament

The Penn International® has established a time-honored reputation for taking tough, offshore pelagic game fish, and with countless world records attributed directly to the Penn International®, it is simply the reel of choice for serious offshore anglers. As you set out to break your own records and establish bragging rights back at the dock, do you really want to take chances with your selection of reels? With the Penn International®, you can fish with the preferred reel of tournament winner after tournament winner. And, with seven models ranging from the light tackle 12LT to the big and brawny 80TW, there is an International® reel perfect for all your big game fishing needs. Besides, with the deep, rich Penn Gold anodizing, they look reel pretty in the rocket launcher.

- Machine cut, Tempered Stainless Steel Gears, Pinion Gears and Drag Cams
- Pre-Set Drag Pressure with Infinitely Adjustable Control Knob
- Penn's "Fighting Handle"
- Machined, Gold Anodized One-Piece Frame
- Forged Aluminum Spool
- Shielded Stainless Steel Ball Bearings
- Stainless Steel Reel Stand
- Loud, Durable, Easy-to-Service Clicker



Making it Reel...cont.

Meanwhile, a pile of partially assembled reels on the conveyer belt keeps getting pushed back by Ed as they almost pass my station without getting dog springs and screws (with my butt parked at this station, no one else can get a job done). I sneak a look back at Ralph, who is chugging right along, adding to the pile. The kind folks at Stations #4 through #8 are all glaring at me, hands sitting idle.

It takes me four minutes to do my little job. At most of the stations, it takes a Penn employee two to three minutes. I move to Station #4 and start putting in freespool and strike buttons, clips for each, a housing with two screws, a clicker, and press in a bushing. At Station #5, I put together the cam mechanism, insert it in the housing, assemble the handle, and line up the gear stud. At Station #6, I assemble the drag system, drop in the spool, insert ratchet and clicker buttons, and screw on the right-side plate. It's starting to look less like a jumble of clock parts.

At Station #7, I insert the lever drag handle, the preset knob, two bushings, and a quadrant, though this part's function still escapes me. The reel looks complete, so it's on to Station #8, where I polish it, spin the spool to check for smoothness, and check the clicker. Next I hook it up to a digital scale, set the lever drag on "strike," and preset it to 21 pounds of tension. Finally, it's time: I shift the reel into freespool, put on the clicker, and turn it slowly. Click...click...click.... Then a rousing spin for the crescendo...zzzzzzzz Ahhh, I love that sound. I record the serial number and send it down to the packer, who drops it into a box with a manual and parts list.

I look up at Ed. He's been smiling all along, but this time it looks genuine. I know why, too. Finally, he can get this monkey wrench out of his machinery. As he shakes my hand and congratulates me on completing my first International, I noticed that Ralph is making his way over to the packer and nonchalantly pulling a box out of the pile. He looks up and we make eye contact. A streak of guilt appears on his face. "It's not that we don't trust you," he says. "But if a thousand-pound marlin was on the end of your line, you'd want the reel to be perfect, right? Damn straight, Ralph. And the next time I'm using one of these four pound tools to crank on a fish the size of a Volvo, I'll be thinking of you."



International® Baitcast

When a powerful lever drag seems a bit of overkill for your light tackle challenges, the International® Baitcast family of reels fills the void. No need to worry about the ability of the International® Baitcast reels to handle whatever challenges you present because these reels are designed for some serious fishing duties with machined stainless main and pinion gears. Many of our competitors use a softer metal than stainless and when it comes down to it, stainless simply has the guts to handle anything. Three sizes of levelwind Baitcast reels are available, in addition to a lever drag model and open frame model in the largest size, the 975LD and 975CS, respectively. In addition to the deep, rich Penn Gold, features include:

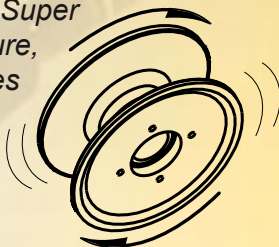
- Two, Aircraft Quality, Sealed Stainless Ball Bearings
- Strong, Smooth, Sealed Drags
- Infinite Anti-Reverse
- Positive Level Wind System
- Titanium Nitride Coated Levelwind
- Push Button Free Spool, Auto Engage
- Centrifugal Cast Control
- Quick Take-Apart Design
- Recessed Stainless Steel Reel Stand
- Loud, Firm Clicker (All Models)
- Soft Grip Handle
- Machined Stainless Spindle

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
955	210/12	4.7-1	11.6
	190/0.35		330
965	240/15	4.7-1	12
	220/0.40		340
975	340/15	4.5-1	15
	310/0.40		425
975CS	340/15	4.5-1	15
	310/0.40		425
975LD	300/15	4.4-1	17
	275/0.40		480

Graphite Lever Drag



Thanks to a new Super Free-Spool Feature, the Formula series casts and free spools better than competitive models.



Formula™ Graphite Lever Drag

Penn's Formula™ Graphite Lever Drag reels feature one piece frames of extremely strong, yet light-weight graphite. Unlike other's graphite, Penn's graphite frames will not rip apart at the reel seats, as you may have heard about some of our competition's frames. Combine a serious set of precision-machined Stainless gears with the strength of Penn Graphite, and you have a reel capable of easily handling the stresses of big game fishing. Two-speed and Single-speed models are available for your individual fishing preferences, but rest assured, all of them can handle some serious fishing duties.

- Push Button Shift System, on Two-Speed Models
- Machined Anodized Aluminum Spool
- Four Sealed Stainless Steel Ball Bearings
- Machined Stainless Steel Gears
- Lightweight Graphite Frame

10LD

10KG

15LD

15KG

NEW!

24KG

All Formula reels are made of light weight graphite and feature lever drags. The KG models are two-speed, while the LD models are single-speed. The 10KG and 10LD are 20-pound class reels. The 15KG and 15LD are 30-pound class reels. And the 24KG is a 50-pound class reel.

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM	HIGH LOW	OZ GRAMS
Two Speed			
10KG	800/20	3.8-1	38
	730/0.45	2-1	1080
15KG	600/30	3.8-1	41
	550/0.55	2-1	1165
NEW! 24KG	600/50	3.4-1	50
	550/0.70	1.75-1	1420
Single Speed			
10LD	800/20	3.8-1	36
	730/0.45		1020
15LD	600/30	3.8-1	39
	550/0.55		1105

Formula™ 24KG

A new addition to the Formula Series of Graphite Lever Drag reels. The 24KG is the perfect addition for anglers looking to fish 50lb line on lighter framed reels. With its ergonomic design, machined stainless gears, effortless operation, courtesy of four stainless ball bearings, and its easy one-touch gear shift mechanism, the 24KG is ready for all your big game challenges.

Graphite Lever Drag



Special Senator®

Combining the toughness of the legendary Penn Senator® reel with higher gear ratios, the Penn Special Senator® gives serious saltwater anglers the best of both worlds, power and speed. Whether trolling, casting large baits, or bottom fishing with any of the Special Senators, trolling wire on the 113HSP, or standing at the rail of a tuna boat with the wide framed 113HLW or 114HLW, Penn Special Senators are ready for your next challenge.

- Precision Machined Stainless Pinion Gears
- High Strength Manganese-Bronze Alloy Main Gears
- Multi-Disc Star Drag System
- Convertible Power Handles
- Sealed Stainless Ball Bearings
- Double Metal Ring Reinforced Side Plates
- Heavy Duty Clicker
- High Strength Graphite Composite Rod Clamp
- Corrosion Resistant Exposed Metal Parts



112H



113H



113HSP



113HLW



114HLW



114H

NEW!



113HN Baja Special

113HN Baja Special

"Exactly what we have been asking for," said a mate on the Prowler, a sport-fisher berthed at Fisherman's Landing in San Diego. Imagine a castable, narrow metal-framed Senator that features a disengaging pinion, coupled with a drag that matches the range found on some of our larger International's®. This Senator, commonly referred to as the Yellowtail Special Senator, has already gained a reputation in field-testing as the best Senator yet.

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/ LB		OZ
	METERS/MM		GRAMS
*112H	375/30	4-1	25
	345/0.55		710
*113H	475/30	3.25-1	28
	435/0.55		800
113HSP	575/30	3.25-1	34
	525/0.55		960
113HLW	600/30	3.25-1	32
4/0 Wide	550/0.55		910
NEW!	375/30	4.25-1	29
113HN	345/0.55		820
*114H	475/50	2.8-1	47
	435/0.70		1330
114HLW	375/80	2.8-1	50
6/0 Wide	345/0.90		1420

* Left Hand Model Available



Senator®

Tried and true, the Penn Senator® has been an icon on the big game fishing scene, even before the original release of that famous shark movie, *Jaws*®, although that “Click...Click... zzzzzzzz” of an oversized Great White taking the bait and watching the large Penn Senator® scream into action did help sales of reels back then. The Penn Senator® remains the most trusted, most powerful star drag reels on the market. In fact, most of the original Senator® reels are still fishing, even after decades of service. Little wonder that Penn Senators® have caught more IGFA big game world records than all other makes combined, and with five sizes available, there is a Senator® for everything from movie sized sharks and marlin to grouper, cod and rockfish.

- Stainless Steel Pinion Gear
- Manganese-Bronze Alloy Main Gear
- Multi-Disc Drag System
- Heavy Duty Clicker
- One-Piece Rod Clamp
- Chrome Plated Brass Metal Components
- Anodized Aluminum Spool

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
*113	475/30	2-1	24
4/0	435/0.55		680
*114	525/50	2.1-1	48
6/0	480/0.70		1360
*115L	675/50	2.5-1	55
9/0	615/0.70		1560
*116L	800/80	2-1	85
12/0	730/0.90		2410
117L	750/130	1.6-1	137
14/0	685/1.25		3880

* Left Hand Model Available



GS Graphite Series

Constructed of lightweight, corrosion resistant Penn Graphite, the one piece, open frame of the high-speed gear ratio GS series of casting reels houses a revolutionary gear design that puts more cranking power in the hands of anglers. These reels crank, and with four aircraft quality stainless steel ball bearings, 6 + 1 in the 525MAG, Penn Graphite Series reels are perfectly suited for a wide range of applications from surf fishing to kingfishing to throwing jigs and lures at tuna.

- Precision Machined Stainless Pinion
- Manganese-Bronze Alloy Main Gear
- Corrosion Resistant Frame Inserts
- Precision Alignment Casting Performance
- Versa-Drag™ for Variable Drag Settings

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
525 MAG	275/15	6-1	18
	250/0.40		510
535GS	400/15	6-1	20
	365/0.40		570
545GS	420/20	6-1	21
	385/0.45		600
555GS	600/20	5.3-1	22
	550/0.45		620



535GS



545GS



555GS



525MAG



MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
310GTI	325/15	4.2-1	16
	295/0.40		450
320GTI2	325/15	4.3-1	16
	295/0.40		450
*321GTI	320/20	4.3-1	19.5
(Left Hand)	295/0.45		550
320LD	320/20	4.3-1	21
	295/0.45		600
330GTI	350/30	3.6-1	26
	320/0.55		740
340GTI	475/30	3.25-1	33
	430/0.55		935
345GTI	375/50	3.25-1	34
	340/0.70		960
* Not Pictured			

310GTi

320GT2

320LD

330GTi

340GTi

345GTi

GT Level Wind

Fished by anglers and charter boat captains worldwide, the Penn GT Level Wind family of reels is perhaps the most versatile series of reels on the planet. From inshore bottom-fishing, trolling Salmon off the Columbia River, deep water wrecks, to offshore waters, GT Levelwind reels have seen and done it all. In a verbal testament to the performance of the GT Levelwind Series, a consumer fishing the distant waters of the Jersey Shore reported a 6-plus hour fight with an oversized Bluefin Tuna on a Penn 320LD.

