

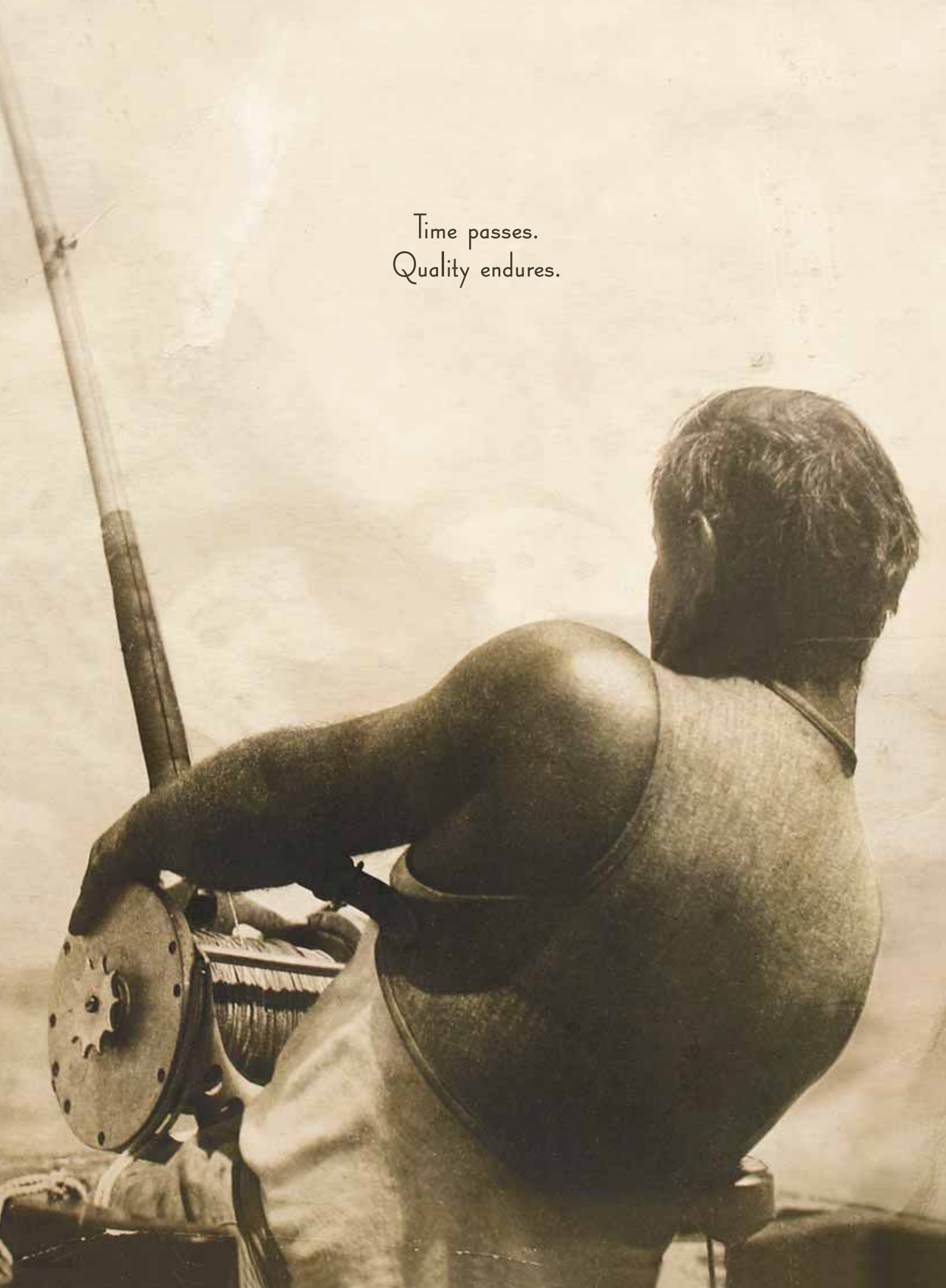


FIN-NOR[®]
LEGENDARY TACKLE SINCE 1933

2010

Australia • New Zealand • South Africa

Time passes.
Quality endures.





