



Prices and Products Effective 07/2015



Dealer Price List

Braided PE Lines

Effective 06/01/15

| Name | Description | Application | MAP |
|---------------------------------|--------------------------------------|--|--|
| 4-STRAND "SOLID" | SOLID SUPER BRAID 100% PE | SPOOLING | |
| S4-20-1000M W (White) | 20# 4 Strand White 1000M |  | \$79.00 |
| S4-20-1000M GR (Green) | 20# 4 Strand Dark Green 1000M | | \$79.00 |
| S4-20-300M GR | 20# 4 Strand Dark Green 300M | | \$29.99 |
| S4-20-1000M B (Coffee Brown) | 20# 4 Strand Brown 1000M | | \$79.00 |
| S4-20-1000M DC (multi 4 color) | 20# 4 Strand Depth Finder 1000M | | \$79.00 |
| S4-30-1000M W | 30# 4 Strand White 1000M | | \$79.00 |
| S4-30-1000M GR | 30# 4 Strand Dark Green 1000M | | \$79.00 |
| S4-30-300M GR | 30# 4 Strand Dark Green 300M | | \$29.99 |
| S4-30-1000M BR | 30# 4 Strand Brown 1000M | | \$79.00 |
| S4-30-1000M DC | 30# 4 Strand Depth Finder 1000M | | \$79.00 |
| S4-30-300M DC | 30# 4 Strand Depth Finder 300M | | \$30.00 |
| S4-50-2500YDS W | 50# 4 Strand White 2500YDS | | \$199.00 |
| S4-50-1000M W | 50# 4 Strand White 1000M | | \$79.00 |
| S4-50-1000M BR | 50# 4 Strand Brown 1000M | | \$79.00 |
| S4-50-1000M DC | 50# 4 Strand Depth Finder 1000M | | \$79.00 |
| S4-50-300M DC | 50# 4 Strand Depth Finder 300M | | \$30.00 |
| S4-60-2500YDS W | 60# 4 Strand White 2500YDS | | \$199.00 |
| S4-60-1000M W | 60# 4 Strand White 1000M | | \$79.00 |
| S4-60-1000M BR | 60# 4 Strand Brown 1000M | | \$79.00 |
| S4-60-1000M DC | 60# 4 Strand Depth Finder 1000M | | \$79.00 |
| S4-60-300M DC | 60# 4 Strand Depth Finder 300M | \$30.00 | |
| 8-STRAND "SOLID" | SOLID SUPER BRAID 100% PE | SPOOLING | |
| S8-40-1000M W | 40# 8 Strand White 1000M |  | \$99.00 |
| S8-50-2500YDS W | 50# 8 Strand White 2500YDS | | \$239.00 |
| S8-50-1000M W | 50# 8 Strand White 1000M | | \$99.00 |
| S8-50-1000M GR | 50# 8 Strand Dark Green 1000M | | \$99.00 |
| S8-50-300M GR | 50# 8 Strand Dark Green 300M | | \$34.99 |
| S8-60-2500YDS W | 60# 8 Strand White 2500YDS | | \$239.00 |
| S8-60-1000M W | 60# 8 Strand White 1000M | | \$99.00 |
| S8-60-1000M GR | 60# 8 Strand Dark Green 1000M | | \$99.00 |
| S8-60-300M GR | 60# 8 Strand Dark Green 300M | | \$34.99 |
| S8-80-2500YDS W | 80# 8 Strand White 2500YDS | | \$239.00 |
| S8-80-1000M W | 80# 8 Strand White 1000M | | \$99.00 |
| S8-80-1000M GR | 80# 8 Strand Dark Green 1000M | | \$99.00 |
| S8-80-300M GR | 80# 8 Strand Dark Green 300M | | \$34.99 |
| S8-80-1000M DC | 80# 8 Strand Depth Finder 1000M | | \$99.00 |
| S8-80-300M DC | 80# 8 Strand Depth Finder 300M | | \$39.00 |