GT Level Wind reels feature an easy to operate star drag, with the exception of the 320LD, which utilizes a lever drag, a popular choice among anglers trolling or live bait fishing.

- Lightweight Graphite Frame
- Black-Anodized Spool
- Manganese-Bronze Alloy Main Gear
- Stainless Steel Pinion

General Purpose

Squidder®, JigMaster® & Mariner® Series

Sometimes, it isn't the most expensive reel that gets the call to duty. Sometimes, you just need a basic, all-around reel to beat around the boat or shoreline. Penn General Purpose conventional reels are just that, general purpose. From surf casting with the 140L Squidder, to pitching sardines with the 500L Jigmaster, to wireline trolling with the 49L Mariner, general purpose reels are tried and true.

140L Squidder®



49L Mariner®



500L JigMaster®



Squidder® , Jigmaster® & Mariner® Series Specifications			
MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
*140L	350/20	3.3-1	18
	320/0.45		510
*500L	275/30	4-1	22
	250/0.55		620
49L	300/30 lb.	3.3-1	30
	275/15 kg.		850
* Left Hand Model Available			

Long Beach® Series

Imagine fishing nearly everyday of the year, often twice a day, for six hours or more, and being responsible for the tackle your charters abuse, foul up, and neglect. Welcome to the life of a Party Boat crew. As a long time favorite of the party boat captains and crew throughout the coastal regions of the US, the Penn Long Beach® series of conventional reels are work horses. Pretty to look at, that ain't our call; we only make them tough and reliable.

267



268



Long Beach® Series Specifications				
MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT	
	YDS/LB		OZ	
	METERS/MM		GRAMS	
65	350/30	2.4-1	20.5	
	320/0.55		580	
267	475/30	2.3-1	23.5	
	435/0.55		670	
268	600/30	2.3-1	25.5	
	550/0.55		720	

65



NEW AND IMPROVED!



Seaboy® Series

An overall workhorse, the Penn Seaboy® has been upgraded in 2004 for even better performance and durability. New features include a larger handle, machined spool, stainless steel pinion, and improved free spool. In field testing, Captain George Mitchell of Miami, aboard his charter boat the Snake Dancer, and his customers caught over 500 fish on the upgraded Seaboy® reels without a single problem. A perfect choice for pier, bridge, and jetty fishing, the Seaboy® is also an obvious choice for Party and Charter Boats.

185



190



Seaboy® Series Specifications			
MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
185	400/20	3.1-1	15
	365/0.45		425
190	350/30	3.1-1	16
	320/0.55		450

209M



9M



Level Wind Star Drag Specifications			
MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
*9M	275/15	3.4-1	13
	250/0.40		370
*209M	320/20	2.8-1	19
	295/0.45		540
309M	350/30	2.8-1	26
	320/0.55		740
* Left Hand Model Available			

309M



Level Wind Series

From bottom fishing for flounder to trolling for stripers on the Chesapeake, the Penn Level Wind is perhaps the most popular and well-known inshore conventional reel. And the 9M, the smallest Penn Level Wind, is perhaps the most popular reel of choice for Sockeye trolling. As for the guts of the Level Wind series of reels, a precision machined stainless steel pinion and high strength bronze alloy main gear provides some serious cranking power, while the soft-grip counter balanced handle makes it a pleasure to do so.



Slammer® Series

New Penn Slammer®. Built on an aluminum frame with a triple-supported, oversized main shaft, the Penn Slammer® was designed for the serious angler targeting trophy fish. Other features include Penn's exclusive Leveline®, ensuring level, precise line wraps, even under the harshest of conditions, and a Techno-Balanced™ rotor to eliminate rotor wobble. And with five stainless steel ball bearings and an infinite anti-reverse roller bearing, the Slammer® is by far the smoothest Penn spinning reel to date.



Slammer® Live Liner™ Series

Same great features as the Penn Slammer®, but with the added benefit of a Live Liner™ drag, makes the Penn Live Liner™ the perfect reel for swimming live baits. The Penn Live Liner™ has been described by our customers as a perfect reel for anglers preferring the ease of a spinning reel, but the practicality of a conventional reel. The Live Liner™ drag can be adjusted to control the drag tension, allowing anglers to fish various sized baits and maintain control over the bait, an essential factor when live-lining for various gamefish such as Striped Bass, Sailfish, or Roosterfish.



MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB METERS/MM		OZ GRAMS
Slammer®			
260	240/8	5.1-1	12
	220/0.25		340
360	240/10	5.1-1	12.5
	220/0.30		355
460	240/12	4.6-1	19
	220/0.35		540
560	240/15	4.6-1	20
	220/0.40		570
Slammer® Live Liner™			
4600L	240/12	4.6-1	21
	220/0.35		600
5600L	240/15	4.6-1	21
	220/0.40		600



SS Spinning

Tried and true, the Penn SS Spinning series is by far the most recognized spinning reel on the market. With the deep-black frame and rich Penn Gold spool, Penn SS Spinning reels available in nine sizes, which is great for those anglers that cannot cast those funny-looking round reels (like many of us). There is something comforting in knowing there is a spinning reel capable of handling all our fishing forays, whether freshwater trout or bluewater big game and everything in between.

Features include a super strong stainless main shaft supported by bronze bushings, ensuring your SS Spinning maintains alignment even under intense loads, a nice feature when hooked into 100lb-plus fish. Three Stainless ball bearings provide consistent and proven performance, and with their deep spools, SS Spinning reels have line capacities others only wish they could match.



MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
4200SS	165/4	5.3-1	6.5
	150/0.20		180
4300SS	200/6	5.1-1	8
	185/0.25		230
4400SS	200/10	5.1-1	12
	185/0.30		340
4500SS	250/10	4.6-1	14
	230/0.30		400
5500SS	275/12	4.6-1	15
	250/0.35		425
6500SS	250/15	4.7-1	22
	230/0.40		620
7500SS	250/20	4.6-1	25.5
	230/0.45		720
8500SS	250/25	4.6-1	26
	230/0.50		740
9500SS	300/30	4.2-1	32
	275/0.55		910

Power Graph™ III

PGIII spinning reels were designed from the inside out for performance in the harshest of environments, saltwater. Most competitive reels are originally designed for freshwater use, and some companies simply try to coat the guts of the reel to “saltwater proof” their product. Coatings are nice to wear in cold weather, but in a reel, we have found it best to simply build it to stand up to its intended environment, saltwater. And if it works in saltwater, nine and a half out of ten experts agree that freshwater is no problem.

The PGIII features three stainless ball bearings for smooth operation and flawless performance, and the multi-point stop anti-reverse feature provides solid hook-setting power for those large fishy-looking critters you have intentions of getting acquainted with through the point of your hook.

The lightweight is courtesy of strong Penn Graphite, and further weight reducing measures via the machined Oval holes™ in the spool. Other features include an offset roller that minimizes line twist, a balanced rotor for wobble-free performance, and an elongated “tall” spool allowing anglers to increase casting distances.

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
PGIII 1000	190/6	5.2-1	9.5
	175/0.20		265
PGIII 1500	210/8	5.2-1	10.75
	190/0.25		305
PGIII 2000	220/10	5.2-1	11.25
	200/0.30		320
PGIII 3000	210/12	4.4-1	15
	190/0.35		425
PGIII 4000	280/12	4.4-1	16
	256/0.35		455
PGIII 6000	250/15	4.1-1	21
	230/0.40		600
PGIII 7000	225/20	4.1-1	22
	200/0.45		620



Silver Series

Simple and durable, the Penn Silver Series graces the rods of many-an-angler. While the retail pricing on these reels would indicate an inferior product that other companies would suggest is a disposable reel, Penn has designed an inexpensive reel featuring quality components for years of service. Such components include a stainless main shaft and stainless ball bearing for corrosion resistance and durable performance. And our competitors’ reels, well, let them inform you of their disposable “quality.”

The Penn Silver Series features three sizes of spinning reels to cover various fisheries, and with line classes ranging between 10lb. and 20lb. monofilament, anglers from freshwater ponds to the pounding surf of the coastal regions have a series of reel available to them that will perform, regardless of the price.

MODEL	LINE CAPACITY	GEAR RATIO	WEIGHT
	YDS/LB		OZ
	METERS/MM		GRAMS
103CS	250/10	4.3-1	14
	230/0.30		400
104CS	250/12	4.3-1	17
	230/0.35		480
105CS	275/15	4.1-1	22
	250/0.40		625

NEW!



CV500

NEW!



CV2000

NEW!



CV4000

NEW!



CV5000

NEW!



CV6000

NEW!



CV8000

Captiva

The new Penn Captiva Series of Spinning and Live Liner reels contains features and components found on reels often twice the price, and with ball-bearings engineered into every conceivable part, anglers will be amazed at its smoothness and performance. A balanced rotor eliminates wobble, making the Penn Captiva an extremely comfortable reel to fish, and with six Captiva Spinning and three Captiva Live Liner Spinning reels to choose from, all your fishing needs are covered. And did we mention ball bearings? You will find eleven (11) ball-bearings on all but the smallest Captiva, and ten (10) ball-bearings on the Captiva Live Liner reels.

Captiva Spinning

MODEL	LINE CAPACITY YDS/LB METERS/MM	GEAR RATIO	WEIGHT OZ
CV500	100/4 150/0.18	5.2-1	6
CV2000	195/6 160/0.20	5.5-1	10
CV4000	210/10 200/0.30	6.2-1	12
CV5000	200/12 190/0.40	5.2-1	17
CV6000	175/16 170/0.50	5.2-1	19
CV8000	160/30 224/0.00	4.7-1	24

Captiva Live Liner

MODEL	LINE CAPACITY YDS/LB METERS/MM	GEAR RATIO	WEIGHT OZ
CLL4000	210/10 200/0.30	6.2-1	14
CLL5000	200/12 190/0.40	5.2-1	19
CLL6000	175/16 170/0.50	5.2-1	21

NEW!



CLL4000

NEW!



CLL5000

NEW!



CLL6000

NEW!



International® V Rods

Utilizing Penn's exclusive P450 "Super Glass"™ material, our rod engineers went back to the drawing board, actually the CAD-programs in their computers, and redesigned the taper of the previous generation of Penn IGFA® rods to incorporate more progressive tapers to better handle the pressures of trophy-class fish. The result is the International® V series of rods featuring AFTCO® roller guides and the praise of our field testers, stating this to be the best series of International Rods to date. And don't forget that each International® V Rod is individually hand wrapped for the ultimate in quality and cosmetic appeal. If you doubt our claim, check out the impressive diamond wrap on the opposite page.