Fin-Nor[®] was born over 75 years ago in a time when legendary anglers, captains and authors came together in pursuit of the true giants of the seas, especially marlin and tuna.

Fin-Nor[®] reels played a key role in the years that followed and accounted for a few hundred world big game fishing records. Catches of the largest black marlin and swordfish ever taken on rod and reel, 1,560 pounds and 1,182 pounds, respectively, still stand today.

The importance of Fin-Nor's contribution to modern fishing history cannot be understated. But times change, anglers evolve and technology advances. Reels must be stronger, lighter and more adaptive to specific techniques than ever.

Recognising this, the latest generation of Fin-Nor[®] reels have fused the timeless Fin-Nor[®] qualities of craftsmanship, strength and uncompromising quality with today's best materials and production methods. The results found in these pages are reels engineered for today, yet continue the legacy of the past. You be the judge.



FIN-NOR

Santiago®



The New Offshore Powerhouse of Big-Game Fishing

You don't name a product Santiago® and fill the biggest shoes in the Fin-Nor® product line without being totally ready.

It is with total respect for the history, traditions and excellence of this brand, and with the greatest appreciation for the role that Fin-Nor trolling reels played in writing the history of big game fishing, that we took time and diligence to the extreme in designing Santiago®

The new flagship of the Fin-Nor brand, Santiago® is a bold testament to modern technology's greatest advances in fishing reel materials and design, yet leaves no doubt whatsoever as to which family it belongs.

Santiago® is full-blooded Fin-Nor®.



The Santiago® Drag

Revolutionary in its design, Santiago's drag system is big enough, strong enough and smooth enough to fish IGFA-rated mono lines or the heaviest of braided lines. The multi-layer drag combines the strength and durability of stainless steel with twin carbon-fibre discs for the ultimate in smoothness and heat dissipation. All this in an innovative water-tight, auto-aligning system. The Santiago's "FREE" setting provides completely friction-less spooling with a powerful drag at "STRIKE", and extra power at "FULL."

- ★ Fully machined one-piece aluminium frame
- ★ Forged aluminium spool
- ★ Four ceramic/hybrid ball bearings for support and strength
- ★ Push-button and dial-release two-speed shift system
- ★ Classic Fin-Nor gold anodized corrosion resistant finish
- ★ Friction-less free spooling

Every Fin-Nor® Santiago® is serial-numbered and individually performance tested by our engineers. The results are recorded on a custom report which is provided in your Santiago's packaging.

The Santiago® drag system is designed for incredibly smooth performance from free spool all the way to total lock-down if desired.

It allows you to customise the "STRIKE" setting to your line strength and type of fishing, with additional strength all the way to the "FULL" setting. Fin-Nor® recommends that customized drag adjustments be done with the push-button drag lever in the "FREE" position.

The simple push of a button puts the reel into low gear, offering you all the power you need, when you want it, to fight big game fish.

An easy turn of the dial allows the reel to switch back to high speed for quicker line pickup.



JW CODE	MODEL	BEARINGS	LINE CAP.	RATIO (L/H)	LINE RETRIEVE (L/H)	MAX DRAG STRIKE	MAX DRAG FULL	WEIGHT
25000	SA25	4	710m/25lb	1.75 / 4.15:1	18.9 / 44.8 IPT	40lb (18.1kg)	60lb (27.2kg)	1914g
25002	SA30W	4	1020m/30lb	1.75 / 3.79:1	18.9 / 40.9 IPT	45lb (20.4kg)	70lb (31.8kg)	2084g
25004	SA50W	4	850m/50lb	1.75 / 3.17:1	21 / 38 IPT	50lb (22.7kg)	80lb (36.3kg)	2495g
25005	SAS0W	4	1130m/80lb	1.35 / 3.07:1	20.9 / 47.5 IPT	60lb (27.2kg)	100lb (45.4kg)	4028g

★  ★

FIN-NOR

OFFSHORE

OVERHEAD

The Ultimate casting reels for extreme offshore fishing.

