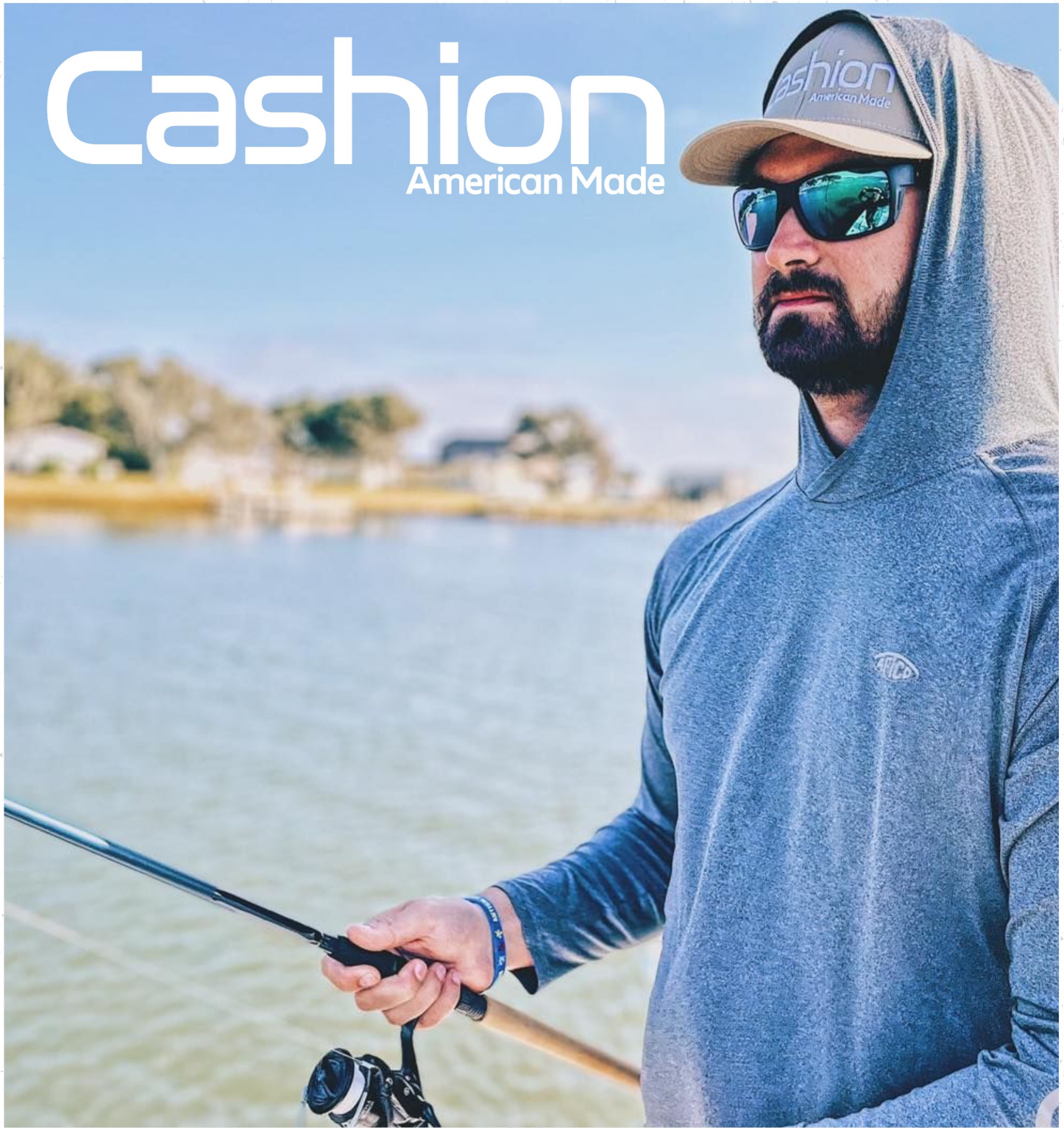


Cashion
American Made



2024 PRODUCT
CATALOG

WHY CASHION

WHY CASHION



Cashion Mission

The Cashion Mission is to create American-made products for the outdoor industry with uncompromising quality delivered with the highest level of customer service.