In addition to redesigning the progressive taper, the blanks and components are black for what many consider the finest looking rods on the market. Machined aluminum, detachable butts also feature hoods and rings in the rich anodizing of Penn Gold for a custom matched look with your Penn International® or Formula™ Graphite Lever Drag Reels. Just look at these rods...quality, performance and great looks. Its all here, with International® V Rods.

Model	Line Class	Metric Class	Length	Recommended Penn Reel
IGFA Class				
5020	20 lb	10KG	6' 10"	12LT, 16S, 20T, 10KG, 10LD
5030	30 lb	15KG	6' 10"	30T, 30S, 30TW, 30VSW, 15KG, 15LD
5050	50 lb	24KG	6' 10"	50T, 50S, 50TW, 50VSW, 70VS, 24KG
5070	50-80 lb	24-37KG	6' 10"	50T, 50S, 50TW, 50VSW, 70VS, 80TW, 80STW, 24KG
5080	80 lb	37KG	6' 11"	50TW, 50VSW, 70VS, 80TW, 80STW
5080B	80 lb	37KG	7' 4"	50TW, 50VSW, 70VS, 80TW, 80STW
5130	130 lb	60KG	7' 4"	80TW, 80STW, 130ST
5130B	130 lb	60KG	7' 8"	80TW, 80STW, 130ST
Stand-Up				
5155ARA	30-80lb	15KG-37KG	5' 6"	30T, 30S, 30TW, 30VSW, 50T, 50S, 15KG, 15LD, 24KG
5255ARA	50-100lb	24KG-46KG	5' 6"	50T, 50S, 50TW, 50VSW, 70VS, 80TW, 80STW, 24KG
5260ARA	50-100lb	24KG-46KG	6'	50T, 50S, 50TW, 50VSW, 70VS, 80TW, 80STW, 24KG

International® Travel Rods

Whether you are a world traveler, flying into remote areas of the world targeting the most elite of the elite light-tackle gamefish, or a regular Joe (or Jane) that just happens to have a few honey holes on the way home from work chock full of fish, Penn International® Travel Rods were made just for you. Constructed with three-piece, graphite blanks, Penn International® Travel Rods essentially eliminate the small “dead” spot found on traditional two-piece fishing rods, but more importantly, allow you to pack these little beauties away in the suitcase or the trunk of your car. More than a few of us around the Penn office have been known to come home late from work, having spent some time soaking a few soft plastics, I mean stuck in some horrible traffic due to some unannounced road work that had the lanes jammed for miles. Just be careful not to get mud or sand on your shoes, it is a dead giveaway.

Model	Line Class	Length	Recommended Penn Reel
Conventional			
1370C	16lb	7' 3pc	955 International Baitcast
1366C	20lb	6' 6" 3pc	965 International Baitcast
1366CH	30lb	6' 6" 3pc	975, 975CS, 975LD International Baitcast
Spinning			
1370S	8lb	7' 3pc	4300SS, 260 Slammer
1370SM	11lb	7' 3pc	4400SS, 360 Slammer
1370SH	20lb	7' 3pc	4500SS, 5500SS, 460 Slammer





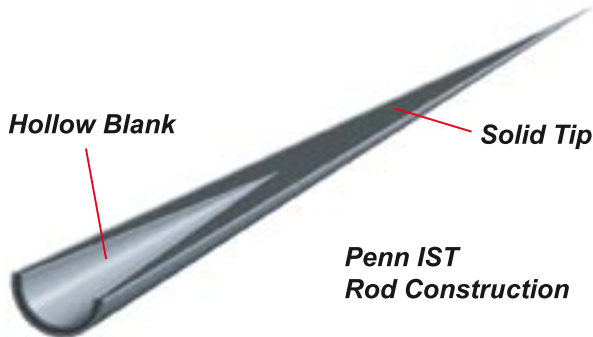
Tuna Stick® Rods

Tuna Sticks® sparked the revolution in Stand-Up Big Game fishing over ten years ago and have been the rod of choice for charter boats and private boats alike. Based on their performance at the rail and the countless fish these rods have taken, perhaps no other rod series has seen as many fish as the Penn Tuna Stick®, with the exception of cane poles, but who uses them nowadays anyway.

While the Tuna Stick® history is impressive, these rods stand alone based on the quality of construction. Each rod is hand-crafted from a powerful Penn P450 Superglass™ blank and matched to the highest quality components, like AFTCO® Roller Guides throughout, and a machined aluminum, detachable butt, featuring anodized hoods and rings in the rich Penn Gold for a premium look with your Penn International® or Formula™ Series Lever Drag.

Providing anglers the benefit of versatility, the tapers that Penn Tuna Stick® Rods are constructed around, are equally suited for fighting from the chair or Stand-Up. The modified parabolic taper provides leverage for anglers strapped into the chair, while the fast tip sections provide Stand-Up anglers the lifting power necessary when hooked into large pelagics. Great components, powerful blank materials, and quality craftsmanship built into a rod that can serve in the chair or at the rail.

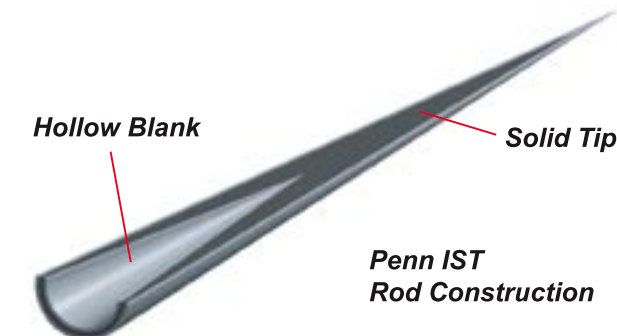
Model	Line Class	Metric Class	Length	Recommended Penn Reel
Stand-Up				
2155ARA	40-100lb	15KG-37KG	5' 6"	30T, 30S, 30TW, 30VSW, 50T, 50S, 15KG, 15LD, 24KG
2255ARA	50-130lb	24KG-46KG	5' 6"	50T, 50S, 50TW, 50VSW, 70VS, 80TW, 80STW, 24KG
2160ARA	40-100lb	24KG-46KG	6'	30T, 30S, 30TW, 30VSW, 50T, 50S, 15KG, 15LD, 24KG
2260ARA	50-130lb	24KG-46KG	6'	50T, 50S, 50TW, 50VSW, 70VS, 80TW, 80STW, 24KG



Formula™ Rods

Designed to compliment the Graphite Lever Drag Reels, Penn Formula™ rods are constructed of Penn's P450 Superglass™. Blank tapers, engineered for maximum performance in Stand-Up applications, are combined with quality components to provide anglers an affordable Stand-Up rod. For the price, these rods offer some serious quality, such as an AFTCO® roller tiptop and stripping guide with heavy duty braced aluminum oxide ring in-between guides on the 4000 Series, and heavy duty braced aluminum oxide guides throughout on the 5000 Series. Both styles feature Penn's gimbaled Slick Butt™, and black anodized machined aluminum reel seats.

Model	Line Class	Metric Class	Length	Recommended Penn Reel
4000 Series				
4955IST	30-80lb	15KG-37KG	5' 6"	15KG, 15LD, 113, 113H, 113HLW
4960IST	30-80lb	15KG-37KG	6'	15KG, 15LD, 113, 113H, 113HLW
4955HIST	50-100lb	24KG-46KG	5' 6"	24KG, 114, 114H, 114HLW
4960HIST	50-100lb	24KG-46KG	6'	24KG, 114, 114H, 114HLW
5000 Series				
5966ISTT	20-50lb	10KG-24KG	6' 6"	10KG, 10LD, 15KG, 15LD, 112H, 113, 113H, 113HLW
5970ISTT	30-60lb	15KG-28KG	7'	15KG, 15LD, 24KG, 113, 113H, 113HLW
5960ISTT	30-80lb	15KG-37KG	6'	15KG, 15LD, 24KG, 113, 113H, 113HLW



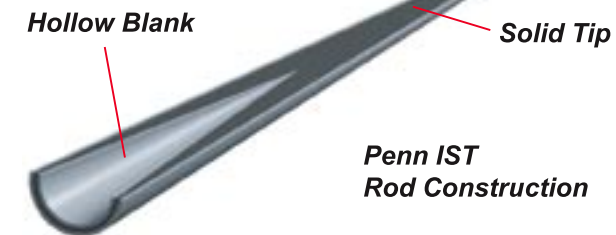
Senator® Rods

Redesigned for 2004, the Penn Senator® rod now features a tubular glass blank for a significant decrease in overall weight, a creature comfort noticeable to anyone who has ever fished with the older style Senator rods. While most companies would be happy with nearly a forty percent decrease in weight and stop improving there, not us. We also changed the tiptop and stripping guide over to AFTCO® on the “RS” series of Senator® Rods. The “ARS” Special Senator® still features AFTCO® rollers throughout, and like the “RS” Senator® Rod, the blank has been switched to a tubular glass blank, featuring Penn’s unique Integrated Solid Tip (IST) construction.

The Penn Slick Butt™ is featured on both series of Senator® Rods. Slick Butts™ permit anglers to remove the rod quickly from the rod holder, even under the intense pressure of a “submarining” fish. Also featured on the Senator® Rods are machined reel seats, capable of standing up to the intense pressures oversized fish can exert on tackle, and a gimbal, simply because any kind of rod like this needs a gimbal, whether for the rod holder or your tuna belt. Finished in charcoal grey, Penn Senator® Rods with their improved looks and functional upgrades warrant you to at least try them again. These are not the same old Senator® Rods, they’re better, and lighter, and prettier.

Model	Line Class	Length	Recommended Penn Reel
Special Senator			
3135ARS (3/0)	20-40lb	6' 6"	112H, GS Series, 320GT2, 320LD, 330GTi
3145ARS (4/0)	30-50lb	6' 6"	113, 113H, 113HLW, 340GTi, 345GTi
3165ARS (6/0)	40-60lb	6' 6"	113HLW, 114, 114H, 114HLW, 345GTi
3195ARS (9/0)	50-80lb	6' 6"	114HLW, 115L, 345GTi
Senator			
3135RS (3/0)	20-40lb	6' 6"	112H, GS Series, 320GT2, 320LD, 330GTi
3145RS (4/0)	30-50lb	6' 6"	113, 113H, 113HLW, 340GTi, 345GTi
3165RS (6/0)	40-60lb	6' 6"	113HLW, 114, 114H, 114HLW, 345GTi
3195RS (9/0)	50-80lb	6' 6"	114HLW, 115L, 345GTi

Senator® Wireline Rods



Senator® Wire Line Rods

Considered by the old salts sitting around the dock telling fish stories to be the most effective means to catch large Striped Bass and Bluefish, wire line trolling has seen a popular revival in the past few years. Once considered too “commercial” by sporting anglers, the simple effectiveness of wire lining to locate schools of fish has these very sport anglers singing praise, and quite frankly their singing is terrible, but at least they can finally agree with the crotchety old salts; Wire lining is arguably the most productive way to locate and catch the infamous Striped Bass and his second removed cousin from his mother’s aunt’s side, the Bluefish.