Built like no other offshore casting reel in the world, versatility and strength define the all-new Fin-Nor® Offshore Stardrag Conventional series. Today's anglers need the equipment to handle modern braided lines without worrying about the wear that these strong materials may cause on their reels. Strength has been built into every aspect of these reels. With large line capacities and incredible drag strengths, these reels are stronger and more powerful than any other reel of this type.



The Offshore Overhead Drag

Constructed with 11 oversized discs of alternating carbon fibre and stainless steel, the drag system in the Fin-Nor® Offshore Stardrag series is designed to perform at extreme levels providing smooth, consistent control throughout the duration of the battle, and for years to come.

- ★ Diecast aluminium body and sidecovers
- ★ Machined aluminium spool
- ★ Five double-shielded stainless steel bearings
- ★ Oversized stainless steel main gear with brass pinion gear
- ★ Continuous anti-reverse with backup pawl & ratchet system
- ★ 11 disc, multi-stack Offshore drag system
- ★ Audible bait clicker
- ★ Fast 6.2:1 gear ratio

The Offshore Overhead Gearing

Every Fin-Nor® Offshore Stardrag reel is built with powerful and oversized stainless steel main gears and a solid brass pinion gear providing you with the strength you need, and the long-life you expect from Fin-Nor®. The stainless steel mainshaft is fully supported, which removes stress from the gear train allowing noticeably smoother winding under load, and less wear and tear on moving parts.

JW CODE	MODEL	BEARINGS	LINE CAP.	RATIO	LINE RETRIEVE	MAX DRAG	WEIGHT
25012	OFC16H	5+1	320m/20lb	6.2:1	49 IPT	23lb (10.4kg)	666g
25013	OFC20H	5+1	350m/30lb	6.2:1	49 IPT	23lb (10.4kg)	686g
25015	OFC30H	5+1	335m/40lb	6.2:1	49 IPT	23lb (10.4kg)	709g

