



American Matrix Series – Fuses the beauty of a woven twill graphite material with the traditional intermediate modulus blank design. The result is a cutting edge blank and the first of its kind to be offered to rod builders. The “Matrix” material adds power and sensitivity to the butt section without inhibiting the performance of the unidirectional tip section. Presented in an emerald green with matching handles and reel seat inserts, this series brings trend setting to a whole new level.



**MATRIX SERIES**

**FLY 2-PIECE**

MODEL	LENGTH	LINE WT	PCS.	ACTION	TIP	BUTT	WT (oz)	PRICE
AMF662	6'6"	2 wt.	2 PC.	MODERATE	3.5	0.269	0.8	44.06
AMF704	7'	4 wt.	2 PC.	MODERATE	4	0.275	1.1	50.32
AMF763	7'6"	3 wt.	2 PC.	MODERATE	3.5	0.331	1.1	53.51
AMF764	7'6"	4 wt.	2 PC.	MODERATE	4	0.282	1.2	55.13
AMF793	7'9"	3 wt.	2 PC.	MODERATE	3.5	0.325	1.2	57.32
AMF803	8'	3 wt.	2 PC.	MOD-FAST	4	0.314	1.3	58.45
AMF804	8'	4 wt.	2 PC.	MOD-FAST	4	0.319	1.4	59.21
AMF805	8'	5 wt.	2 PC.	MOD-FAST	4.5	0.323	1.6	60.73
AMF865	8'6"	5 wt.	2 PC.	MOD-FAST	4.5	0.368	1.7	66.84
AMF866	8'6"	6 wt.	2 PC.	MOD-FAST	5	0.401	1.7	67.64
AMF903	9'	3 wt.	2 PC.	MOD-FAST	4	0.385	1.7	65.04
AMF904	9'	4 wt.	2 PC.	MOD-FAST	4.5	0.386	1.8	67.38
AMF905	9'	5 wt.	2 PC.	MOD-FAST	4.5	0.382	1.8	69.12
AMF906	9'	6 wt.	2 PC.	MOD-FAST	4.5	0.388	1.9	73.18
AMF907	9'	7 wt.	2 PC.	MOD-FAST	5	0.365	2.1	75.97
AMF908	9'	8 wt.	2 PC.	MOD-FAST	5	0.405	2.2	78.83
AMF909	9'	9 wt.	2 PC.	MOD-FAST	5.5	0.421	2.4	90.72
AMF9010	9'	10 wt.	2 PC.	MOD-FAST	5.5	0.449	2.6	99.40
AMF9012	9'	12 wt.	2 PC.	MOD-FAST	5.5	0.532	2.9	104.82

**MATRIX SERIES**

**FLY 3-PIECE**

MODEL	LENGTH	LINE WT	PCS.	ACTION	TIP	BUTT	WT (oz)	PRICE
AMF703-3	7'	3 wt.	3PC.	MODERATE	4	0.301	1.1	56.30
AMF733-3	7'	3 wt.	3 PC.	MODERATE	4.5	0.240	1.2	56.30
AMF804-3	8'	4 wt.	3 PC.	MODERATE	4	0.321	1.3	64.19
AMF905-3	9'	5 wt.	3 PC.	MOD-FAST	4.5	0.396	1.8	80.35
AMF906-3	9'	6 wt.	3 PC.	MOD-FAST	4.5	0.394	1.9	86.80
AMF907-3	9'	7 wt.	3 PC.	MOD-FAST	5	0.388	2.2	88.94
AMF935-3	9'	5 wt.	3 PC.	MOD-FAST	4.5	0.383	1.9	88.94

**MATRIX SERIES**

**FLY 4-PIECE**

MODEL	LENGTH	LINE WT	PCS.	ACTION	TIP	BUTT	WT (oz)	PRICE
AMF864-4	8'6"	4 wt.	4 PC.	MOD-FAST	4	0.383	1.6	83.34
AMF865-4	8'6"	5 wt.	4 PC.	MOD-FAST	4.5	0.391	1.7	83.34
AMF904-4	9'	4 wt.	4 PC.	MOD-FAST	4	0.345	1.9	78.76
AMF905-4	9'	5 wt.	4 PC.	MOD-FAST	4.5	0.411	2.1	85.33
AMF906-4	9'	6 wt.	4 PC.	MOD-FAST	5	0.392	2.1	88.32
AMF907-4	9'	7 wt.	4 PC.	MOD-FAST	5	0.395	2.3	95.29
AMF908-4	9'	8 wt.	4 PC.	MOD-FAST	5.5	0.401	2.4	95.29
AMF909-4	9'	9 wt.	4 PC.	MOD-FAST	5.5	0.412	2.6	91.31