So having never been “Wire lining” before, naturally you ask, “What is Wire lining?” Wire lining is the art of trolling spoons or umbrella rigs on wire line for purposes of catching large quantities of gamefish such as Striped Bass or Bluefish or Weakfish (provided you fish with a very light drag). Sounds simple enough, but before you go and load wire onto any old reel on any old rod, you need to understand a few basics.

Wire line causes aluminum spools to pit and corrode, and with few exceptions, wire line wreaks havoc on guides. So the question remains how do these old salts fish wire line when it is such a difficult material to fish. First, your reels, more specifically the spool on your reel, needs to be made with a material that will not develop an electrolytic difference with the wire line. The Penn 113HSP Senator® has been designed with a Chrome-Over Bronze spool and is the “Go-To” reel for anglers fishing wire line. This reel safely handles wire, and quite frankly is your best option for this type of fishing, as no other reel designed to handle wire has the cranking power, drag, and durability as the 113HSP.

As for wire line safe rods, more specifically wire line safe guides, Fuji® recently made a breakthrough in guide material, producing a guide that not only stands up to the wear-and-tear of wire, but can also safely handle swivels, a popular connector used with wire, passing through the guides. Based on their recent breakthrough, it only made sense to use the Fuji® Silicon Nitride II in lieu of the older style guides on our Penn Senator® Wire Line Rod because the new guides are less prone to break.

Model	Line Class	Length	Recommended Penn Reel
Senator Wire Line Rod			
3130NTWL (3/0)	20-40lb	6' 6"	113HSP
3140NTWL (4/0)	30-50lb	6' 6"	113HSP



Mariner® Stand-Up Rods

Consider the Mariner® Stand-Up Rods for all your big game party boat fishing, as well as for private boat fishing, where durability is smiled upon more favorably by the locals. Penn Mariner® Stand-Up Rods feature a machined reel seat, heavy duty braced ceramic guides and nylon gimbal, in addition to a lightweight, solid glass black blank. Penn Mariner® Stand-Up rods are tough, dependable, and quite frankly, good looking to boot. But the obvious question looms, “how tough?”

In a move not recommended for anyone with common sense and half a brain, a mate on a private boat decided he would attempt the impossible and catch a yellowfin standup style, but from a seated position, with his butt resting on the rod butt, this mate laid the rod across the transom, and cranked and squatted and cranked and squatted. Sounds idiotic, and we definitely cannot recommend anyone try it, but the Penn Mariner® Standup Rod did handle the task. There are not too many rods on the market that would have gone through unscathed, let alone remain intact as did the Penn Mariner®.

Model	Action	Length	Recommended Penn Reel
Stand-Up			
520CLST	12-30lb	5' 6"	320GT2, 320LD, 112H, 10LD
530CMST	20-50lb	5' 6"	330GTi, 112H, 113, 113H, 10LD, 15LD
560CHST	30-80lb	5' 6"	340GTi, 345GTi, 114, 114H, 15LD
580CHST	50-130lb	5' 6"	345GTi, 114, 114H, 114HLW, 115L
620CLST	12-30lb	6'	320GT2, 320LD, 112H, 10LD
630CMST	20-50lb	6'	330GTi, 112H, 113, 113H, 10LD, 15LD
660CHST	30-80lb	6'	340GTi, 345GTi, 114, 114H, 15LD
680CHST	50-130lb	6'	345GTi, 114, 114H, 114HLW, 115L

Mariner® Boat Rods



Mariner® Boat Rods

Constructed from solid glass blanks for durability, the Penn Mariner® is unlike other typical solid glass rods. Tapers are comparable to more expensive tubular blanks, but without the breakage issues that plague tubular blanks. Weight is minimal when compared to other solid glass rods, courtesy of some clever engineering from our rod designers, using the latest glass composite materials and construction techniques

Covering all your inshore fishing needs from back-bay fishing with light spinning gear, to bottom fishing with heavier conventional boat rods. Penn Mariner® Boat and Spinning Rods feature foam front and rear grips for comfort and aesthetics, ceramic inserted guides, and hooded reel seats, as well as the solid glass black blank.

Model	Action	Length	Recommended Penn Reel
Boat			
3460C	Light	6'	9M, 209M, 65, 185
3466C	Medium	6' 6"	9M, 209M, 309M, 65, 185, 190
3470C	Medium-Heavy	7'	209M, 309M, 65, 185, 190, 267, 268
Spin			
3061S	Light	6'	4400SS, 4500SS, PGIII 2000, PGIII 3000, 103CS, CV4000
3066S	Medium	6' 6"	4500SS, 5500SS, PGIII 3000, PGIII 4000, 104CS, CV5000
3070S	Medium-Heavy	7'	5500SS, PGIII 3000, PGIII 4000, 104CS, CV5000, CV6000

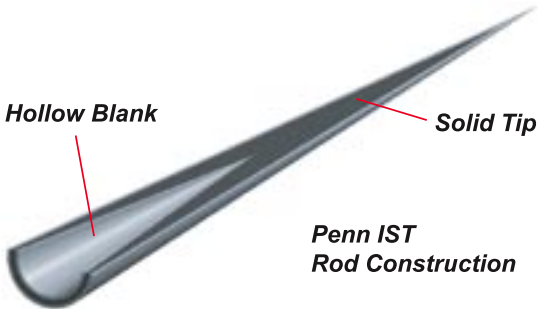
Long Beach® Rods

Designed to be nearly indestructible, the Penn Long Beach® series of rods have seen duty on almost every charter boat and party boat from coast to coast. These rods feature a solid glass blank for virtual indestructibility. The Long Beach® is ideal for party boats, charter boats, bridge and pier fishing, catfishing, and just about any other type of fishing where durability is critical.

Model	Length	Recommended Penn Reel
Long Beach		
3356C	5' 6"	9M, 209M, 309M, 65, 185, 190, 267, 268
3360C	6'	9M, 209M, 309M, 65, 185, 190, 267, 268
3366C	6' 6"	9M, 209M, 309M, 65, 185, 190, 267, 268

Long Beach® Rods

Power Stick® Rods



Power Stick® Rods

With tapers designed for saltwater anglers and fisheries everywhere, Power Stick® tapers are favorites of professional anglers and novice anglers alike, and are a preferred rod on charter boats for their performance and reliability. Power Stick® fast tapers let anglers flip light jigs, while providing a stout mid and butt section of the rod for handling larger fish and heavier weights for bottom fishing. Adding extra benefits to the fast-taper actions were the responsibility of our rod engineers and designers, and they hit it big with their new design in 2002. We've revolutionized the rod blank manufacturing world with our invention of IST (Integrated Solid Tip) construction. Essentially, the IST construction transforms a tubular blank into a solid tip for strength where you need it most to protect from untimely breakage caused by "high-sticking". The results of IST are rods that you enjoy to fish with because of their lightweight characteristics, while approaching the durability of solid glass blanks, a benefit openly accepted by novice and experienced anglers alike.

Model	Line Class	Length	Action	Guides	Recommended Penn Reel
Conventional					
PC6661MH	15-40lb	6' 6"	Medium Heavy	W	320GT2, 320LD, 330GTi, 340GTi, 500L, 535GS, 545GS
PC6701L	10-25lb	7'	Light	W	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
PC6711ML	12-30lb	7'	Medium Light	W	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
PC6721M	15-40lb	7'	Medium	W	320GT2, 320LD, 330GTi, 340GTi, 500L, 535GS, 545GS
PC3661MH	15-40lb	6' 6"	Medium Heavy	C	320GT2, 320LD, 330GTi, 340GTi, 500L, 535GS, 545GS
PC3866MH	15-40lb	6' 6"	Medium Heavy	C	320GT2, 320LD, 330GTi, 340GTi, 500L, 535GS, 545GS
PC3801	10-25lb	7'	Medium Light	C	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
PC3807	12-30lb	7' Slick Butt	Medium	C	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
PC3811	12-30lb	7'	Medium	C	310GTi, 320GT2, 320LD, 500L, 525Mag, 535GS
PC3821	15-40lb	7'	Medium Heavy	C	320GT2, 320LD, 330GTi, 340GTi, 500L, 535GS, 545GS
Trigger Style					
PC3723	15-40lb	7' Long Butt	Medium Heavy	C	975, 975CS, 975LD, 320GT2, 320LD, 500L, 525Mag, 535GS
Spinning					
PS4811	12-30lb	7'		C	5500SS, 6500SS, 104CS, PGIII 4000, PGIII 6000, 360, 460
PS4821	15-30lb	7'		C	6500SS, 7500SS, 105CS, PGIII 4000, PGIII 6000, 460, 560
Downrigger					
PD3880	8-20lb	8' 6" 2pc		C	9M, 209M, 309M, 310GTi, 320GTi, 320LD, 330GTi
PD3886	10-20lb	8' 2pc		C	9M, 209M, 309M, 310GTi, 320GTi, 320LD, 330GTi

W=Chrome Plated Stainless Steel Guides. C=Ceramic Aluminum Oxide.

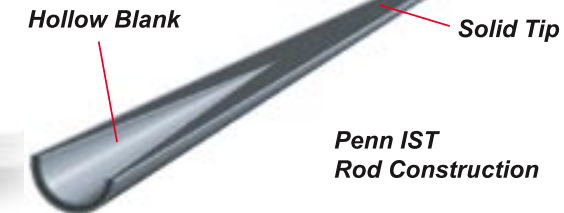


Power Graph[™] II Graphite Rods

Not every fishery or angler demands the over-the-top durability and ruggedness of a fiberglass constructed rod. Often, the overall weight and performance of the rod is more critical than the raw ruggedness of the blank. Graphite has the innate ability to turn a fish, due to the “rebound” power exerted by the graphite fibers recoiling to its rested state. Penn Power Graph[™] II rods are responsive, powerful, and capable of landing plenty of fish.