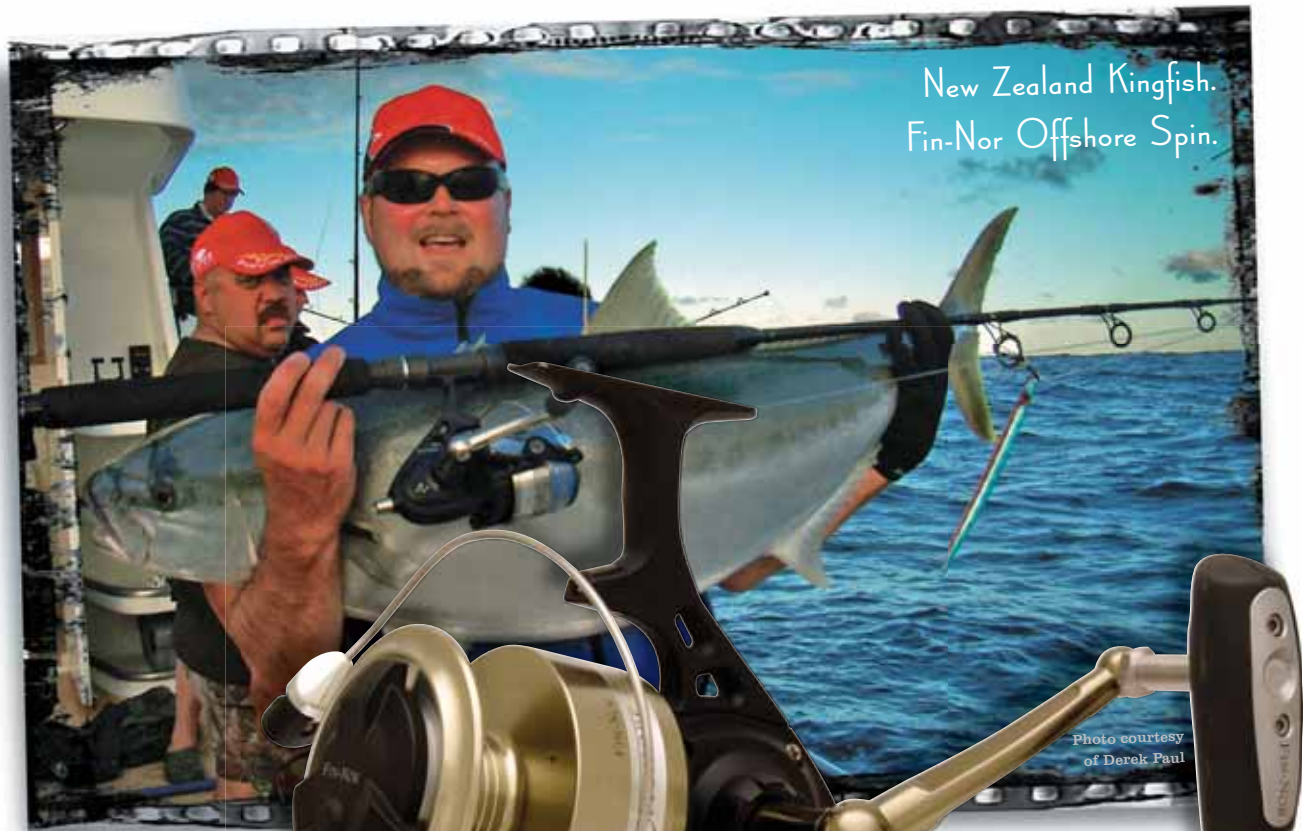


Offshore Stardrag Levelwind

New for 2009, and with all the features of the Offshore Conventional series, the new Fin-Nor® Offshore Levelwind series offers a powerful 4.3:1 gear system in an ultra-smooth continuous levelwind reel designed for trolling deep waters for record fish.

Available in two different line capacity sizes, whether fishing braided line or mono, the Offshore Levelwind series are true performers.

JW CODE	MODEL	BEARINGS	LINE CAP.	RATIO	LINE RETRIEVE	MAX DRAG	WEIGHT
25017	OFL20L	5+1	350m/30lb	4.3:1	34 IPT	35lb (15.9kg)	686g
25018	OFL30L	5+1	335m/40lb	4.3:1	34 IPT	35lb (15.9kg)	709g



New Zealand Kingfish.
Fin-Nor Offshore Spin.

Photo courtesy
of Derek Paul



FIN-NOR OFFSHORE SPIN



Oversized Multi-Stack Offshore Drag System

Fin-Nor's Offshore spinning reels feature up to 10 carbon fibre, aluminum and stainless steel drag washers that are designed specifically to handle the ocean's biggest fish.

Introduced in 2006, the Fin-Nor® Offshore spinning series has proven to be the King of the Sea, featuring the largest line capacity of any saltwater spinning reel on the market — up to 550 metres of 20lb monofilament, or 80lb braided line. Fin-Nor® Offshore spinning reels have four double-shielded stainless steel bearings for ultra smooth performance, and an oversized multi-stack Offshore drag system that makes easy work of the biggest fish.

- ★ Strong aluminium body, side plate and rotor
- ★ Machined stainless steel drive and pinion gear
- ★ Fully-supported stainless steel mainshaft
- ★ Four double shielded stainless steel bearings
- ★ Oversized multi stacked Offshore drag system
- ★ Insane 60lbs of drag pressure (65-95 size)
- ★ Powerful 4.4:1 gear ratio

JW CODE	MODEL	BEARINGS	LINE CAP. (Mono)	LINE CAP. (Braid)	RATIO	LINE RETRIEVE	MAX DRAG	WEIGHT
25020	OF45	4	230m/20lb	300m/50lb	4.7:1	34.9 IPT	35lbs (15.9kg)	737g
25021	OF55	4	290m/20lb	400m/50lb	4.7:1	37.9 IPT	48lbs (21.8kg)	760g
25022	OF65	4	365m/20lb	500m/50lb	4.4:1	34.3 IPT	60lbs (27.2kg)	885g
25023	OF75	4	275m/25lb	420m/80lb	4.4:1	36.6 IPT	60lbs (27.2kg)	907g
25024	OF85	4	295m/30lb	490m/80lb	4.4:1	40.2 IPT	60lbs (27.2kg)	1074g
25025	OF95	4	340m/30lb	550m/80lb	4.4:1	42.7 IPT	60lbs (27.2kg)	1103g