**MATRIX SERIES**

**FLY 5-PIECE**

MODEL	LENGTH	LINE WT	PCS.	ACTION	TIP	BUTT	WT (oz)	PRICE
AMF764-5	7'6"	4 wt.	5 PC.	MOD-FAST	4	0.350	1.4	76.63
AMF865-5	8'6"	5 wt.	5 PC.	MOD-FAST	4.5	0.375	1.8	85.01
AMF905-5	9'	5 wt.	5 PC.	MOD-FAST	4.5	0.395	2.2	87.85
AMF906-5	9'	6 wt.	5 PC.	MOD-FAST	4.5	0.410	2.3	95.69
AMF908-5	9'	8 wt.	5 PC.	MOD-FAST	5	0.410	2.4	99.50
AMF9010-5	9'	10wt.	5PC.	MOD-FAST	5.5	0.450	2.7	103.24

**CLASSIC SERIES**

**FLY**

MODEL	LENGTH	LINE	PCS.	ACTION	TIP	BUTT	WT (oz)	PRICE
ACF7645	7'6"	4/5wt.	2PC.	MED-FAST	4	0.282	1.1	43.18
ACF8056	8'	5/6wt.	2PC.	MED-FAST	4.5	0.323	1.5	49.62
ACF904	9'	4wt.	2PC.	MED-FAST	4.5	0.386	1.7	56.06
ACF905	9'	5wt.	2PC.	MED-FAST	4.5	0.382	1.7	59.24
ACF906	9'	6wt.	2PC.	MED-FAST	4.5	0.388	1.8	62.77
ACF907	9'	7wt.	2PC.	MED-FAST	5	0.365	2	71.40
ACF908	9'	8wt.	2PC.	MED-FAST	5	0.405	2.1	76.74
ACF909	9'	9wt.	2PC.	MED-FAST	5.5	0.421	2.3	73.03
ACF9056	9'	5/6wt.	4PC.	MED-FAST	4.5	0.411	2	82.56
ACF9078	9'	7/8wt.	4PC.	MED-FAST	5	0.401	2.3	92.40

**SPINNING**

MODEL	LENGTH	LINE	LURE	PCS.	POWER	TIP	BUTT	WT (oz)	PRICE
AMSP600	5'	1-4 #	1/32-1/8	1 PC.	ULTRA-LT	4.5	0.265	0.7	32.53
AMSP661-2	5'6"	2-6 #	1/32-3/16	2 PC.	ULTRA-LT	4	0.288	0.9	37.92
AMSP721-2	6'	2-6 #	1/8-1/4	2 PC.	EXTRA-LT	4	0.309	1.3	42.17
AMSP781-2	6'6"	2-6 #	1/8-1/4	2 PC.	EXTRA-LT	4	0.327	1.5	58.66
AMSP784-2	6'6"	6-15 #	1/4-5/8	2 PC.	MEDIUM	6.5	0.452	1.9	61.39
AMSP843-2	7'	4-10 #	1/8-3/8	2 PC.	MED-LT	5	0.385	2.3	63.43

**SPIN/JIG**

MODEL	LENGTH	LINE	LURE	PCS.	POWER	TIP	BUTT	WT (oz)	PRICE
AMSJ720	6'	4-8 #	1/32-5/16	1 PC.	EXTRA-LT	4.5	0.457	1.6	60.98
AMSJ721	6'	6-10 #	1/16-5/16	1 PC.	LIGHT	4.5	0.429	1.7	61.82
AMSJ722	6'	6-12 #	1/8-3/8	1 PC.	MEDIUM	4.5	0.437	1.8	63.52
AMSJ781	6'6"	6-10 #	1/16-5/16	1 PC.	LIGHT	4.5	0.345	1.9	58.45
AMSJ782	6'6"	6-12 #	1/8-3/8	1 PC.	MEDIUM	6	0.468	2.1	57.89
AMSJ842	7'	8-14 #	1/4-5/8	1 PC.	MED-LT	5.5	0.567	2.4	70.32
AMSJ843	7'	12-20 #	1/2-1 1/2	1 PC.	MEDIUM	6	0.55	2.8	69.30

