

purelube review

Fishing Reel Lubricant Review

Detailed information on Pure Excess Industries "Pure Lube"

Date:
8/19/08

Tackle type:
Reel Maintenance

Manufacturer:
Pure Excess Industries

Reviewer:
Fishbonz

Introduction: We have said for years that the most important part of maintaining any reel to its peak performance is the lubricant that is used. That being said we recently spoke with Mario Sama, the owner and CEO of Pure Excess Industries, the manufacturer of "Pure Lube" Fishing Reel Lubricant. The more Mario told me about their revolutionary lightweight grease the more curious we became.

There is no doubt that Pure Lube is becoming a phenomenal hit among anglers that like to keep their reels in top performance, and more reel repair shops are starting to rely on Pure Lube to ensure their customers get the best quality lubricant available on the market.

Pure Lube: The first thing we noticed was the packaging, you could tell right away that Mario and his company care alot about their product and the way it is handled. Each tube came sealed in its own clear plastic container tube with re-sealable ends. Not only is this one of the safest methods of securing the product but makes a great storage container and it floats if accidently drop in the water.

If you're like us and you hate oils simply because they are so messy and washout when the least amount of water gets in the reel, then you will love Pure Lube's resistance to washout and ability to stick to any surface. Pure Lube is additive treated, antioxidant, anti-wear, high-speed and high-pressure tested.

The pin-point accuracy of the micro-tip makes easy work of applying Pure Lube in tight corners and on small parts.

Improvements: We feel it would be beneficial, especially for reel repair shops, to offer a refill kit, so that Pure Lube can be purchased in larger quantities. This could mean saving \$\$\$ and the ability to reuse the plastic syringes, making them even more environmentally friendly. We would also like to see a smaller version offered that could be easily slipped into a tackle box for convienance and on the water use.