

SPACE AGE

It's one of those brands ingrained into northern angling culture which has earned great respect for consistently delivering top quality goods which hit the mark with its customers.

But how many know the real story behind Tri-Cast and its unique position in today's somewhat crowded and confusing market?

Well, now in its 25th celebration year, Tri-Cast is marking its anniversary with a portfolio of products for 2007 which will have anglers up and down the country drooling with anticipation for a whole variety of reasons.

Not least of which is the engineering technology and expertise at Tri-Cast's disposal through its core business as a supplier of high performance composite tubular products to a range of industries.

Some of the biggest multi-nationals from the aerospace, aviation and international sporting arenas are customers of this Rochdale-based outfit, anxious to tap into the highly specialised expertise housed there.

Quite simply, when it comes to carbon fibre and its applications, Tri-Cast is a world leader. No surprise then that the creation and development of rods and poles is a natural extension of this specialisation.

It's no exaggeration to say that the company is utilising and developing space-age technology on a number of levels which is starting to have some interesting benefits for the humble angler.

For instance, the buying in of raw carbon at preferential rates has meant that Tri-Cast has been able to develop products at price points previously unthinkable at the quality levels the company is famous for.

Sales and marketing manager Steve Hopkinson takes up the story: "Tri-cast has always had a great name for quality but not everyone is at the top end of the market and we wanted to address that," he said.

"This became really apparent a couple of years ago and we are now able to buy the raw materials at the

right price and to embrace new production processes which mean we can get rods out at well under £100," he added.

Tri-Cast's customers in the aviation industry need products that are light, slim and strong - all the ingredients required in good fishing tackle manufacture. It follows that if those customers keep coming back then the machinery is spot on.

And if Tri-Cast can pass, which it does, the stringent quality control checks laid down three times a year by its multi-national customers then the rods and poles that are developed for anglers can have no better pedigree.

In effect it means that each item is actually hand made by a highly skilled, UK-based engineer, and crucially, the company can always provide additional spares and repairs to any of its products in cases of damage or loss.

And for any angler who has rung a manufacturer only to hear those dreaded words: "Sorry, that item is out of stock" this has to be a huge bonus.

There are four brand new poles for 2007, none of which will break the bank, all of which are handmade and sold in a package which can be customised to suit every individual angler's requirements.

"We don't overload the initial pole with vast numbers of spare kits because this not only puts up the price, it is often unsuitable for an individual anglers particular style of fishing," said Steve.

"At Tri-cast we offer the angler the chance to build up his pole with spares as he goes along."

For instance each pole includes a match and power kit as standard, supplemented by the "customisation pack" of a 15.7 metre butt section, big bore top twos (light and heavy), power top two and three, match top

When it comes to rod and pole manufacture there can't be many anglers in the Northern Angling Today circulation area who wouldn't put Tri-Cast right at the top of the tree.



three and four and an interex number three section.

Each purchase also includes a promotional voucher, giving the customer a free power top two or match top three to get him started.

The price points of the poles are the most competitive ever and start at £474 with the Neutron, £724 with the Colossus, £824 with the Volterra and £1149 with the top-of-range Talisman.

All are 14 metres and capable of fishing match-style for silvers and also with heavier elastics for commercial carp.

The Trophy Clubman range of feeder rods has followed suit on price starting at £89 and rising to £149 at the higher end. Versions are available at 11' 6", 12' 6", 13' 6" and an 11' 6"/13' 6" combo, all with a range of tips as standard.

New within the famous XRS (Extra Reinforced System) range are two power waggler rods at 13' and 14' and a 9' carp feeder at £119. Added to this is a pellet waggler rod at 10' 6" with a 1' extension, again at £119.