With ten spinning models and three baitcast models available, the Penn Power Graph[™] II rod series offer anglers various blank actions for countless fishing styles. While the different configurations and blank actions are appealing to many anglers, we demanded that our rod engineers keep the weight to an absolute minimum. So instead of constructing these rods with inferior materials and components suitable more for a tank, we had them utilize lightweight graphite reel seats and aluminum oxide guides for their performance and weight reducing properties. Freshwater, saltwater, inshore, offshore, it doesn’t matter. Penn Power Graph[™] II Graphite Rods are designed and built for you to enjoy your time on the water

Model	Line Class	Length	Action	Recommended Penn Reel
Spinning				
PG8760	4-8lb	6'	Light, 2 pc	4200SS, 4300SS, CV500, CV2000, PGIII 1000, PGIII 1500
PG8766	6-15lb	6' 6"	Medium, 2 pc	4300SS, 4400SS, CV2000, CV4000, 260, PGIII 1500
PG8866L	6-15lb	6' 6"	Light, 1 pc	4300SS, 4400SS, CV2000, CV4000, 260, PGIII 1500
PG8871L	6-15lb	7'	Light, 1 pc	4300SS, 4400SS, CV2000, CV4000, 260, PGIII 1500
PG8872L	6-15lb	7'	Light, 2 pc	4300SS, 4400SS, CV2000, CV4000, 260, PGIII 1500
PG8866M	8-17lb	6' 6"	Medium, 1 pc	4400SS, 4500SS, 5500SS, CV4000, CV5000, 360, 460, PGIII 2000
PG8871M	10-17lb	7'	Medium, 1 pc	4500SS, 5500SS, CV4000, CV5000, 360, 460, PGIII 3000
PG8870	15-25lb	7'	Heavy, 1 pc	5500SS, 6500SS, 7500SS, CV5000, CV6000, 460, 560, PGIII 6000
PG8876M	8-15lb	7' 6"	Medium, 1 pc	4400SS, 4500SS, 5500SS, CV4000, CV5000, 360, 460, PGIII 3000
PG8876MH	10-20lb	7' 6"	Medium Heavy, 1 pc	4500SS, 5500SS, CV4000, CV5000, 360, 460, PGIII 4000
Casting				
PG8966	10-20lb	6' 6"	Medium, 1 pc	955, 965, 525 Mag
PG8971	12-25lb	7'	Medium Heavy, 1 pc	955, 965, 975, 975CS, 975LD, 525 Mag
PG8971H	15-25lb	7'	Heavy, 1 pc	955, 965, 975, 975CS, 975LD, 525 Mag



Slammer® Rods

If you are looking for a fancy, lightweight, high-modulus graphite rod capable of delicately placing a custom hand-tied fly in front of a majestic, rising fish, please turn the page, quickly, 'cause this ain't your rod. On the other hand, if you want a butt-kicking, heavy-walled tubular glass blank rod for some serious heavy-duty tough guy fishing, kick off your boots, turn off the F350 Super Duty*, and sit back in the recliner while you check these out, because sometimes, you just need a broomstick, you know, something heavy-duty, with lots of guts, and ready for just about anything you can throw at it.

Unlike thin-walled, fragile, high-modulus graphite rods, the Penn Slammer® Rod series is constructed with a thick walled tubular glass blank for durability and power. A favorite rod among wreck fishing anglers, pier and bridge anglers, and northeast Bluefishing boats, the Slammer® Rod was designed for the rugged angler that prefers durability over a salesman's pitch on crispness and graphite density. It is for anglers that prefer to fish rather than prance around the flats skiff commenting on the tranquility of the morning calm.

If you are thinking, am I really tough enough to fish with such a rod, no worries mate, because our rod designers wouldn't let us go off the deep end. We recommended 180-grit sand paper for grip material, but they made us use EVA foam for comfort. We tried to get them to literally make this rod from a broomstick, but they insisted the parabolic taper would be more powerful and angler friendly. Duct Tape was our idea to substitute in place of thread and an epoxy finish, and guides made from a few pieces of wire, but they demanded only quality components and threadwork be permitted. Begrudgingly, we let them win. We must be getting soft in our old age.

*F350 Super Duty is a registered trademark of the Ford Corporation.

Model	Line Class	Length	Action	Recommended Penn Reel
Conventional				
SLC2660AX	20-40lb	6'	Medium, 1pc	112H, 113, 113H, 113HLW, 330GTi, 340GTi, 345GTi, 535GS
SLC2661AX	20-40lb	6' 6"	Medium, 1pc	112H, 113, 113H, 113HLW, 330GTi, 340GTi, 345GTi, 535GS
SLC2701AX	20-50lb	7'	Heavy, 1pc	113, 113H, 113HLW, 114, 114H, 330GTi, 340GTi, 345GTi, 545GS
Spinning				
SLS2716M	12-20lb	6' 6"	Medium, 1pc	5500SS, 6500SS, PGIII 3000, PGIII 4000, CV5000, CV6000, 460, 560
SLS2712L	10-17lb	7'	Light, 2pc	4500SS, 5500SS, PGIII 3000, CV4000, CV5000, 360, 460
SLS2711L	10-17lb	7'	Light, 1pc	4500SS, 5500SS, PGIII 3000, CV4000, CV5000, 360, 460
SLS2721H	15-30lb	7'	Heavy, 1pc	6500SS, 7500SS, 8500SS, PGIII 6000, PGIII 7000, CV8000, 460, 560
SLS2722H	15-30lb	7'	Heavy, 2pc	6500SS, 7500SS, 8500SS, PGIII 6000, PGIII 7000, CV8000, 460, 560



Spinfisher® Surf Rods

Surf fishing is about long hours spent soaking baits in anticipation of the strike. Surf fishing is about throwing hundreds, if not thousands of casts, in an outing, trying to mimic an injured baitfish with a piece of wood or plastic in order to fool a trophy striped bass, bluefish, or sea trout. Surf fishing was about standing in the cold rain of a Nor’easter with a rod that easily weighed more than your grandmother’s holiday fruitcake. Alright, so we struggled with a good analogy, so bear with us.

We are not quite sure why, but for years, personal, creature comforts took back stage to rod builders’ desires to construct indestructible “broomsticks”. Realizing that the macho image was on its way out, and creature comforts, like a manageable, performance oriented, lightweight surf rod, would become the craze, Penn was one of the first rod manufacturers to offer a graphite surf rod. Penn Spinfisher® blanks feature tapers that are crisp and powerful, capable of handling the weights necessary for fishing in a raging surf, yet remain sensitive to feel the delicate peck of a northern kingfish (for our southern half of the country customers, a northern king is not a kingfish) or pompano. So, whether you are flinging soft plastic for trout, or bunker heads for bass, Penn Spinfisher® Surf Rods are a pleasure to fish with, and can be found on every beach across the USA. Check them out at your favorite Penn Dealer.

Model	Line Class	Length	Action	Recommended Penn Reel
Spinning				
SBG-9807	12-20lb	7' 2pc	Medium	4500SS, 5500SS, CV5000, PGIII 3000, PGIII 4000, 360, 460
SBG-9808	12-20lb	8' 2pc	Medium	4500SS, 5500SS, CV5000, PGIII 3000, PGIII 4000, 360, 460
SBG-9809	12-20lb	9' 2pc	Medium	5500SS, 6500SS, CV5000, CV6000, PGIII 4000, PGIII 6000, 460, 560
SBG-9810	15-30lb	10' 2pc	Medium-Heavy	6500SS, 7500SS, CV6000, CV8000, PGIII 6000, 560, 704Z, 706Z
SBG-9811MH	15-30lb	11' 2pc	Medium-Heavy	7500SS, 8500SS, CV8000, PGIII6000, PGIII 7000, 704Z, 706Z
SBG-9812	20-40lb	12' 2pc	Heavy	7500SS, 8500SS, 9500SS, CV8000, PGIII 7000, 704Z, 706Z

Dave Workman Jr Rods



Dave Workman Kingfish Rods

Dave Workman Jr., fish against him in the SKA circuit, and you will have your hands full. Try to match his ability to find and catch trophy size kings on a regular basis, and the odds-makers have the smart money on Dave. Try to match his tackle and, hey you might have a shot at this one, you can fish with Dave's very own rods, because he designed them for us. Constructed to Dave's very own specs and exact demands, Penn's Dave Workman Kingfish Rods have the exact tapers and guide placement that Dave, himself, fishes with on his own boat, in the very tournament you will fish against him. So, if you plan on fishing any SKA tournament, worse yet, against Dave in an SKA tournament, why stack the odds in his favor any further, fish with Penn's Dave Workman Kingfish Rods.

If you want to hear more about these rods, hear it straight from the horse's mouth. Track Dave down at the next SKA tournament, follow him to his secret location (if you can, he fishes on an awfully fast Donzi ZF), match the baits he uses, and troll circles around him, literally, while asking him about the intricate threadwork, the performance of the lightweight AFTCO® rollers, the responsive tapers, and his input into the design of these rods, and he will be the first to tell you, "I designed these rods and they are simply the best rod for Kingfish, now get the heck out of my way, I have a tournament to win." Nothing like tooting your own horn, but when you are as good as Dave and can back it up, how can you argue?

Model	Line Class	Length	Action	Guides	Recommended Penn Reel
Conventional					
DW-701AL	10-25lb	7' 1pc	Medium Light	AFTCO Lite Rollers	545GS
DW-711AL	12-30lb	7' 1pc	Medium	AFTCO Lite Rollers	545GS
DW-701AX	10-25lb	7' 1pc	Medium Light	Aluminum Oxide	545GS
DW-711AX	12-30lb	7' 1pc	Medium	Aluminum Oxide	545GS
Spinning					
DW-701S	10-25lb	7' 1pc	Light	Spinning Guides	7500SS, 560 Slammer
DW-711S	12-30lb	7' 1pc	Medium Light	Spinning Guides	7500SS, 560 Slammer



Pro Sabre® Rods

Combining the absolute performance of graphite with the all-around durability of E-Glass, Penn Pro Sabre® Rods were designed with casting live bait and yo-yoing “Iron” in mind. If you have to ask why you would cast live baits or are pondering the concept of yo-yoing an “Iron”, then you probably would not like these rods anyway, but for those anglers that can relate, the Pro Sabre® was designed with West Coast fisheries in mind. With a light tip section for casting small anchovies or yo-yoing “Iron” for yellowtail, and powerful mid and butt sections for the lifting-power needed with big albacore, Pro Sabre® Rods are a perfect choice for West Coast Albacore and Day-Trip boats, although the rods work equally well in other areas of the world as well.

Sabre® Salmon and Steelhead Rods

Featuring high performance, ultra sensitive graphite composite blanks, the Penn Sabre® Salmon and Steelhead Rod Series were designed for every conceivable method of fishing for them.