★  ★
FIN-NOR
AHAAB®



- ★ Forged aluminum spool
- ★ Exclusive MegaDrag™ oversized saltwater drag
- ★ Machined stainless steel drive and pinion gear
- ★ Fully-supported stainless steel mainshaft
- ★ All-aluminium body and rotor
- ★ Magnetic continuous anti-reverse
- ★ Four stainless steel ball bearings (4+1)



Ahab 12

Fin-Nor® Ahab® is the series that totally re-shaped saltwater spinning reel design. Everything about these reels focuses on catching aggressive saltwater gamefish. All key components are big and strong, and have been engineered to exceed your expectations for what a high-performance saltwater reel is capable of.



Ahab 16

Ahab® spinning reels are known for their workhorse performance and one of the smoothest, most reliable drag systems on the market.

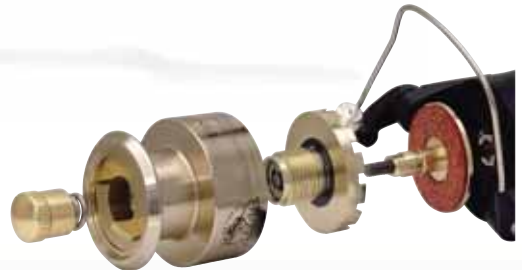


Ahab 20

Designed to perform equally well with either mono or braided line, the new Ahab® reels also feature a fully supported mainshaft, which removes stress from the gears, allowing noticeably smoother oscillation of the spool.

This next generation is lighter than original models, with weight reductions coming from strategic use of new alloys in critical areas. CNC machining has made for precision tolerances throughout the reels.

With an Ahab® in hand, it is the angler who controls what happens on the other end of the line.



The Ahab® MegaDrag™

Truly the best spinning reel drag on the market, Ahab's MegaDrag™ provides a smooth pressure curve from initial tension all the way through the end of the battle. Measuring nearly 40mm in diameter, it's up to twice the size of the drag washers found in other spinning reels. This "bigger is better" philosophy translates into a superior fishing instrument that is capable of handling anything the coastal or offshore angler will ever encounter.

JW CODE	MODEL	BEARINGS	LINE CAP.	RATIO	LINE RETRIEVE	MAX DRAG	WEIGHT
25035	AHAB12	4+1	180m/12lb	4.6:1	28.6 IPT	13lb (5.9kg)	561g
25036	AHAB16	4+1	225m/15lb	4.6:1	31.2 IPT	15lb (6.8kg)	791g
25037	AHAB20	4+1	225m/20lb	4.6:1	33.8 IPT	15lb (6.8kg)	859g

Australian Snapper. Fin-Nor MegaLite.