Cashion Values

Cashion Rods is grounded in Christian values of humility, honesty, integrity, respect, kindness, and a sense of community responsibility. We strive to create eternal value by honoring God in all we do. This is reflected in how Cashion conducts our business and how we care for our team — our greatest asset.

American Made

- Cashion's Company Pillars are American Made, Superior Quality and Our People
- Cashion Fishing Rods are proudly manufactured in Sanford, NC
- Cashion Blanks are designed and manufactured in Sanford, NC
- Cashion team members are the best rod and blank builders on the planet
- Cashion is not another fishing rod, Cashion is a culture
- Cashion is a Materials Science Company that focuses on rod design at a molecular level



Why Cashion?

When you're trying to decide which rod brand you want and performance matters, what are the factors? Is it Sensitivity? Rod weight? Durability? Price? I'm sure your answer is yes to each of these but at Cashion Fishing Rods, it's all the above.

At Cashion, it starts and ends with the people. Cashion Rods are built by the best rod and blank builders on the planet. Every Cashion blank and finished rod passes through a 33 point quality control inspection before it leaves the factory.

Cashion is proud to be American Made. Cashion Blanks, grips, rod covers, and finished rods are truly MADE IN AMERICA

Cashion's Material Laboratory

Here at Cashion, we are obsessed with material science at the molecular level. Cashion Fishing Rods was founded in 2010 by Dr. Matthew Cashion. Dr. Cashion earned a Ph.D in chemistry with concentration in polymer science from Virginia Tech.

Why design fishing rods?

Dr. Cashion's research experience and expertise lies at the interface of advanced adhesives and continuous fibers. "The composite interface is the most important juncture of a fishing rod blank. Fiber encapsulation with the epoxy matrix influence the flexural and compression strength of composite blanks." says Dr. Cashion. What does this mean? The details matter because a fishing rod's strength and performance depends on how well the fibers bond with the epoxy surrounding them.





Freshwater SERIES

Cashion's freshwater rods are the result of years of industry experience combined with a scientific approach to our blank material, all the way down to the molecular level.

In 2024, we are excited to offer 5 unique freshwater rod series: *The John Crews Signature Series ICON, The ICON Series, The CORE Series, The ELEMENT Series* and *The Cashion Kayak (CK) Series*.

Each of these series boasts a variety of technique specific fishing rods that are sure to provide you with exactly what you need on the water. It doesn't matter if you're a tournament angler or a casual weekend angler, we have you covered.

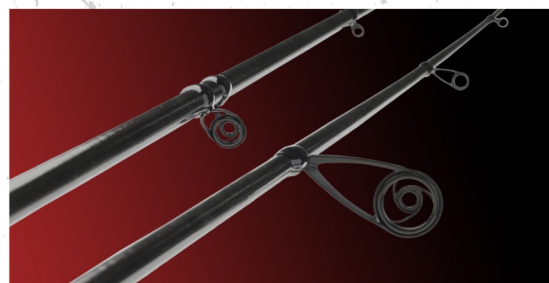
Cashion Fishing Rods are truly **performance for everyone.**

JOHN CREWS ICON SERIES

JOHN CREWS ICON SERIES

John Crews ICON Features:

- Made in America
- Cashion Rods proprietary blanks designed specifically to John Crews' specifications
- Raw finish blank for high end look and epoxy fiber encapsulation for increased durability
- American Tackle Microwave guides for increased sensitivity and casting distance
- Blank exposed reel seat with shortened threads for all day comfort and blank contact
- Carbon fiber/fiberglass grips for increased sensitivity and durability
- Lifetime warranty



MICRO JIG SPINNING

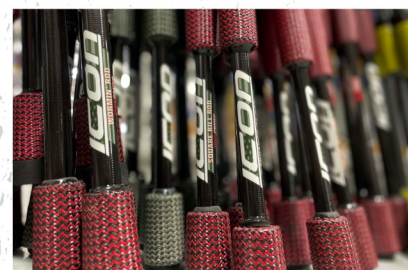
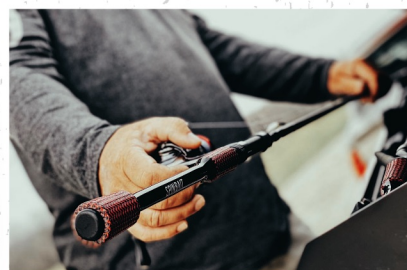
Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Micro Jig	iMJ71MHFsjc	7'1" Fast, Med-Hvy	6 - 12	0 - 5/8	\$259.95