| S8-100-2500YDS W | 100# 8 Strand White 2500YDS | | \$239.00 |
| S8-100-1000M W | 100# 8 Strand White 1000M | | \$99.00 |
| S8-100-1000M DC | 100# 8 Strand Depth Finder 1000M | | \$99.00 |
| S8-100-300M DC | 100# 8 Strand Depth Finder 300M | | \$39.00 |
| 12-STRAND HC | 12 STRAND HOLLOW CORE | | IN-LINE RIGGIN/SPOOLING <i>WHITE AND BLUE</i> |
| HC12-50-1000M W or B | 12 Strand Hollow Core 50# 1000M |  | \$179.00 |
| HC12-60-1000M W or B | 12 Strand Hollow Core 60# 1000M | | \$179.00 |
| HC12-80-1000M W or B | 12 Strand Hollow Core 80# 1000M | | \$179.00 |
| HC12-100-1000M W or B | 12 Strand Hollow Core 100# 1000M | | \$179.00 |
| HC12-130-1000M W or B | 12 Strand Hollow Core 130# 1000M | | \$179.00 |
| 16-STRAND HC | 16 STRAND HOLLOW CORE | IN-LINE RIGGING AND SPOOLING | |
| HC16-40-1000M W | 40# 16 Strand 1000M |  | \$219.00 |
| HC16-40-500M W | 40# 16 Strand 500M | | \$119.00 |
| HC16-40-300M W | 40# 16 Strand 300M | | \$79.00 |
| HC16-40-25M W | 40# 16 Strand 25M | | \$12.00 |
| HC16-50-2500YDS (W/Y/L) | 50# 16 Strand 2500YDS | | \$549.00 |
| HC16-50-1000M W | 50# 16 Strand 1000M | | \$219.00 |
| HC16-50-500M W | 50# 16 Strand 500M | | \$119.00 |
| HC16-50-300M W | 50# 16 Strand 300M | | \$79.00 |
| HC16-50-25M W | 50# 16 Strand 25M | | \$12.00 |
| HC16-60-2500YDS W | 60# 16 Strand 2500YDS | | \$549.00 |
| HC16-60-1000M W | 60# 16 Strand 1000M | | \$219.00 |
| HC16-60-500M W | 60# 16 Strand 500M | | \$119.00 |
| HC16-60-300M W | 60# 16 Strand 300M | | \$79.00 |
| HC16-60-25M* (W/BL/GR/Y/R) | 60# 16 Strand 25M | | \$12.00 |
| HC16-80-2500YDS (W/Y/L) | 80# 16 Strand 2500YDS | | \$549.00 |
| HC16-80-1000M W | 80# 16 Strand 1000M | | \$219.00 |
| HC16-80-500M W | 80# 16 Strand 500M | | \$119.00 |
| HC16-80-300M W | 80# 16 Strand 300M | | \$79.00 |
| HC16-80-25M* (W/BL/GR/Y/R) | 80# 16 Strand 25M | | \$12.00 |
| HC16-100-2500YDS (W/Y/L) | 100# 16 Strand 2500YDS | | \$549.00 |
| HC16-100-1000M W | 100# 16 Strand 1000M | \$219.00 | |
| HC16-100-500M W | 100# 16 Strand 500M | \$119.00 | |
| HC16-100-300M W | 100# 16 Strand 300M | \$79.00 | |
| HC16-100-25M* (W/BL/GR/Y/R) | 100# 16 Strand 25M | \$12.00 | |
| HC16-130-2500YDS (W/Y/L) | 130# 16 Strand 2500YDS | \$549.00 | |
| HC16-130-1000M W | 130# 16 Strand 1000M | \$219.00 | |
| HC16-130-500M W | 130# 16 Strand 500M | \$119.00 | |
| HC16-130-300M W | 130# 16 Strand 300M | \$79.00 | |
| HC16-130-25M* (W/BL/GR/Y/R) | 130# 16 Strand 25M | \$12.00 | |
| HC 16-200-2500YDS W | 200# 16 Strand 2500YDS |  | \$549.00 |
| HC 16-200-1000M W | 200# 16 Strand 1000M | | \$219.00 |
| HC 16-200-25M W | 200# 16 Strand 25M | | \$12.00 |

