

Falcon Rods: 2009 Expert Rods feature next generation graphite

The "Made-in-the-USA" rod company says its new, proprietary weave formula – CrossMatch -- makes Falcon Expert Series lighter, stronger and more sensitive.

Falcon Rods has revamped its high performance Expert Series for 2009 with a hi-tech matrix of graphite that makes its top-of-the-line largemouth bass rods stronger, lighter and significantly more sensitive.

With CrossMatch, Falcon's new proprietary weave of carbon fibers, each rod in the Falcon Expert line -- 10 casting and 5 spinning rods -- now weighs less than four ounces, approximately 20 percent less than earlier models, said Vice President Chris Beckwith. The retail price on each is under \$300.

Falcon has continued other features contributing to the Expert Series' superior credentials in the competitive bass fishing category including Fuji ACS exposed blank reel seats, Fuji Alconite guides and split-grip handles with high-density EVA for less weight and better casting control.

The Expert Series of trigger stick casting rods includes rods for all competitive techniques including flipping, pitching, lizard dragging, fishing heavy grass, worm 'n jigging, and retrieving topwater, swimming and vibration lures of various weights and characteristics. Expert spinning models are designed for a variety of fishing styles including shakey head, Carolina rig, drifting tubes and more.

Originally developed for the U.S. aerospace industry, Falcon's CrossMatch graphite configuration for Expert Series rods maintains blank roundness, called hoop strength. This, in turn, helps prevent a common cause of rod breakage, fiber collapse, which results when too much pressure is applied to one spot.

During the testing process, Falcon founder John Beckwith took prototypes of the new Expert Series to the lake that 20-years ago inspired the company name, Lake Falcon on the Mexico-Texas border. "I really leaned into these rods, really stressed them, and they performed wonderfully. My first fish weighed 6.6 and the second weighed 10.3 pound. I think that's a good sign," he said.

Falcon Rods, headquartered in Broken Arrow, OK, designs and markets more than 200 different rod models for fresh and saltwater fishing. In addition to the Expert Series, Falcon manufactures the Cenderi Ti Series, Falcon Coastal, Falcon LowRider®, Falcon Cara®, Falcon Original™ and Falcon Deep Blue™. The company also brands and markets

FTO – Falcon Tackle Organizers – dry polymer boxes, bags and wallets to hold lures and tackle, tangle free, in less space.

Information is available on <http://falconrods.com/>