**MATRIX SERIES****CASTING**

MODEL	LENGTH	LINE	LURE	PCS.	POWER	TIP	BUTT	WT (oz)	PRICE
AMC722	6'	8-15 #	1/4-5/8	1 PC.	LIGHT	5.5	0.426	1.7	61.39

**MATRIX SERIES****CRANK BAIT**

MODEL	LENGTH	LINE	LURE	PCS.	POWER	TIP	BUTT	WT (oz)	PRICE
AMCB782	6'6"	8-14 #	1/4-5/8	1 PC.	MED-LT	5	0.385	2.2	52.61
AMCB784	6'6"	12-20 #	1/4-3/4	1 PC.	MEDIUM	6.5	0.458	2.9	58.21
AMCB785	6'6"	12-25 #	3/8-11/2	1 PC.	HEAVY	7	0.529	3.6	74.45
AMCB843	7'	10-17 #	1/4-3/4	1 PC.	MEDIUM	6	0.449	2.7	77.15
AMCB844	7'	12-20 #	3/8-1	1 PC.	MED-HVY	7	0.461	2.9	81.47
AMCB845	7'	12-25 #	1/2-2	1 PC.	HEAVY	8	0.531	3.9	84.77

**MATRIX SERIES****POPPIN'**

MODEL	LENGTH	LINE	LURE	PCS.	POWER	TIP	BUTT	WT (oz)	PRICE
AMP842	7'	6-12 #	1/4-1/2	1 PC.	MED-LT	5	0.436	2.8	70.38
AMP843	7'	8-14 #	1/4-5/8	1 PC.	LT-MED	5	0.478	3	68.20
AMP844	7'	8-17 #	1/4-5/8	1 PC.	MEDIUM	5	0.479	3.2	68.20

## MATRIX SERIES

### MAG BASS

MODEL	LENGTH	LINE	LURE	PCS.	POWER	TIP	BUTT	WT (oz)	PRICE
AMMBC782	6'6"	8-14 #	1/4-5/8	1 PC.	MED-LT	5	0.461	2.3	65.86
AMMBC783	6'6"	10-17 #	1/4-3/4	1 PC.	MEDIUM	6	0.569	2.6	71.76
AMMBC784	6'6"	12-20 #	1/4 - 1	1 PC.	MED-HVY	6	0.558	2.9	75.83
AMMBC785	6'6"	12-25 #	3/8 - 1 1/4	1 PC.	HEAVY	6	0.571	3.2	79.82
AMMBC842	7'	8-14 #	1/4-5/8	1 PC.	LIGHT	5.5	0.56	3.1	82.06
AMMBC843	7'	10-17 #	1/4-3/4	1 PC.	MEDIUM	6	0.589	2.9	81.50
AMMBC844	7'	12-20 #	1/4 - 1	1 PC.	MED-HVY	6.5	0.563	3.2	83.95
AMMBC845	7'	12-25 #	3/8 -1 1/4	1 PC.	HEAVY	6.5	0.606	3.7	85.78
AMMBC846	7'	15-30 #	1/2 - 1 1/2	1 PC.	EX-HVY	6.5	0.6 15	4.1	96.30

## MATRIX SERIES

### STEELHEAD

MODEL	LENGTH	LINE	LURE	PCS.	POWER	TIP	BUTT	WT (oz)	PRICE
AMSH1141-2	9'6"	4-8 #	1/16-3/8	2 PC.	LIGHT	4.5	0.415	2.5	71.11
AMSH1024-2	8'6"	8-12 #	3/8-3/4	2 PC.	MEDIUM	5	0.502	3.1	88.79
AMSH1025-2	8'6"	8-17 #	3/8-1	2 PC.	MED-HVY	5	0.489	3.3	88.66
AMSH1084-2	9'	8-12 #	1/4-1/2	2 PC.	MEDIUM	5	0.509	3.2	91.48