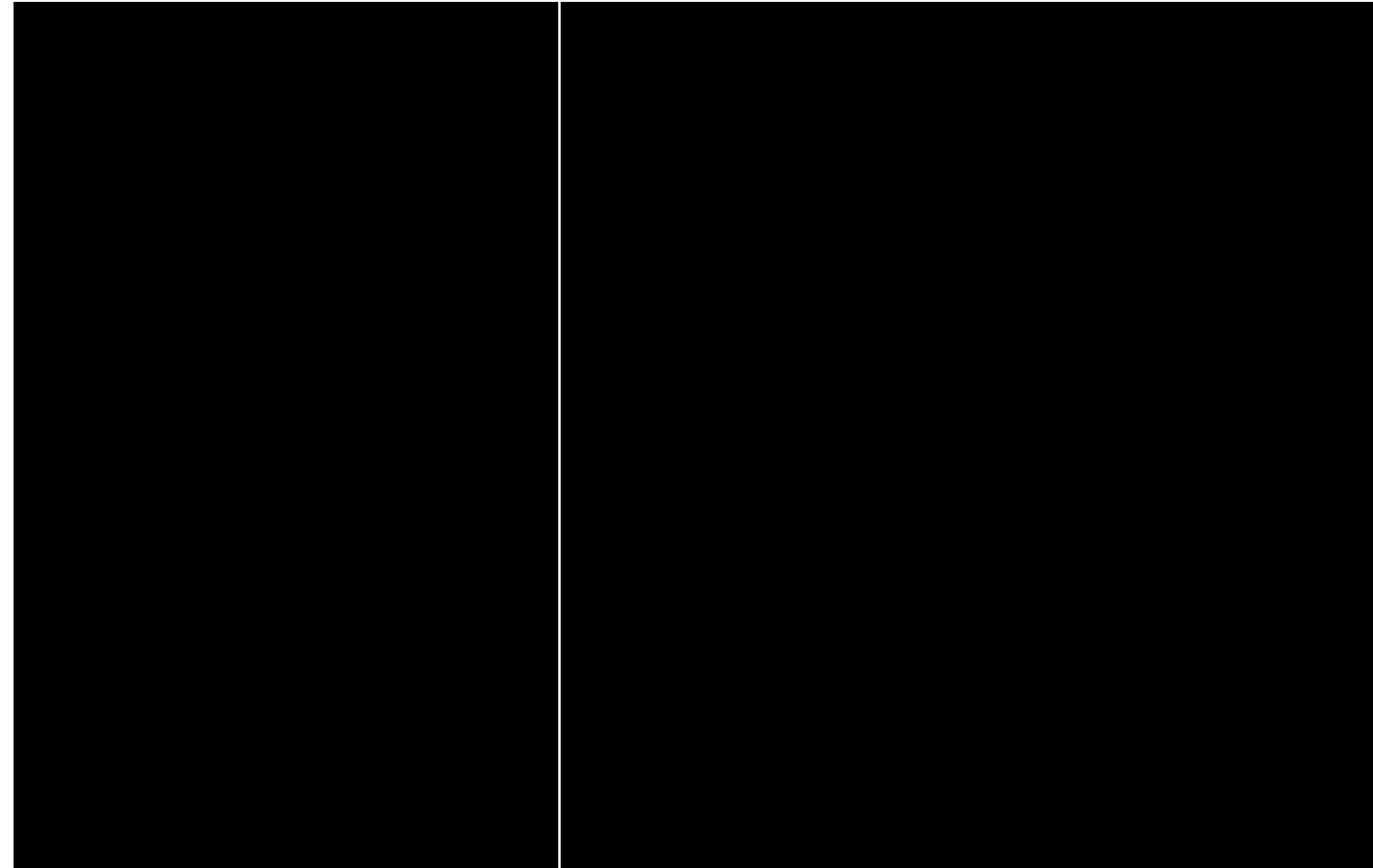
All these products are hand-crafted in the UK and the Tri-Cast repairs and replacement service means you will never find yourself with a redundant rod or pole.

And Steve is insistent that Tri-Cast customers receive a very personal service, not only from the carefully selected network of dealers but also from the company itself.

"We are a small team but always ready to listen to what our customers are saying. Anyone can ring me to ask for advice, ask questions or even make observations about the product. It's all part of the process," he said.

To win a fantastic Tri-Cast pellet waggler rod check out our great competition on page 12.

Steve Hopkinson, fronting Tri-Cast's angling operations



Tri-Cast consultant Vinnie Smith (above) with another great example of how the technology works. Top right: Just a small selection of the mandrels. Bottom right: Steve tests out the carbon quality. Below: One of the new machines.

TRI-CAST DEALERS BY COUNTY:

CHESHIRE		
BARLOWS FISHING TACKLE	MACCLESFIELD	01625 619935
CHESHIRE ANGLING SUPPLIES	WARRINGTON	01925 635486
DAVES OF MIDDLEWICH	MIDDLEWICH	01606 833853
EDGELEY SPORTS	STOCKPORT	0161 4802511
STAPELEY WATER GARDENS	NANTWICH	01270 611500
STALYBRIDGE ANGLING	STALYBRIDGE	0161 3382539
DERBYSHIRE		
ALFRETON ANGLING	ALFRETON	01773 832611
BACCHUS AND RHONE	SWADLINCOTE	01283 216870
LEEDEM ANGLING	CHESTERFIELD	01246 559480
NATHANS OF DERBY	DERBY	01332 515353
ESSEX		
WICKFORD ANGLING	WICKFORD	01286 768857
GREATER MANCHESTER		
SWINTON ANGLING CENTRE	SWINTON	0161 7942784
ELTON TACKLE	RADCLIFFE	0161 7245425
FISHERMANS WAY	BURY	0161 7611359
GILDERS FISHING TACKLE	FAILSWORTH	0161 6812538
HOOK & LINE	HIGHER BLACKLEY	0161 7206577
MIDDLETON ANGLING	MIDDLETON	0161 6532764
PAULS SUPPLIES	WYTHENSHAW	0161 4377215
TRAFFORD ANGLING	STRETFORD	0161 8641211