★  ★
FIN-NOR
MEGA LITE®

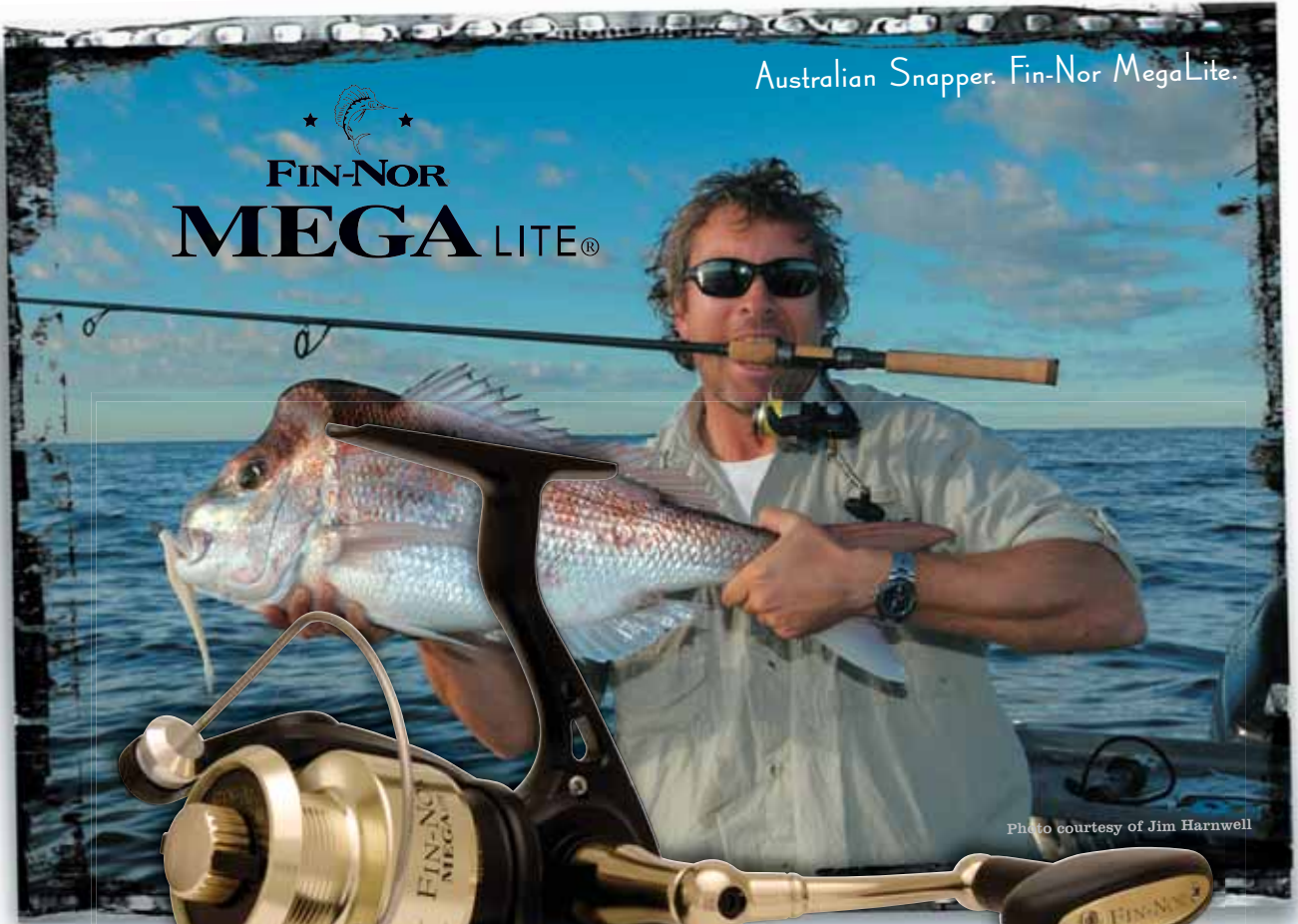


Photo courtesy of Jim Harnwell

- ★ Machined aluminium body and sideplate
- ★ MegaLock™ magnetic continuous anti-reverse
- ★ Five stainless steel ball bearings (5+1)
- ★ Zinc main gear / brass pinion gear
- ★ Smooth, front-adjustable cork saltwater drag
- ★ Stainless steel mainshaft
- ★ Forged aluminium spool
- ★ Electrostatic multi-layer corrosion protection
- ★ Machined aluminium handle

MegaLite® spinning reels combine the greatness of their original design with the latest in technological improvements, making them lightweight, strong, smooth and exceptionally durable.

They are designed especially for light line (or at least small diameter line) fishing in mind, while never losing sight of the fact that today's inshore and coastal anglers are using these reels to target big, strong fish. MegaLite® reels are up for a mega fight.



ML2000



ML3000



ML4000



ML5000



The MegaLock™ The first magnetic roller clutch ever developed for a saltwater reel, Fin-Nor's MegaLock™ anti-reverse mechanism features a strong magnetic ring, replacing traditional springs, for quicker engagement and better corrosion resistance. The integral design, and the industry's largest rollers can withstand greater loads without deflection.