* 4 COLORS - R-RED, Y-YELLOW, BL-BLUE, GR-GREEN, WHITE ** WHITE, HI VIS YELLOW & HI VIS LIME GREEN



Dealer Price List

Braided PE Lines, Accessories & Rods

Effective 06/01/15







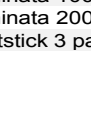





| Name | Description | Application | MAP | |
|---|---|---|--|--|
| 16-STRAND ULTRA THIN HC | | | | |
| HC16-20-1000M | 20# 16 Strand 1000M | Superior 100% PE Braid for inline rigging applications | \$249.00 | |
| HC16-20-500M | 20# 16 Strand 500M | | \$149.00 | |
| HC16-20-300M | 20# 16 Strand 300M | | \$99.00 | |
| HC16-20-25M | 20# 16 Strand 25M | | \$12.99 | |
| HC16-30-1000M | 30# 16 Strand 1000M | | \$249.00 | |
| HC16-30-500M | 30# 16 Strand 500M | | \$149.00 | |
| HC16-30-300M | 30# 16 Strand 300M | | \$99.00 | |
| HC16-30-25M | 30# 16 Strand 25M | | \$12.99 | |
| WIND-ON MAKING MATERIALS | | | | |
| 16 STRAND HC | 25M COLOR CODE 100% PE | | WIND-ON SPOOLS - SPLICEABLE FOUR COLORS R/B/Y/G/W | |
| HC16-60-25M* (W/BL/GR/Y/R) | 60# 16 Strand 25M | | \$12.00 | |
| HC16-80-25M* (W/BL/GR/Y/R) | 80# 16 Strand 25M | | \$12.00 | |
| HC16-100-25M* (W/BL/GR/Y/R) | 100# 16 Strand 25M | | \$12.00 | |
| HC16-130-25M* (W/BL/GR/Y/R) | 130# 16 Strand 25M | | \$12.00 | |
| 4-STRAND "SOLID" | SOLID SUPER BRAID 100% PE | SERVING & NAIL KNOTS | | |
| S4-20-100M DC | 20# 4 Strand Depth Finder 100M | COLOR CODE - METERED SERVING SPOOLS | \$9.99 | |
| S4-30-100M DC | 30# 4 Strand Depth Finder 100M | COLOR CODE - METERED SERVING SPOOLS | \$9.99 | |
| 8-STRAND HOLLOW CORE | HOLLOW CORE 100% PE | SERVING & NAIL/NUB KNOTS | | |
| HC8-30-100M W | 30# 8 Strand White 100M | 100% PE Braided Line - Serving Size Spool *NEW | \$12.00 | |
| HC8-40-100M W | 40# 8 Strand White 100M | 100% PE Braided Line - Serving Size Spool *NEW | \$12.00 | |
| HC BRAID RIGGING ACCESSORIES | | | | |
| | ToroTamer Rigging Needles | NEW PRODUCT SERIES -ToroTamer Rigging Needles | | |
| | TT-FN-set Full Rigging Needle Set | 10 Threading 20-200#, 3 Loop, 3 Latch - 16 pieces | \$119.99 | |
| | TT-HN-set Medium to Heavy Needle | 5 Threading 80-200#, 2 Loop, 2 Latch - 9 pieces | \$69.99 | |
| | TT-LN-set Light to Medium Needle S | 5 Threading 20-60#, 1 Loop, 1 Latch - 7 pieces | \$59.99 | |
| | SN 20 | 20# Threading Needle 5.6" OD .025"/.635mm | \$9.99 | |
| | SN 30 | 30# Threading Needle 5.6" .028"/.710mm | \$9.99 | |
| | SN 40 | 40# Threading Needle 5.6" .032"/.81mm | \$9.99 | |
| | SN 50 | 50# Threading Needle 5.6" .036"/.90mm | \$9.99 | |
| | SN 60 | 60# Threading Needle 5.7" .042"/1.06mm | \$9.99 | |
| | SN 80 | 80# Threading Needle 5.8" .050"/1.27mm | \$9.99 | |
| | SN 100 | 100# Threading Needle 5.9" .050"/1.48mm | \$9.99 | |
| | SN 130 | 130# Threading Needle 6.0" .058"/1.48mm | \$9.99 | |
| | SN 150 | 150# Threading Needle 6.1" .065"/1.65mm | \$9.99 | |
| | SN 200 | 200# Threading Needle 6.2" .072"/1.83mm | \$9.99 | |
| | SL XS | Extra Small Loop Splicing Needle .0250"/.635mm | \$12.99 | |
| | SL M | Medium Loop Splicing Needle 0.420"/1.10mm | \$12.99 | |
| | SL L | Large Loop Splicing Needle 0.50"/1.27mm | \$12.99 | |
| | RL S | Reverse Latch Needle - Small | \$12.99 | |
| | RL M | Reverse Latch Needle - Medium | \$12.99 | |
| | RL L | Reverse Latch Needle - Large | \$12.99 | |