## CLASSIC SERIES

### SPIN/CAST

MODEL	LENGTH	LINE	LURE	PCS.	ACTION	POWER	TIP	BUTT	WT (OZ)	PRICE
AC721	6'	6-10#	1/4-1/2oz	1PC.	MOD-FAST	LIGHT	5	0.378	1.5	35.83
AC781	6'6"	6-10#	1/4-1/2oz	1PC.	MOD-FAST	LIGHT	5.5	0.425	1.7	40.82
AC783	6'6"	10-15#	1/4-3/4oz	1PC.	MOD-FAST	MEDIUM	6.5	0.453	1.8	53.44
AC784	6'6"	12-20#	1-2 oz	1PC.	MOD-FAST	HEAVY	7	0.525	2.4	76.20
AC842	7'	8-12#	1/2-5/8oz	1PC.	MOD-FAST	LIGHT	6	0.44	2.1	44.00
AC844	7'	12-20#	1/4-1oz	1PC.	MOD-FAST	MEDIUM	6.5	0.453	2.5	61.32
AC845	7'	12-25#	3/8-1 1/4oz	1PC.	MOD-FAST	HEAVY	7	0.501	2.9	86.54
AC845F	7'	12-25#	1-2 1/2oz	1PC.	FAST	HEAVY	7	0.525	3.1	90.90
AC846	7'	20-30#	1-3oz	1PC.	FAST	EX-HEAVY	8	0.600	3.4	97.57



**VIPER SERIES****SALTWATER 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
AVGC70ML	7'	15-30#	1/2-1 1/2	FAST	MED-LIGHT	7	0.87	8.8	115.92
AVGC70MH	7'	20-50#	3/4-3oz	EX-FAST	MED-HEAVY	10	0.882	9.8	120.22
AVGC66H	6'6"	30-60#	1-6oz	FAST	HEAVY	9	0.882	6.8	120.22
AVGC60XH	6'	50-80#	2-10oz	FAST	EX-HEAVY	14	0.859	9.9	137.39
AVGC80L	8'	12-25#	1/2-3oz	MOD-FAST	LIGHT	6.5	0.882	8.2	120.22
AVGC80H	8'	30-60#	1-6oz	MOD-FAST	HEAVY	8	0.937	10.4	128.80
AV1085	9'	10-20#	1/2-2oz	MOD-FAST	LIGHT	6.5	0.705	6.9	123.98
AV1087	9'	12-25#	3/4-4oz	MOD-FAST	MEDIUM	7	0.735	7.9	130.68
AV1088	9'	15-30#	1-6oz	MOD-FAST	MED-HEAVY	7.5	0.742	8.8	135.86
AV1089	9'	20-40#	1-8oz	MOD-FAST	HEAVY	8	0.79	10.5	159.31

**VIPER SERIES****CRANK BAIT 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
AVCB782	6'6"	8-14#	1/8-3/8 oz	Moderate	Med - Lt.	5.5	0.498	1.6	88.22
AVCB783	6'6"	10-17#	1/4-5/8 oz	Moderate	Medium	5.5	0.505	1.8	101.03

**VIPER SERIES****POPPIN' 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
AVP842	7'	6-12#	1/4-1/2 oz	Mod - Fast	Med- Lt.	4	0.53	1.7	88.68
AVP843	7'	8-15#	1/4-5/8 oz	Mod- Fast	L t. - Med	4.5	0.545	2.4	111.08
AVP844	7'	10-17#	1/4-5/8 oz	Mod- Fast	Medium	4.5	0.555	2.5	115.66

**VIPER SERIES****SPIN/JIG 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
AVSJ782	6'6"	6-10#	1/8-3/8 oz	Fast	Med - Lt.	5	0.502	1.7	88.22
AVSJ783	6'6"	8-12#	1/4-5/8 oz	Fast	Medium	5	0.518	1.9	94.08

**VIPER SERIES****MAG BASS 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
AVMB783	7'	10-17#	1/4-3/4 oz	Fast	Medium	4.5	0.51	2.7	116.80
AVMB784	7'	12-25#	1/4-11/4 oz	Fast	Med - Hvy	5.5	0.545	3	126.50
AVMB843	7'	10-17#	1/4-3/4 oz	Fast	Medium	5	0.558	2.9	123.43
AVMB844	7'	12-25#	1/4-1 1/4 oz	Fast	Med - Hvy	5.5	0.57	3.2	129.83