HAMPSHIRE			OXFORDSHIRE		
BRAZIER BROTHERS	SOUTHAMPTON	01703 322062	BANBURY GUNSMITHS J & K TACKLE	BANBURY BICESTER	01295 265819 01869 242589
LANCASHIRE			SHROPSHIRE		
CARTERS OF PRESTON	PRESTON	01772 253476	ROD & GUN CO LTD WESTON POOLS	TELFORD OSWESTRY	01952 503550 01691 671812
FYLDE COAST ANGLING	BLACKPOOL	01253 627228	SOUTH YORKSHIRE		
HIGHFIELD ANGLING	FARNWORTH,BOLTON	01204 572219	BENNETTS OF SHEFFIELD	SHEFFIELD	01142 756756
LEONARDS ANGLING	CLAYTON LE MOORS	01254 231148	CALCOTTS FISHING TACKLE	SHEFFIELD	01442 722817
LOSTOCK TACKLE BOX	PRESTON	01772 626585	OAKLEYS FISHING TACKLE	SHEFFIELD	01442 681723
LEIGH TACKLE AND BAIT	LEIGH	01942 604125	PAULS TACKLE CENTRE	DENABY MAIN	01709 862558
LEIGH ANGLING CENTRE	LEIGH	01942 670890	R & R SPORTS	BAWTRY	01302 711130
MORECAMBE ANGLING CENTRE	MORECAMBE	01524 832332	WOMBWELL ANGLING CENTRE	WOMBWELL	01226 750659
MACKS TACKLE	BURNLEY	01282 427386	WICKERSLEY ANGLING CENTRE	ROTHERHAM	01709 540998
NORTH WEST ANGLING CENTRE	HINDLEY, WIGAN	01942 255993	STAFFORDSHIRE		
NOAHS ARK PET STORE	POULTON LE FYLDE	01253 885684	ALLENS OF KINGSBURY	TAMWORTH	01827 872451
ROCHDALE ANGLING CENTRE	ROCHDALE	01706 527604	IANS TACKLE	PENKRIDGE	01785 715744
WIGAN ANGLING CENTRE	WIGAN	01942 226427	PICKERINGS OF BURSLEM	STOKE ON TRENT	01782 814941
LEICESTERSHIRE			SHELTONS FISHING TACKLE	TAMWORTH	01827 280889
SOAR VALLEY TACKLE	LOUGHBOROUGH	01509 231817	TRENTSIDE ANGLING	STOKE ON TRENT	01782 545493
MERSEYSIDE & WIRRAL			WARWICKSHIRE		
FISHERMANS TACKLE BOX	WIRRAL	0151 648 1172	BANKS & BURR	RUGBY	01788 576782
JOHNSONS ANGLING CENTRE	LIVERPOOL	0151 525 5574	BAILEYS OF WARWICK	WARWICK	01926 491984
ROD N REEL	ELLESMERE PORT	0151 356 0687	RUGBY TACKLE	RUGBY	01788 544913
RAYS TACKLE	LIVERPOOL	0151 489 6103	WEST MIDLANDS		
TASKERS SPORTS	ANFIELD, LIVERPOOL		ALLENS FISHING TACKLE	WALSALL	01922 407398
NORFOLK			BRITTONS OF WEDNESFIELD	WOLVERHAMPTON	01902 722231
ANGLERS CORNER NORFOLK	KINGS LYNN	01553 775852	DUDLEY BAIT AND TACKLE	DUDLEY	01902 678871
BRUNDELL ANGLING CENTRE	NORWICH	01603 715289	FOSTERS FISHING TACKLE	BIRMINGHAM	0121 344 3333
BENWICK SPORTS	SOHAM	01353 721009	FISHERMANS FRIEND	BIRMINGHAM	0121 420 2925
ANGLING DIRECT	NORWICH	01603 400757	FISHERMAN OF ENGLAND	WALSALL	01922 492222
KEVS TACKLE	SWAFFHAM	01760 720188	GREENWAYS	BIRMINGHAM	0121 373 0057
P.M.PEGG ANGLING	DISS	01379 640430	HINGLEYS ALL SPORTS	STOURBRIDGE	01384 395438
NORTH EAST			MAL STOREY FISHING TACKLE	KIDDERMINSTER	01562 745221
ANGLERS SERVICES	HARTLEPOOL	01429 274844	WEST SUSSEX		
CLEVELAND ANGLING CENTRE		01642 677000	JACK FROST FISHING TACKLE	CRAWLEY	01293 421351
THE TACKLE BOX	BILLINGHAM	01642 532034	TWO GUYS	BASINGSTOKE	01256 464981
NORTH HUMBERSIDE			WEST YORKSHIRE		
ANGLERS CORNER HULL	HULL	01482 507350	CALDER ANGLING	BRIGHOUSE	01484 711063
EVERETT FISHING TACKLE	HULL	01482 374201	FEATHERSTONE ANGLING CENTRE	FEATHERSTONE	01977 602822
FISHING BASKET	HULL	01482 445284	A.J.JEWSON	HALIFAX	01422 354146
FISHING TACKLE DIRECT	GOOLE		J.T.RODGERS	LEEDS	01132 641195
NORTH WALES			KIRKGATE ANGLERS	LEEDS	01132 434880
DEESIDE FISHING TACKLE	DEESIDE	01244 813674	CHRIS ROBERTS FISHING TACKLE	HUDDERSFIELD	01484 545032
LIONELS FISHING TACKLE	BUCKLEY	01244 543191	TACKLE BOX KIPPAX	KIPPAX, LEEDS	01132 861435
NORTH YORKSHIRE			WEST PARK ANGLING	BRADFORD	01274 548289
ACOMB FISHING TACKLE	YORK	01904 785237	WIBSEY ANGLING	BRADFORD	01274 604542
G. B. ANGLING	SCARBOROUGH	01723 365000	BOB CO LTD	LEEDS	01132 461475
SELBY ANGLING CENTRE	SELBY	01757 703471	GUISELEY ANGLING CENTRE	GUISELEY, LEEDS	01943 879938
YORK TACKLE SHOP	YORK	01904 411210	WORCESTERSHIRE		
NOTTINGHAMSHIRE			ALANS FISHING TACKLE	WORCESTER	01905 422107
MILL TACKLE	LANGLEY MILL	01773 710679	MAL STOREY	KIDDERMINSTER	01562 745221
MATCHMAN SUPPLIES	NOTTINGHAM	01159 813834			
KEN WARD FISHING TACKLE	WORKSOP	01909 472904			