Pro Sabre®

Model	Line Class	Length	Action	Recommended Penn Reel
Conventional				
CPS270C	12-30lb	7'	Medium Light	965, 975, 975CS, 975LD, 525Mag, 535GS, 500L
CPS870C	15-40lb	7'	Medium	965, 975, 975CS, 975LD, 525Mag, 535GS, 500L
CPS670C	20-50lb	7'	Medium Heavy	975, 975CS, 975LD, 535GS, 545GS, 555GS, 500L, 113HN
Spinning				
CPS270S	12-30lb	7'	Medium Light	460, 560 Slammer, 5500SS, 6500SS, PGIII4000, PGIII6000
CPS870S	15-40lb	7'	Medium	560 Slammer, 6500SS, 7500SS, PGIII6000, PGIII7000

Sabre® Salmon & Steelhead

Model	Line Class	Length	Action	Use	Recommended Penn Reel
Conventional					
CT79H	12-30lb	7' 9" 1pc	Heavy	SAC	955, 965, 975, 975CS, 975LD, 310GTi, 320GT2, 320LD
CT90H	15-30lb	9' 2pc	Heavy	SAM	955, 965, 975, 975CS, 975LD, 310GTi, 320GT2, 320LD
CT85M	10-20lb	8' 6" 2pc	Medium	P&B	955, 965, 975, 975CS, 975LD, 310GTi, 320GT2, 320LD
CT85L	4-14lb	8' 6" 2pc	Light	STC	955, 965, 310GTi
CT84M	8-17lb	8' 4" 2pc	Medium	STC	955, 965, 975, 975CS, 975LD, 310GTi, 320GT2, 320LD
CT85MH	8-20lb	8' 6" 2pc	Medium Heavy	STC	955, 965, 975, 975CS, 975LD, 310GTi, 320GT2, 320LD
Spinning					
S79H	12-30lb	7' 9" 1pc	Heavy	STS	5500SS, 6500SS, 460, 560, PGIII4000, CV5000
S90H	15-30lb	9' 2pc	Heavy	STS	5500SS, 6500SS, 460, 560, PGIII4000, CV5000
S85L	4-14lb	8' 6" 2pc	Light	STS	4300SS, 4400SS, 4500SS, 260, 360, PGIII3000, CV2000
S84M	8-17lb	8' 4" 2pc	Medium	STS	4400SS, 4500SS, 5500SS, 360, 460, PGIII3000, CV4000
S85MH	8-20lb	8' 6" 2pc	Medium Heavy	STS	4500SS, 5500SS, 360, 460, PGIII4000, CV4000, CV5000

SAC = Salmon Casting SAM = Salmon Moocking P&B = Plug & Bait STC = Steelhead Casting STS = Steelhead Spinning

Pro Guide Series Rods

NEW!



Professional Guide Rod Series

Simple, yet refined. Advanced, yet unassuming, the Penn Professional Guide Series of rods covers you from your light line pursuits to big game challenges. Blank materials and components, including the performance enhancing K-1 woven graphite cloth, have been carefully selected for each rod to provide proper action and crispness, ensuring performance to satisfy even the most discerning angler.

Fuji DPS/Hypalon

Fuji DPSH/Hypalon

Alum/EVA

Fuji DPS/SlickButt

Fuji ECS/Cork

Fuji TCS/Cork

Fuji DPS/Cork

Aftco Roller

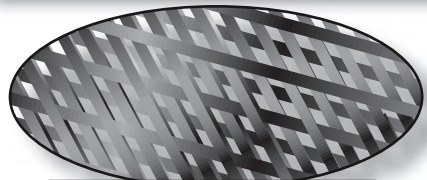
Fuji Hardloy

Fuji Inshore Hardloy

Fuji Hardloy HD

Fuji Double Foot Hardloy

Fuji Single Foot Hardloy



K-1 Woven Graphite Cloth

Model	Length	Line Class	Blank	# of Guides	Guide Type	Reel Seat	Gimbal	Rear Grip	Fore Grip
BlueWater Guide Rods									
GS700XL	7'	10-25 Lb	Graph. Comp	9+1	Fuji Hardloy	Fuji DPS	No	Hypalon	Hypalon
GS700L	7'	12-30 Lb	Graph. Comp	8+1	Fuji Hardloy	Fuji DPSH	No	Hypalon	Hypalon
GS700ML	7'	20-40 Lb	Graph. Comp	8+1	Fuji Hardloy	Fuji DPSH	Graphite	Hypalon	Hypalon
GS700M	7'	20-50 Lb	Graph. Comp	8+1	Fuji Hardloy	Fuji DPSH	Graphite	Hypalon	Hypalon
GS765XL	6'6"	20-50 Lb	Graph. Comp	7+1	Fuji Hardloy	Fuji DPSH	Graphite	Hypalon	Hypalon
GST765L	6'6"	30-80 Lb	Graph. Comp	7+1	Fuji Hardloy HD	Fuji DPSH	Graphite	Hypalon	Hypalon
GST760M	6'	40-100 Lb	Glass	6+1	AFTCO Roller	Alum	Alum	Hypalon	Hypalon
Stand Up Guide Rods									
PSU2040TS	6'	20 - 40 Lb	Glass	7+1	Fuji Hardloy HD	Alum	Alum	Slick Butt	EVA
PSU3050RTS	6'	30 - 50 Lb	Glass	7+1	AFTCO/Fuji Hardloy HD	Alum	Alum	Slick Butt	EVA
PSU3050ARA	6'	30 - 50 Lb	Glass	6+1	AFTCO Roller	Alum	Alum	Alum	EVA
PSU50100ARA	6'	50 - 100 Lb	Glass	6+1	AFTCO Roller	Alum	Alum	Alum	EVA
Inshore Spinning Guide Rods									
PI612S66	6'6"	6-12 Lb	Graphite	6+1	Fuji Single Foot	Fuji DPS	No	Cork	Cork
PI817S70	7'	8-17 Lb	Graphite	6+1	Fuji Double Foot	Fuji DPS	No	Cork	Cork
PI1220S70	7'	12-20 Lb	Graphite	6+1	Fuji Double Foot	Fuji DPS	No	Cork	Cork
PI1525S70	7'	15-25 Lb	Graphite	6+1	Fuji Double Foot	Fuji DPS	No	Cork	Cork
PST1530S70	7'	15-30 Lb	Graphite	6+1	Fuji Double Foot	Fuji DPSH	Graphite	Slick Butt	Hypalon
PI3050S70	7'	30-50 Lb	Graphite	5+1	Fuji Double Foot	Fuji DPSH	No	Hypalon	Hypalon
Inshore BaitCast Guide Rods									
PI817C70	7'	8-17 Lb	Graphite	7+1	Fuji Inshore Hardloy	Fuji ECS	No	Cork	Cork
PI1220C70	7'	12-20 Lb	Graphite	7+1	Fuji Inshore Hardloy	Fuji ECS	No	Cork	Cork
PI1530C70	7'	15-30 Lb	Graphite	7+1	Fuji Inshore Hardloy	Fuji TCS	No	Cork	Cork

NEW!

Pro Guide Series Rods

Conventional Combos



Senator Combo				
Model	Reel	Line Capacity	Rod	Length
91236	112H	375yd/30lb	3830RF	6' 6"
91330	113H	475yd/30lb	PBS6630	6' 6"
91345	113H	475yd/30lb	3840RF	6' 6"
91464	114H	475yd/50lb	PSB6640T	6' 6"
91465	114H	475yd/50lb	3860RF	6' 6"

LevelWind Combo				
Model	Reel	Line Capacity	Rod	Length
99956	9M	275yd/15lb	3356C	5' 6"
90960	209M	320yd/20lb	3360C	6'
90984	209M	320yd/20lb	GC84	8' 6"
90987	209M	320yd/20lb	GC88PT	8' 6"
90920	209M	320yd/20lb	PSB6020	6'
93930	309M	350yd/30lb	PSB6630	6' 6"

General Purpose Combo				
Model	Reel	Line Capacity	Rod	Length
95011	500L	275yd/30lb	0711	7'
95012	500L	275yd/30lb	0712	7'
96560	65	350yd/30lb	3360C	6'
96760	267	600yd/30lb	PSP6630	6' 6"
91856	185	400yd/20lb	3356C	5' 6"
91960	190	350yd/30lb	3360C	6'

GT Level Wind Combo				
Model	Reel	Line Capacity	Rod	Length
93230	320GT2	320yd/20lb	PSB6630	6' 6"
93288	320GT2	320yd/20lb	3360C	6'
93218	321GTi	320yd/20lb	GC84	8' 6"
93330	330GTi	320yd/20lb	GC88PT	8' 6"

Conventional Combos

Penn Conventional Combos eliminate the guesswork when pairing the right rod with the right reel. Servicing various price points, Penn Conventional Combos are an excellent choice for all anglers from beginners to seasoned "old salts" fishing bridges, piers, bottom fishing, and just about every other fishery known to humankind. Penn Conventional Combos are also factory matched for balance, performance, and plain good looks. Who better to match a rod and reel than the manufacturer.

Spinning Combos



Spinfisher Combo

Model	Reel	Line Capacity	Rod	Length
94386	4300SS	200yd/6lb	0860	6'
94486	4400SS	200yd/10lb	0866	6' 6"
95587	5500SS	275yd/12lb	0870	7'
95512	5500SS	275yd/12lb	SLS7714	7'
96522	6500SS	250yd/15lb	SLS7722	7'
97517	7500SS	250yd/20lb	1712	7'
97522	7500SS	250yd/20lb	SLS7724	7'

PowerGraph® III Combo

Model	Reel	Line Capacity	Rod	Length
91060	PGIII 1000	190yd/6lb	PG1160	6'
91566	PGIII 1500	210yd/8lb	PG1166	6' 6"
92070	PGIII 2000	220yd/10lb	PG1170ML	7'
93076	PGIII 3000	210yd/12lb	PG1170M	7'
94077	PGIII 4000	200yd/15lb	PG1270	7'
96080	PGIII 6000	250yd/15lb	PG1280	8'
97090	PGIII 7000	250yd/20lb	PG1290	9'

Silver Series Combo

Model	Reel	Line Capacity	Rod	Length
90350	103CS	250yd/10lb	6050	6' 6"
90476	104CS	250yd/12lb	3476	7'
90510	105CS	275yd/15lb	3210P	9'

Captiva Combo

Model	Reel	Line Capacity	Rod	Length
99502	CV500	100yd/4lb	CV502UL	5'
99266	CV2000	125yd/8lb	CV662L	6' 6"
99466	CV4000	210yd/10lb	CV662MH	6' 6"
99470	CV4000	210yd/10lb	CV701MH	7'
99570	CV5000	200yd/12lb	CV702MH	7'
99690	CV6000	175yd/16lb	CV902MH	9'
99810	CV8000	250yd/16lb	CV102H	10'

Captiva Live Liner™ Combo

Model	Reel	Line Capacity	Rod	Length
99471	CLL4000	210yd/10lb	CV701MH	7'
99571	CLL5000	200yd/12lb	CV701H	7'
99671	CLL6000	175yd/16lb	CV701H	7'

Spinning Combos

Taking the guesswork out of matching the right rod with the right reel, Penn Spinning Combos are factory matched for balance, performance, and plain good looks. Servicing various price points, Penn Spinning Combos are an excellent choice for all anglers from beginners to seasoned "old salts"

Fathom Master® Downriggers



Penn Fathom-Master® Downriggers

Whether plying the deep lakes for salmon, sinking a ribbonfish deep for a smoker (oversized kingfish for those of you unfamiliar), or trolling the cold waters of the Pacific NW, Penn Fathom-Master® Downriggers are the downrigger of choice due to their reliability and durability. Available in both a 24-inch boom or a 48-inch boom, Penn Fathom-Master® Downriggers were designed for both freshwater and saltwater use, made only with the finest of materials for corrosion resistance and performance. Penn Fathom-Master® Downriggers are a common sight on charter boats throughout the Great Lakes and Pacific NW, and tournament boats of the SKA. Do you think that these captains would trust their equipment to just any downrigger? No, we didn't either, they have chosen Penn because it works, day after day, trip after trip, tournament after tournament.