JW CODE	MODEL	BEARINGS	LINE CAP.	RATIO	LINE RETRIEVE	MAX DRAG	WEIGHT
25030	ML2000	5+1	125m/6lb	5.2:1	28 IPT	7lb (3.2kg)	318g
25031	ML3000	5+1	145m/8lb	5.2:1	33.4 IPT	9lb (4.1kg)	391g
25032	ML4000	5+1	210m/10lb	5.2:1	33.4 IPT	9lb (4.1kg)	377g
25033*	ML5000*	5+1	205m/12lb	5.2:1	36.0 IPT	18lb (8.2kg)	371g

*ML5000 available 2010.

FIN-NOR[®] RODS

The history and tradition of Fin-Nor rods parallels that of Fin-Nor reels. You see the history of Fin-Nor innovations in every Fin-Nor rod, just as you do in every big game reel on the market. Each has the finest components, actions and line ratings to maximise any fishing experience.



FIN-NOR OFFSHORE

Fin-Nor[®] Offshore rods are perfectly matched to our powerful Offshore spinning and trolling reels. Built using a new and innovative blank making process, the light-weight, hi-modulus carbon blanks have proven at least 50% stronger when compared to other brands of carbon rods. Overhead models feature silicone ring guides while the spin models use Fuji[®] Alconites[®]. All models have Fuji[®] reel seats.



JW CODE	MODEL DESCRIPTION	FT	MT	PCS	RATING
09300	Fin-Nor Offshore Jig 30lb Overhead	6'	1.80m	1/P	15kg
09301	Fin-Nor Offshore Jig 50lb Overhead	6'	1.80m	1/P	24kg
09302	Fin-Nor Offshore Jig 80lb Overhead	6'	1.80m	1/P	37kg
09305	Fin-Nor Offshore Jig 30lb Spin	6'	1.80m	1/P	15kg
09306	Fin-Nor Offshore Jig 50lb Spin	6'	1.80m	1/P	24kg
09307	Fin-Nor Offshore Jig 80lb Spin	6'	1.80m	1/P	37kg

FIN-NOR AHAB[®]

Fin-Nor's Ahab[®] rods are designed to match the quality and durability of the Ahab[®] series spinning reels. Built using a new and innovative blank making process, the lightweight, hi-modulus carbon blanks have proven at least 50% stronger when compared to other brands of carbon rods. All models feature Fuji[®] Alconite[®] guides and Fuji[®] reel seats.



JW CODE	MODEL DESCRIPTION	FT	MT	PCS	RATING
09310	Fin-Nor Ahab Spin 7' 1/P 12-20lb	7'	2.10m	1/P	6-10kg
09311	Fin-Nor Ahab Spin 7' 1/P 20-30lb	7'	2.10m	1/P	10-15kg
09312	Fin-Nor Ahab Spin 7' 1/P 30-50lb	7'	2.10m	1/P	15-25kg

Without a doubt Fin-Nor is in the annals of big game fishing because of what it once was. It now vies for a place of prominence for what it has become.



The Fin-Nor® story is one of enormous fishes, exotic places, legendary characters and mechanical wizardry. *Fin-Nor®: The Legacy Years* is a look at the “perfect storm” of circumstances that led to Fin-Nor’s® creation and development in an obscure Miami boat engine repair shop.

Fin-Nor’s® story is a fascinating slice of time from a bygone era with appeal for anglers and non-anglers alike. Meticulously researched and compellingly shared, outdoor journalist Bruce Matthews and antique tackle collector Ed Pritchard take you on a journey alongside legendary anglers in their quest for a reel that would help them capture the largest fishes the world has ever seen.

As you will read, holding a Fin-Nor® reel in their hands today, an angler or collector is connected to a vibrant legacy evolved through the vision and determination of many of the greatest anglers and conservationists – women and men – the world has ever seen. Available by request from your local tackle retailer.



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