| | Super Braid Adhesive | Braid Glue - one part solution, flexible and water resistant | \$15.00 | |
| * 4 COLORS - R-RED, Y-YELLOW, BL-BLUE, GR-GREEN PLUS W ** WHITE, HI VIS YELLOW & HI VIS LIME GREEN | | | | |
| ACCESSORIES | | | | |
| | Aluminum Drag Scale | Drag Calibrations and Weights | | |
| | Drag Scales 25# | Calibrated Drag Scale | \$14.99 | |
| | Drag Scales 50# | Calibrated Drag Scale | \$17.99 | |
| | FPN01R-G Pliers | Machined Aluminum Pliers Gunmetal Finish | \$39.99 | |
| | FPN01R-B Pliers | Machined Aluminum Pliers Blue Finish | \$39.99 | |
| | FPN01R-R Pliers | Machined Aluminum Pliers Red Finish | \$39.99 | |
| | FPN Braid Cutters | Stainless Steel Braid Cutters | \$12.99 | |
| | Reel Covers | | | |
| | FRC 01 SMALL | Fits small baitcasters, Avet SX and others NEW | 4.99 | |
| | FRC 2 MEDIUM | Fits small baitcasters, Avet MX and others NEW | 5.99 | |
| FRC 3 LARGE | Fits JX/LX size Avet reels and others NEW | 6.99 | | |
| FRC 4 EXTRA LARGE | Fits Avet HX to 30N size reels Penn 4/0... NEW | 7.99 | | |
| SPECIALIZED RODS | | | | |
| RODS | Jigging Rods | 1 Piece Design - Nano Helix, Carbon Fiber | | |
| AHI ASSASSIN | | NEW PRODUCT UPDATE | | |
| Jigging 200 | | Ahi Assassin 200 S or C, Spinning and Conventional | \$279.00 | |
| Jigging 300 | | Ahi Assassin 300 S or C, Spinning and Conventional | \$289.00 | |
| Jigging 400 | | Ahi Assassin 400 S or C, Spinning and Conventional | \$299.00 | |
| TORO TAMER RODS | Popping Rods | 8' Casting Rods - 2 Piece - Nano Helix | | |
| Topwater 60 S | | Ahi Assassin Topwater 60 S 50-80# | \$289.00 | |
| Topwater 60 C | | Ahi Assassin Topwater 50 C 50-80# | \$289.00 | |
| Topwater 40 C | | Ahi Assassin Topwater 40 C 30-50# | \$289.00 | |
| Topwater 40 S | | Ahi Assassin Topwater 40 S 30-50# | \$289.00 | |
| TORO TAMER RODS | Bait & Jig Rods | 7' Casting Rods - 1 Piece - Nano Helix Construction | | |
| AHI ASSASSIN | | | | |
| Topwater 30 C | | Ahi Assassin Topwater 30 C 20-40# | \$199.99 | |
| Topwater 50 C | | Ahi Assassin Topwater 50 C 40-60# | \$219.99 | |
| TRAVEL RODS | Four Piece Surf Casting Rods | All with hard case ~ 30" | | |
| SURF EXPLORER | | | | |
| SURF EXPLORER LIGHT CONV | | Conventional Guides 8-12#, 2.7m | \$129.00 | |
| SURF EXPLORER LIGHT SPIN | | Spinning Guides 8+12#, 2.7m | \$129.00 | |
| SURF EXPLORER ML CONV. | | Conventional Guides 15-20#, 2.7m | \$139.00 | |
| SURF EXPLORER ML SPIN | | Spinning Guides 15-20#, 2.7m | \$139.00 | |
| SURF EXPLORER MED CONV | | Conventional Guides 20-30#, 2.7m | \$149.00 | |
| SURF EXPLORER MED SPIN | | Spinning Guides 20-30#, 2.7m | \$149.00 | |
| SURF EXPLORER HVY CONV | | Conventional Guides 30-50#, 2.7m, NEW | \$159.00 | |
| SURF EXPLORER HVY SPIN | | Spinning Guides 30-50#, 2.7m NEW | \$159.00 | |
| OFFSHORE TRAVEL RODS | | All with hard case ~ 20-24" | | |
| OFFSHORE EXPLORER 50-80 C | | Conventional Guides, Pac Bay Uni-Butt, Case, 4 pc travel rod | \$299.00 | |
| OFFSHORE EXPLORER 25-40 S/C | | 7' 4-Section Offshore Travel Rod - Nano Technology NEW | \$189.99 | |
| OFFSHORE EXPLORER 15-25 S/C | | 7' 4-Section Offshore Travel Rod - Nano Technology NEW | \$179.99 | |
| | S - SPINNING, C-CONVENTIONAL | | | |