Model	Boom Length	Cable	Weight
Fathom Master			
600NW	24inches	200ft included	Not included
625NW	48inches	200ft included	Not included



Penn Fathom-Master® Accessories

What is a downrigger without downrigger accessories? Penn Fathom Master® Accessories help you determine the best way to mount your downrigger and which release clips and weights to use when trolling deep. From the Quick Mount adapters (Penn 632, 634) that enable anglers to instantly convert a rod holder to a downrigger attachment point, to an adjustable fixed base (Penn 622ASM) that can be mounted on the transom or side mounted for increased cockpit space, to the important accessories like the downrigger weight (Penn 10W) and the release clip (Penn 354-POR1), Penn Fathom-Master® Accessories make you a better angler.

Model	Description	Specifications, Product Info
Fathom Master		
632	Penn Quick Mount Jr.	9" long, 1 1/2" O.D
634	Penn Quick Mount Sr.	12" long, 1 11/16" O.D.
638	Fathom Master Boom Extension Kit	Convert 24" Boom to 48" Boom
610RH	Fathom Master Rod Holder	Stainless and Lexan Construction
622ASM	Adjustable Swivel-Matic® Base	360 Degree, 36 Position Rotation
10W	Fathom-Trol® Downrigger Weight	10lb trolling weight
354-POR1	Penn Offshore Release System	Adjustable Clothespin Style Release



To Locate a Penn Terminal Tackle stocking dealer near you,
Please contact:

Penn International, LLC.
PO Box 459 Morehead City, NC 28557
(252) 247-4113, Office (252) 247-2219, Fax
service@pennfishingtackle.com
www.pennfishingtackle.com

Sleeves

Aluminum Sleeves

Highest-quality soft aluminum sleeves. Packed in printed poly bag with zip-loc closure.



Item	Fits Mono	Pack
P.8AL	40-60	50/pk
P1.2AL	80-100	40/pk
P1.5AL	130-150	30/pk
P1.7AL	200	18/pk
P2.0AL	250-300	15/pk
P2.3AL	400+	12/pk
P2.8AL	400+	10/pk

Sleeve Swivels

Ideal for making rigs or spreader bars. Nickel plated. Packed in printed poly bag with zip-loc closure.



Item	Description	Pack
P1.6-3	1.6 Sleeve - #3 Swivel	10/pk
P2.3-2/0	2.3 Sleeve - #2/0 Swivel	10/pk
P3.5-3/0	3.5 Sleeve - #3/0 Swivel	10/pk

Double Sleeves

Highest-quality double sleeves. All sleeves are black except the 2.3 sleeve, which is nickel plated. Packed in printed poly bag with zip-loc closure.



Item	Finish	Fits Mono	Pack
P1.0B	Black	80-100	50/pk
P1.3B	Black	125-130	35/pk
P1.6B	Black	150-200	25/pk
P1.9B	Black	250	20/pk
P2.2B	Black	300-400	20/pk
P2.3N	Nickel	400	15/pk

Copper oval sleeves with black plating. Packed in printed poly bag with zip-loc closure.



Item	Fits Mono	Pack
PMSS.8B	40-60	35/pk
PMSS1.0B	80	30/pk
PMSS1.3B	100-130	25/pk
PMSS1.5B	150-200	20/pk

Leader Sleeves

High-quality nickel or black plated brass leader sleeves. Packed in printed poly bag with zip-loc closure.



Item	ID	Finish	Fits Mono	Pack
P1N	.033	Nickel	4-10	50/pk
P2N	.041	Nickel	12-30	40/pk
P3N	.065	Nickel	25-50	35/pk
P3.5N	.071	Nickel	50-60	30/pk
P4N	.080	Nickel	60-80	25/pk
P5N	.096	Nickel	80-130	20/pk
P6N	.131	Nickel	150-220	15/pk
P1B	.033	Black	4-10	50/pk
P2B	.041	Black	12-30	40/pk
P3B	.065	Black	25-50	35/pk
P3.5B	.071	Black	50-60	30/pk
P4B	.080	Black	60-80	25/pk
P5B	.096	Black	80-130	20/pk
P6B	.131	Black	150-220	15/pk

Ball Bearing Swivels

2-Ring Ball Bearing Snap Swivels

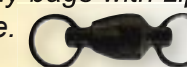
Ball bearing snap swivels are made with the highest quality materials available. All snap swivels have a nickel-black finish and feature an extra strong stainless steel black snap. Packed in printed poly bags with zip-loc closure.



Item	Size	Test	Pack
PBBSS2	2	30 lb.	4/pk
PBBSS3	3	50 lb.	4/pk
PBBSS4	4	75 lb.	3/pk
PBBSS5	5	100 lb.	3/pk
PBBSS6	6	175 lb.	3/pk
PBBSS7	7	200 lb.	2/pk
PBBSS8	8	225 lb.	2/pk
PBBSS9	9	300 lb.	2/pk
PBBSS10	10	450 lb.	1/pk

Ball Bearing Swivels

Ball bearing swivels are made with the highest quality materials available. All swivels have a nickel-black finish. Packed in printed poly bags with zip-loc closure.



Item	Size	Test	Pack
PBBS2	2	50 lb.	5/pk
PBBS3	3	100 lb.	5/pk
PBBS4	4	150 lb.	4/pk
PBBS5	5	175 lb.	4/pk
PBBS6	6	200 lb.	4/pk
PBBS7	7	250 lb.	3/pk
PBBS8	8	300 lb.	3/pk
PBBS9	9	400 lb.	2/pk
PBBS10	10	500 lb.	2/pk

Ball Bearing Double Snap Swivels

Ball bearing double snap swivels are ideal where double leader/lure attachment is necessary, along with the added convenience of smooth swivel rotation. Swivels have a nickel-black finish. Packed in printed poly bag with zip-loc closure.



Item	Test	Pack
PBBDSS5	100 lb.	3/pk
PBBDSS7	200 lb.	2/pk

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Stainless Steel Swivels

Stainless Steel Swivels

"All Stainless Steel Construction", with a nickel black finish. Super strong breaking strength in a compact size. Available in constant cost 5 or 10 pack. Packed in Poly zip-loc bags. Master packed 12 packs per box



Item	Size	Test	Pack
PSSS14	14	70 lb.	10/pk
PSSS12	12	100 lb.	10/pk
PSSS10	10	150 lb.	10/pk
PSSS7	7	180 lb.	10/pk
PSSS5	5	220 lb.	10/pk
PSSS3	3	310 lb.	10/pk
PSSS1	1	500 lb.	5/pk
PSSS1/0	1/0	600 lb.	5/pk

Swivels & Snaps

Inline Swivels

Inline swivels have added strength and a compact shape making them ideal for large catches and easy lure retrieval. Swivels have a nickel-black finish. Packed in printed poly bags with zip-loc closure.



Item	Test	Pack
PHSB3	150 lb.	5/pk
PHSB4	300 lb.	5/pk
PHSB5	450 lb.	4/pk
PHSB6	700 lb.	4/pk
PHSB7	950 lb.	4/pk
PHSB8	1100 lb.	3/pk

Duo-Lock Snaps

Strong stainless steel with black finish. Packed in vinyl tuck bags with hang-up header.



Item	Size	Pack
PDL1B	1	10/pk
PDL2B	2	10/pk
PDL3B	3	10/pk
PDL4B	4	10/pk
PDL5B	5	10/pk
PDL6B	6	10/pk

Double Snap Swivels

Double snap swivels are ideal where double leader/lure attachment is needed. Swivels have a nickel-black finish. Packed in printed poly bags with zip-loc closure.



Item	Test	Pack
PDSS75	75 lb. - Dolphin	4/pk
PDSS135	135 lb. - Sailfish	4/pk
PDSS200	200 lb. - Marlin	3/pk
PDSS300	300 lb. - Tuna	2/pk

Barrel Swivels And Coastlock Snap Swivels

All barrel swivels and coastlock snap swivels are manufactured with nickel-black finish. Packed in printed poly bags with zip-loc closure.

Barrel Swivels



Item	Size	Test	Pack
PBCBS12	12	20 lb.	20/pk
PBCBS10	10	30 lb.	20/pk
PBCBS7	7	75 lb.	18/pk
PBCBS5	5	90 lb.	15/pk
PBCBS3	3	100 lb.	12/pk
PBCBS1	1	150 lb.	10/pk
PBCBS20	2/0	225 lb.	8/pk
PBCBS40	4/0	350 lb.	6/pk

Coastlock Snap Swivels



Item	Size	Test	Pack
PBCSS10	10	30 lb.	4/pk
PBCSS7	7	75 lb.	4/pk
PBCSS5	5	90 lb.	4/pk
PBCSS3	3	100 lb.	4/pk
PBCSS1	1	150 lb.	4/pk
PBCSS20	2/0	225 lb.	3/pk
PBCSS40	4/0	350 lb.	2/pk

Rigging Accessories

Glass Outrigger Rings

Dependable glass rings are ideal outrigger eyes and outlive standard plastic rings. Packed in vinyl tuck bag with hang-up header.



Item	Pack
POR	2/pk

Rigging Wire

Soft copper rigging wire. Ideal for sewing bait or rigging Ballyhoo. Fifty pieces of 9" or 14" wire in a plastic tube. Tubes are packed individually in a hang-up poly bag with header.

Item	Description	No. Pieces in Tube
P950-BW	9" Wire	50
P1450-BW	14" Wire	50

Thimbles

Thimbles are available in stainless steel or luminous plastic. Packed in vinyl tuck bags with hang-up header.



Item	Description	Fits Mono	Pack
PSSTHS-10	Stainless	Up to 200#	10/pk
PSSTHM-10	Stainless	200-400#	10/pk
PSSTHS-50	Stainless	Up to 200#	50/pk
PSSTHM-50	Stainless	200-400#	50/pk
PPTH-10	Plastic	Up to 400#	10/pk
PPTH-50	Plastic	Up to 400#	50/pk

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Loop Protectors

Spring-type loop protectors are designed to add chafing protection to monofilament.



Item	Approx. Mono Test	Pack
PLP1.5	80-130	10/pk
PLP1.7	150-200	10/pk
PLP2.0	250-300	10/pk
PLP2.3	400	10/pk

Rigging Kit

The Penn International® rigging kit contains 350 of the most popular items for offshore rigging. Comes in a handy storage box containing:



Qty.	Size	Item
100	1.3	Black Double Sleeves
100	1.6	Black Double Sleeves
50	1.9	Black Double Sleeves
50	2.2	Black Double Sleeves
25	Small	Stainless Thimbles
25	Large	Nylon Thimbles

Rigging Needles

Stainless steel open-eye rigging needles. Nine inch needles are packed in a reusable plastic tube in a hang-up poly bag with header.

Item	Length	Pack
PBN9-3PK	9"	3/pk



Rigging Springs

The stainless steel rigging spring is the ideal item to quickly rig Ballyhoo, Cigar minnows, or other natural baitfish. Eliminates the need for wire or rubber bands. Allows you to rig a bait in seconds and keep the bait's mouth tightly closed while trolling. Complete with instructions. Available in a standard size or large to fit a Horse Ballyhoo. Packed in vinyl tuck bags with hang-up header.