**GRAPHITE SALTWATER SERIES 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
SW1085	9'	10-20#	1/2-2oz	MOD-FAST	LIGHT	6.5	0.69	5	112.38
SW1087	9'	12-25#	3/4-4oz	MOD-FAST	MEDIUM	7	0.711	6.6	134.24
SW1088	9'	15-30#	1-6oz	MOD-FAST	MED-HEAVY	7.5	0.735	8.9	138.67
SW1089	9'	20-40#	1-8oz	MOD-FAST	HEAVY	8	0.785	10.2	171.23

**ATX2 SERIES****STAND-UP TUNA SHORTS E-GLASS 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
AXST56HS	48.5"	30-60	2-8	FAST	HEAVY	13.0	0.740	6.8	36.96
AXST56XHS	48.5"	50-80	2-10	FAST	EX-HVY	15.0	0.740	7.3	40.34
AXST56XXHS	48.5"	60-130	2-12	FAST	EX-EX-HVY	15.0	0.865	8.1	47.24
AXST60HS	54.5"	30-60	2-8	FAST	HEAVY	13.0	0.740	8.5	50.72
AXST60XHS	54.5"	50-80	2-10	FAST	EX-HVY	15.0	0.865	9.0	51.79

**ATX2 SERIES****LIVE BAIT E-GLASS 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
AXLB60L	6'	17-Oct	1/4-3/4	MOD	LIGHT	7.0	0.728	4.7	27.79
AXLB60ML	6'	30-Dec	1/2-11/2	FAST	MED-LT	7.5	0.807	6.5	29.30
AXLB60MH	6'	20-50	3/4-3	EX-FAST	MED-HVY	9.0	0.825	9.6	30.53
AXLB66MH	6'6"	20-50	3/4-3	EX-FAST	MED-HVY	9.0	0.913	11.4	33.10
AXLB70L	7'	17-Oct	3/8-11/4	MOD	LIGHT	7.0	0.820	6.6	28.25
AXLB70LML	7'	25-Oct	1/4-3/4	MOD	LT-MED-LT	7.0	0.860	5.5	28.25
AXLB70ML	7'	30-Dec	1/2-11/2	FAST	MED-LT	7.5	0.820	6.6	28.25
AXLB70M	7'	15-40	3/4-3	EX-FAST	MEDIUM	8.0	0.849	10.2	36.25
AXLB70H	7'	30-50	1-6	FAST	HEAVY	8.0	0.976	10.4	36.31

**JIG STICK E-GLASS 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
AXJS80M	8'	20-30	3/4-3	MOD-FAST	MEDIUM	9.0	0.881	12.1	39.37

**STAND-UP TUNA E-GLASS 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
AXST50XH	5'0"	50-80	2-10	FAST	EX-HVY	14.0	0.819	11.5	35.77
AXST56H	5'6"	30-60	2-8	FAST	HEAVY	12.0	0.776	8.50	39.13
AXST56XH	5'6"	50-80	2-10	FAST	EX-HEAVY	14.0	0.827	9.6	42.84
AXST56XXH	5'6"	60-130	2-12	FAST	EX-EX-HVY	14.0	0.921	16.8	50.92
AXST60MH	6'	20-50	3/4-3	FAST	MED-HVY	9.0	0.748	6.8	36.42
AXST60H	6'	30-60	2-8	FAST	HEAVY	12.0	0.878	11.6	45.77
AXST60XH	6'	50-80	2-10	FAST	EX-HVY	14.0	0.937	14.6	50.39

**GRAPHITE CASTING 1 PIECE**

MODEL	LENGTH	LINE	LURE	ACTION	POWER	TIP	BUTT	WT (oz)	PRICE
AXC70L	7'	20-Dec	1/2-3	MOD-FAST	LIGHT	5.5	0.606	2.9	58.70
AXC70M	7'	15-25	1-3	MOD-FAST	MEDIUM	6.0	0.661	4.4	64.03
AXC70MH	7'	20-30	1-4	MOD-FAST	MED-HVY	7.0	0.657	4.68	69.40
AXC78L	7'8"	20-Dec	1/2-3	MOD-FAST	LIGHT	5.0	0.695	4.6	76.91
AXC710M	7'10"	15-25	1-3	MOD-FAST	MEDIUM	7.5	0.854	4.6	83.50