

Smedjebacken 10 November, 2008

Dear fly fisher / shop staff

It is with great pleasure that we inform you of the following:

Danielsson Innovation is in the progress of completion of 3 new model series. These will replace FW, LW and HD series, and we expect to begin the first delivery early December.

Their design will be recognized by the silhouette of the LW, other details have a convenient shape and it flows from one part to the next. The form provides a timeless genuinely exclusive impression.



Regarding function; we have used our many years of experience in terms of mechanical design and created reels with extreme reliability and functionality. All this is in line with our objective to be a leader in what we do. These reels are made for the future, normative!

The *function*:

The drag system is new and unique in terms of material and function. It is possible for the user to adjust the brake as they like. Fishermen use their reels in different ways, some want more and some want less drag range. On our new reels, the user has possibility to configure the drag system in up to 5 different levels. This allows the customers to really get what they want. The lowest level gives a very sensitive range, which for light fishing means that, the most of range on the drag knob are usable. Highest level gives a very strong maximum tension for heavier fishing.

In relation with the new material that we use in the drag discs, the tension are constant-

ly and accurately without any slip stick or other bad characteristics, in all levels. In our tests, this material gives much better results than so-called "Carbon/Carbon" materials. We were the first to use C / C materials in fly-fishing reels, now we have gone a step further. We call it D-VTCS (Danielsson Variable Torque Controller System).



The drag knob is also something that we have built in an additional functionality into. In addition to the levels D-VTCS offer, the user can fine-tune the default setting in all levels, thus one more ability to easily personalize the reel. Furthermore, this system has a built-in feature that protecting the reel against overload. It's not possible to accidentally put it too hard. We call it the D-FOPS (Danielsson Fine Tuning and Overload Protect System).

Take a look at our unique spool change/locking system and I think you can say it is absolutely reliable. When the spool has been assembled it stays there. When you changing it, there is no sensitive micro-mechanical locking mechanism that can fail or any loose parts you can lose. We call the spool change system for D-SLS (Danielsson Spider lock System).



We know how important it is that the reels are properly sealed against water and dirt. Therefore we have chosen a system that provides more than an adequate sealing. This is also tested and verified in a pressure chamber, we don't just say things, we fulfil them. It isn't only the essential parts which are sealed, all the moving parts are protected. Even the little part that makes you to feel steps when turning the drag knob is protected. All this to create a product that gives the customer an added value, something to trust on. We call this system D-TES (Danielsson Total Enclosure System).



Another great feature is that the clicker, the component that generates click sound when winding is possible to deactivate. We are quite alone about this. It may seem an insignificant detail, but it is so many that either likes it or not, so it is good that the option exists. The clicker is also designed so you don't

feel it when you crank the reel. A clicker is supposed to be something you hear, not something that interrupt the contact between you and the fish you just hooked.

We are quite confident that the customers will appreciate these reels because they get an added value in the function, we can say that they get several reels in one. Also the appearance of the reels is much appreciated by the fishermen who have seen the reels in the reality.

These reels are made for hard use and it will give you satisfied customers that will return to you, but not because they want to make complaints. Believe us when we say that you will find it easy to sell these new reels.

In order to be guaranteed delivery, you may want to book reels, we will process orders in the order they are received.

Technical data: *

Model	D-FOPS	D-SLS	D-TES	D-VTCS x3	D-VTCS x5	Colour	Diameter	Width
F₃W 2six	✓	✓	✓	✓		Black	83	41
F₃W 4seven	✓	✓	✓	✓		Black	95	41
F₃W 7ten	✓	✓	✓	✓		Black	108	41
L₅W 4seven W	✓	✓	✓		✓	Grey	95	46
L₅W 6nine	✓	✓	✓		✓	Grey	95	46
L₅W 8twelve	✓	✓	✓		✓	Grey	108	46
H₅D 9thirteen	✓	✓	✓		✓	Grey	108	46
H₅D 11fourteen	✓	✓	✓		✓	Grey	118	46

* At the time, all reel data isn't ready. We will return with additional information as soon as possible.

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