WIN! A Tri-Cast XRS Pellet Power Waggler Rod

14mm DIA.

Short two-piece Pellet Waggler rods are all the rage on commercial fisheries thanks to their soft through action and ability to subdue hard fighting carp faster than traditional longer three-piecers, with less risk of hook pulls. But how many offer the option of two different fishing lengths?

The Tri-Cast XRS Pellet Waggler rod retails for £119.99 from all Tri-Cast stockists, but we've got one to give away across all three of our magazines in a special reader competition to celebrate the company's 25th anniversary. If you fancy getting your hands on one, read on...

Entering the TRI-CAST COMPETITION will cost you no more than the price of a postage stamp and envelope.

Study the question below. If you think you know the answer, tick the appropriate box and write clearly your name, address, telephone number and e-mail (if applicable) below.

QUESTION: Which of the following Tri-Cast anglers is a former England international?

John Allerton Steve Michaels Vinnie Smith

Name: _____

Address _____

Telephone _____

email: _____

Post to:
Tri-Cast Competition, Regional Angling Magazines, 40 Ball Street, Sheffield S3 8DB.

Closing date for entries is Friday June 15, after which the winners will be drawn and notified within seven days. The promoters' verdict is final and no correspondence will be entered into. Best of luck to all entrants.

Tri-Cast's brand new XRS Pellet Power Waggler rod is the first of its kind to do so, with a foot-long extension piece allowing you the choice of 10ft 6in or 11ft 6in options.

With English company Tri-Cast's legendary strength and quality fittings, the rod is rated for reel lines up to 8lb breaking strain yet weighs just 156 grams in its longest mode.

OTHER FEATURES INCLUDE:

- RDX Quality Guides.**
- Fuji Winch Reel Fitting.**
- Pencil Slim Blank.**
- High Modulus Carbon.**
- Made with XRS (Xtra Reinforced System)'**
- Cork and Duplon Handle.**
- Silver Graphics and Whippings'**
- Soft Progressive Through Action.**