Price List

Lures

Last updated 06/2015

| Category | Name | Description | MSRP* |
|--|--|---|--|
| CAST & JIG | Tuna & Wahoo | Patterns: Sardine, Mackerel, Purple Mack, Silver/Black | |
| SLASH  | 100 gm | Casting | \$7.99 |
| | 150 gm | Casting | \$9.99 |
| | 300 gm | Jigging - Light Stick Receiver | \$12.99 |
| | 400 gm | Jigging - Light Stick Receiver | \$14.99 |
| CASTING | Tuna & Wahoo | Patterns: Pink, Purple, Blue, Mackerel | |
| WOUNDED SWIMMER  | TT WS-100 PLF-05 | 100 GM | \$11.99 |
| | TT WS-150 PLF-05 | 150 GM | \$12.99 |
| SUBSURFACE  | Tuna & Yellowtail | Tuna Lure: 80 gm, 20 cm | |
| | Subsurface Swimmer - UN-Rigged | Patterns: Mackerel, Sardine, Flyer, Hering, Blue Runner, Pink, Skipjack NO HOOKS - Weight Transfer System | \$14.99 |
| WAHOO RIPPER  | Subsurface Swimmer - Rigged | 5/0 4X treble hooks - Weight Transfer System | \$19.99 |
| | Wahoo | Wahoo Casting Lure: Purple, Pink, Red, Gold, Silver | |
| WAHOO RIPPER  | Wahoo Ripper 125GM Silver | Brass Casting Lures for Wahoo - rigged single hook | \$17.99 |
| | Wahoo Ripper Gold 125 GM | Brass Casting Lures for Wahoo - rigged single hook | \$17.99 |
| | Wahoo Ripper 200GM Gold | Brass Casting Lures for Wahoo - rigged single hook | \$19.99 |
| | Wahoo Ripper 200GM Silver | Brass Casting Lures for Wahoo - rigged single hook | \$19.99 |
| DEEPWATER | Jigging - Tuna, Yellowtail... | | |
| WEDGE  | TNA 070 Wedge 150 | Patterns: Red & Black, Black/Silver, Pink, Blue 150 GM Faceted Jig | \$8.99 |
| | TNA 070 Wedge 250 | 250 GM Faceted Jig | \$9.99 |
| | TNA 070 Wedge 350 | 250 GM Faceted Jig | \$12.99 |
| ILLUMINATA  | Illuminata 100 | Patterns: Pink Mack, Green, Gold, Blue Illuminata 100 GM with Lighsticks | \$8.99 |
| | Illuminata 200 | Illuminata 200 GM with lightsticks | \$9.99 |
| | Illuminata Lightsticks | Lightstick 3 pack | \$3.99 |
| TOP BANANA  | TT Banana 100 | Lumo Glow Finish - Treble Hooks Toro Tamer Banana 100 gm GLOW | \$6.99 |
| | TT Banana 200 | Toro Tamer Banana 200 GM GLOW | \$9.99 |
| | TT Banana 300 | Toro Tamer Banana 300 GM GLOW | \$12.99 |
| | TT Banana 400 | Toro Tamer Banana 400 GM GLOW | \$14.99 |
| CASTING | All Species | | |
| METAL SWIMMER  | 1.6 oz | All Lures Rigged w/Mustad Trebles & Solid Rings 1.6 oz | \$4.99 |
| | 2.3 oz | 2.3 oz | \$5.99 |
| | 3.2 oz | 3.2 oz | \$6.99 |
| | 4.5 oz | 4.5 oz | \$7.99 |
| | 7 oz | 7.0 oz | \$9.99 |
| | POPPERS  | Yellowfin Tuna | Patterns: Sardine, Pink Ghost, Blue Mackerel, Ahi, Skipjack |
| POP120 | 120mm Inshore Popper Treble Hooks | \$12.99 | |
| POP160 | 160mm Offshore Popper VMC Single Hooks | \$16.99 | |
| POP200 | 200mm Offshore Popper VMC Single Hooks | \$18.99 | |
| BUCKTAIL JIGS  | BT1 | Patterns: Glow, White, Red Head, Blue Head 1.5 OZ Bucktail with Fish Skin and Mylar NEW | \$3.99 |
| | BT2 | 2 OZ Bucktail with Fish Skin and Mylar NEW | \$4.99 |
| | BT3 | 3 OZ Bucktail with Fish Skin and Mylar NEW | \$5.99 |
| | BT4 | 4 OZ Bucktail with Fish Skin and Mylar NEW | \$6.99 |
| INSHORE SERIES | Surf & Inshore Species | Patterns: Mackerel, Sardine, Anchovie, Brown Bait | |
|  | Inshore 8007 Shallow 60mm | Inshore & Surf Lures Shallow Diver | \$5.99 |
| | Inshore 8008 Shallow 75mm | Inshore & Surf Lures Shallow Diver | \$6.99 |
| | Inshore 8009 Shallow 90mm | Inshore & Surf Lures Shallow Diver | \$7.99 |
| | Inshore 8034 Deep 60mm | Inshore & Surf Lures Deep Diver | \$5.99 |
| | Inshore 8035 Deep 75mm | Inshore & Surf Lures Deep Diver | \$6.99 |
| | Inshore 8036 Deep 90mm | Inshore & Surf Lures Deep Diver | \$7.99 |