Item	Size	Pack
PRS	Regular	10/pk
PLRS	Large	10/pk



Leader Coils

Superior premium leader material with exceptional strength to diameter ratio. As with all Penn International® products, this leader material is designed for saltwater use. Maximum shock and abrasion resistance. 100 yard coils come complete with sleeve chart for easy reference. 80 test through 400 test are in clear color. 400 test is also available in black. Packed in a poly zip-loc bag.



Item	Description	Pack
PLC100-80	80 test - clear	1/pk
PLC100-100	100 test - clear	1/pk
PLC100-130	130 test - clear	1/pk
PLC100-150	150 test - clear	1/pk
PLC100-200	200 test - clear	1/pk
PLC100-250	250 test - clear	1/pk
PLC100-300	300 test - clear	1/pk
PLC100-400	400 test - clear	1/pk
PLC100B-400	400 test - black	1/pk



Crimpers

Leader Crimping Kit

This kit contains a 5.5" stainless steel multi-notch crimper, 30 feet of 30 lb. test coated cable, and 36 #3 black sleeves. Packaged in a secure bubble pack.



Item	Pack
PCK	1/pk

Deluxe Hand Crimper

Deluxe quality hand swager. Special heat-treated satin-finish jaws and chrome handles for maximum corrosion resistance. Four position tool crimps wire and mono from 50 lb. to 450 lb. test. Complete with hardened side cutter. Individually bubble packed. The perfect tool for a professional crimp on Penn International® double or aluminum sleeves. Available with a cushioned non-slip grip.



Item	Pack
PCN10G-DLX	1/pk

Heavy Duty Hand Swager

This professional adjustable hand swager will handle crimps from 1.0mm to 4.2mm with ease. Tool is sixteen inches long with non-slip grips. Crimping head has five fixed positions. Our highest quality hand crimper.



Item	Pack
PCH18-DLX	Bulk

Heavy Duty Crimper

Our patented hinged-jaw crimper easily compresses the toughest leader sleeves. The hinged jaw gives the angler substantially more leverage than the standard center-pin jaw crimpers. Heat-treated material will last for many years. Complete with EVA cushion grips and a three-year warranty. Bubble packed individually.



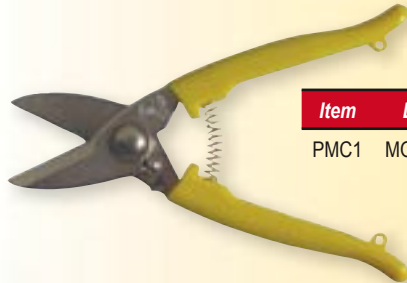
Item	Pack
PHD800	1/pk

Tools



Mono Cutter

This stainless steel mono cutter is truly a precision tool. One blade is serrated while the other is machine ground for easy cutting. These blades provide the closest tolerances possible. With this quality tool, you will cut mono cleanly every time and leave no troublesome burrs.



Item	Description	Pack
PMC1	MONO CUTTER	1/pk

Sport Pliers

The Penn International® Sport Pliers are made for the serious fisherman and are loaded with innovative features. Our exclusive slide-style cutter cleanly cuts mono, wire and cable, even single-strand. Easily cuts 900 lb. test cable or #3 single strand wire. Both Pliers feature specially-treated satin jaws and chrome-plated handles for maximum corrosion resistance making them perfect for fresh or saltwater use. Available with a rugged non-slip cushion grip. Spring-loaded handles keep the pliers in an open and comfortable position. Individually bubble packed.



Item	Pack
PDSMP6G	1/pk
PDSMP6LG	1/pk

Accessories

Plier Sheaths

Penn International® Plier Sheaths are made from wear-resistant, lightweight materials. They feature fold-over velcro closures, belt attachment loop, and embroidered Penn logo tab. Available in two sizes to fit both styles of Penn International® Sport Pliers.



Item	Description	Pack
PS6	6"-For 6" Deluxe Pliers	1/pk
PS65	6.5"-for 6" Long Nose Pliers	1/pk

Reel Leash

Clip your rod and reel to boat or holder with this 1" x 120" strap and brass trigger clips.



Item	Pack
PRL	1/pk

Super Pad Fight Belt

This fight belt features an oval/notch cup that allows for a long radius pump action of the rod. Extra large groin pad with wide 2" velcro belt and stainless steel removable gimbal rod pin. Featuring an embroidered "Penn Reels" logo.



Item	Pack
PSB	1/pk

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PENN and Eagle Claw, two of the few remaining American manufacturing companies in the fishing industry, have teamed up to introduce a line of innovative saltwater hooks – PENN INTERNATIONAL SALTWATER HOOKS. Only the finest high-carbon steel was used to construct the “longest-lasting, most corrosion-resistant hooks to ever hit the saltwater market.” Using a needle-point design, these hooks will maintain sharpness under any condition. The hooks feature three new finishes specifically designed for salt water and have received a 10x rust-resistant rating – Eagle Claw’s highest to date. Penn International Saltwater Hooks are available in a wide range of styles and sizes to suit any saltwater fishing situation. Packs of hooks retail for \$9.99. Visit www.pennreels.com to learn more about Penn Saltwater Hooks.

Penn hooks are available through many fine tackle dealers throughout the country. If your local dealer does not carry Penn hooks, simply ask them to place a special order for you. Most dealers are more than willing to get you the products you want.



THE
ULTIMATE
IN STRENGTH
& SHARPNESS
- by -
EAGLE CLAW

Penn Tackle Storage

Compliment your Penn rods and reels with Penn Tackle Storage by Plano. Built with quality and performance in mind, Penn Tackle Storage keeps you organized and looking good, and with as much junk that anglers can accumulate, you really do need at least one more tackle box or soft bag, if not two. And besides, if you have an extra tackle bag, think of all the other lures and jigs you can buy to fill it.

Penn Tackle Storage is available through many fine tackle dealers throughout the country. Should your local dealer not stock Penn Tackle Storage, simply ask them to place a special order for you. Most dealers are more than willing to get you the products you want to fish with.



Model 3372 - Penn Center Console Tackle System by Plano

- Includes 2 – 3740 and 2 – 3741 waterproof utility boxes
- Plano HardBottom™ protects against moisture
- Non-corrosive zippers
- Rubberized mesh external pockets
- Blue
- 19”L x 13”W x 13”H

Model 4510-29 - Penn Rod Tube by Plano

- Adjustable removable shoulder strap
- 4.5” diameter tube
- Adjusts to 8.5 feet
- Foam padding protects rod tips
- 4.5” dia x 64” to 106”



Model 3303 - Penn Waterproof Marine Bag by Plano

- Heavy-duty PVC waterproof material
- Integrated rain flap
- Non-corrosive zippers
- Rubberized mesh external pockets
- Blue
- 19”L x 13”W x 13”H



Model 737 - Penn Hard Tackle System by Plano

- 3 large pull-out drawers
- 2 removable bait racks
- 3 – 3540 waterproof utility boxes
- 1 – 3645 water proof utility box
- 1 pack INHIBITOR™ rust preventative chips
- White/Blue
- 21.25”L x 12”W x 12”H



Model 1404 - Penn Reel Carry Case by Plano

- 6 layers of ¾” pluck foam to customize for reel size
- Lockable
- White
- 16.75”L x 6”W x 14.5”H

For Product and Dealer Information contact:

Plano Molding Company

Attn: Customer Care Department

431 East South Street Plano, IL 60545

1-(800) 226-9868 E-mail customercare@planomolding.com

For Product and Dealer Information contact:

Eagle Claw Fishing Tackle, 4245 E. 46th Ave, Denver, Co. 80216

Phone: 720-941-8700 Fax: 303-321-4750 E-Mail custsvc@eagleclaw.com Web: www.eagleclaw.com





PP 245 Pique Polo
• 100% Egyptian Cotton, Extra Heavy 7.25 oz. Heavyweight, Oversized rib knit collar 2" side vents, Split 2 1/2 drop tail, Clean Finished Placket M-XXXL

PB 7130 & PB 7120 • Short and Long Sleeve Ventback Fishing Shirt

- 100% Ultralight poplin
 - Garment sandwashed.
 - Hook and Loop Closure
 - Fly box pockets
 - Fully Vented
 - Rod and Tool Holder
 - Utility Loop
 - Hook and Loop on collar tip
- Sizes: M,L,XL, 2XL



Light Blue
White
Fossil



Red/Black Navy/Black Titanium/Black



PRV 749 Nylon & Fleece Reversible Terra-Tek
• Inside or out, this reversible vest will keep you warm and dry. The nylon side is naturally durable and double needle stitched to stay strong and has zippered slash pockets. The 13-ounce fleece side is soft and anti-pilling with side seam pockets. Finishing touches include an elastic bottom and zip front. Unisex sizes: XS-4XL

PT 425 Short Sleeve Twill & PT 410 Long Sleeve Twill
• 100% Cotton Denim 6.5 oz, oversized fit for extra comfort 7 button placket crisp button down collar, button-thru-pocket. Sizes M-XXXL



Black Denim

PT C61I T-Shirt

• The ultimate choice for quality and value in a t-shirt. 6.1-ounce Heavyweight 100% cotton, Taped shoulder to shoulder, Double needle construction, Printed front and back M-XXXL



PJ 3510 Mountain Fleece
• 1/4 pullover made from 7.25 oz. Anti-pill fleece. Elastic cuffs and waistband Zippered side pockets. Great feel. M-XXXL



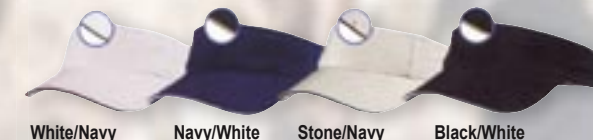
PJ 215 Penn Denali Jacket
• 100% Taslon nylon shell, lined in nylon mesh storm flap front placket, concealed hood in collar, elastic draw string waist. M-XXXL



PV Visor
• Chino washed cotton panel visor with contrasting underbill and sweatband, velcro closure and pre-curved bill



PWV 15719
• Sand brushed twill visor with contrast wave trim



PBT 251 Brushed Twill Cap
Constructed Firm Front Panel Low-Fitting
• 6-panel Cap
• Seamed Front Panel with full buckram
• Pro stitch on crown
• 8 Rows of stitching on visor
• Matching fabric under visor
• Matching fabric adjustable velcro closure

Black Red Khaki Navy Grey White



PJ 210 Nylon Bomber Jacket
• Polyester fleece lined, Taslon nylon shell water resistant. Features include 1x1 rib knit rib trim at waist band and cuff for snug comfortable fit, Nylon lining in sleeves, slash pockets, interior pocket all with zippers. M-XXXL



PFF Flex Fit Solid PFS Flex Fit Sandwich Bill
• A great conforming fit thanks to the spandex band Brushed twill crown and visor fused bucrum and six panel construction. Sized S-M and L-XL

For Product and Ordering Information contact:
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