



Best New Rod

Winner: Okuma Fishing Tackle -
Helios SX
Runner up: Pure Fishing -
Greys GR100

Best New Fly Rod

Winner: Temple Fork Outfitters-
Axiom II Switch Rod
Runner up: Pure Fishing-
Hardys HBX Rods

Best New Fly Reel

Winner: Pure Fishing -
Hardy HBX Reel - saltwater
Runner up: SAGE - Spey

Best New Fixed Spool Reel

Winner: Daiwa - Exist LT
Runner up: DAM - Quick 7

Best New Multiplier Reel

Winner: Daiwa - 18 RYOGA
Runner up: Pure Fishing
Abu Garcia Revo 4 Beast

Best New Fly Line or Fly Leader

Winner: RIO Products
BIG NASTY 4D SINK TIP
Runner up: Scientific Anglers – Tiemco
Amplitude Smooth Infinity

Best New Monofilament Line

Winner: Firstdart Fishing Tackle
FD RXi Fluorocarbon
Runner up: Morris - Varivas
Ocean Record SHOCK LEADER

Best New Braided Line

Winner: Rapala VMC Corporation
Sufix 131
Runner up: Pure Fishing
Berkley X9 Superline

Best New Hard Lure

Winner: Rapala VMC Corporation
Rapala Super Shadow Rap
Runner up: Svendsen Sport
3D Snake

Best New Soft Lure

Winner: Svendsen Sport
4D Line Thru Pike
Runner up: Rapala VMC Corporation X-Rap Peto

Best New Metal Lure

Winner: Svendsen Sport / DAM
MADCAT A-STATIC Rattlin' spoons
Runner up: Rapala VMC Corporation
Storm R.I.P. Spinnerbait

Best New Accessory

Winner: Deeper, UAB
Deeper START
Runner up: FRICHY/The Art of Tools
TITANIUM FISHING PLIERS

Best New Terminal Tackle

Winner: O Mustad & Son
Mustad Triangle Hook
Runner up: Lemer Fonderie
Natsumi System

Best New Clothing

Winner: Snowbee
Nivalis - Down Jacket
Runner up: Svendsen Sport
ProLogic RealTree Fishing Jacket + B&B

Best New soft/ dough Natural Hook Bait

Winner: Lucky John
Package of slug TRICK WORM
Runner up: Energofish
Benzar Mix Method Puffy

Best New Sunglasses, headlamps and headwear

Winner: Wiley X
WX NASH with Kryptek® Altitude™
Runner up: Costa del Mar - Cape
Leech Eyewear –
Leech Arctic

Best New Boxes, holders, bags and luggage

Winner: Daiwa - PROREX Folding XL Lure Bucket
Runner up: RIVE
RS2 seatbox

Innovation of the Year

Clee Fishing
Jungle Operator Flex

Visitors Choice Award

R.L. Winston
Air Fly for Salt Water