The New Best In Class Spliceable Super Braid



16 Strand Spliceable Braid
Available in 20, 30, 40, 50, 60, 80, 100 & 130 lb. tests
12 Strand Spliceable in 50, 60, 80, 100 & 130 lb. tests

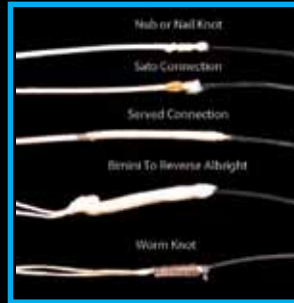
Toro Tamer Super Braid

We give you more choices to meet your fishing applications.
Superior performance for knotless in-line rigging,
virtually 100% knot strength and smooth
transitions from braid to leader
We also offer "Solid" 4 & 8 Strand Super Braid for knot connected
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Braid to Leader Connections Which do you want going through your guides?



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Toro Tamer Super Braid 16 Strand Hollow Core

Superior performance for knotless in-line rigging,
virtually 100% knot strength and smooth
transitions from braid to leader



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- all terrific!



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patterns - unique
design & highly
effective!



Braid **RIGGING NEEDLES**
and Kits
-New designs and
industry leading
values!



...and you thought all we made was braid.

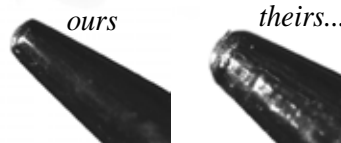
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and our kits are
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the market. Kits starting at only
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range trip can
earn \$100 to
\$500 for a
qualifying fish
caught on
ToroTamer
Spliceable
HollowCore
Super Braid.



Dave Sanders with a 274
caught on 100# Toro 16
Strand Super Braid!

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