DROPSHOT SPINNING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Dropshot*CB	iDS74MHFsjc	7'4" Fast, Med-Hvy	5 - 12	0 - 1/2	\$259.95

SPINBAIT SPINNING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Spinbait	iSB76MFsjc	7'6" Fast, Med	5 - 10	1/16 - 3/8	\$259.95



JOHN CREWS WORMIN'

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Worm / Jig*CB	iWJ72MHFjc	7'2" Fast, Med-Hvy	12 - 80	0 - 3/4	\$259.95

JOHN CREWS FROGGING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Frogging	iFR7HFjc	7' Fast, Hvy	30 - 80	3/8 - 1	\$259.95

JOHN CREWS SQUARE BILL

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Square Bill Crankbaits	iSB7MHMFjc	7' Mod-Fast, Med-Hvy	10 - 20	3/8 - 3/4	\$259.95

JOHN CREWS DEEP CRANKING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Deep Crankbaits	iDC710MHMFjc	7'10" Mod-Fast, Med-Hvy	10 - 17	1/2 - 1 1/4	\$269.95

JOHN CREWS PUNCHING

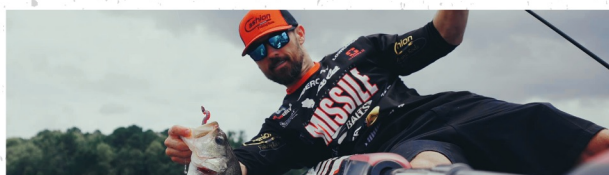
Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Punching*CB	iP710HMFjc	7'10" Mod-Fast, Hvy	17 - 80	1/2 - 2	\$269.95

JOHN CREWS SWIM JIG

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Swim Jig	iSJ73MHMFjc	7'3" Mod-Fast, Med-Hvy	12 - 65	1/4 - 1 1/2	\$259.95

NEW JOHN CREWS BIG BAIT

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Big Baits	iBB710MHMFjc	7'10" Mod-Fast, Med-Hvy	15 - 55	1/2 - 3	\$269.95





ICON CASTING SERIES



ICON CASTING SERIES

ICON Features:

- Made in America
- Built on Cashion's most sensitive blank, the CR6r
- K-Frame #4 tangle-free guides with Zirconium inserts designed for braided line, casting distance, and knot clearance
- Ergonomic hook keeper for easy and fast lure removal
- Blank exposed reel seat with shortened threads for all day comfort and blank contact
- Carbon fiber/fiberglass grips for increased sensitivity and durability
- Lifetime warranty



ICON CRANKING



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Cranking	iC7MMF	7' Mod-Fast, Med	6 - 14	3/16 - 1/2	\$234.95
Cranking	iC7MHMF	7' Mod-Fast, Med-Hvy	10 - 17	5/16 - 3/4	\$234.95
Cranking	iC73MHMF	7'3" Mod-Fast, Med-Hvy	10 - 14	3/8 - 3/4	\$234.95

ICON RATTLE TRAP



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Rattle Trap	iRT75MHMF	7'5" Mod-Fast, Med-Hvy	10 - 20	3/8 - 1 1/4	\$234.95

ICON DEEP CRANKING



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Deep Cranking	iCDD76MHMF	7'6" Mod-Fast, Med-Hvy	10 - 17	3/8 - 1	\$234.95

NEW ICON SPINNERBAIT



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Spinnerbait	iSPB72MHF	7'2" Fast, Med-Hvy	12 - 25	3/8 - 3/4	\$234.95

ICON WORM / JIG



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Worm/Jig	iWJ69MHF	6'9" Fast, Med-Hvy	10 - 20	3/8 - 1	\$234.95
Worm/Jig	iWJ69HF	6'9" Fast, Hvy	12 - 25	1/2 - 1 1/2	\$234.95
Worm/Jig	iWJ7MHF	7' Fast, Med-Hvy	12 - 17	3/16 - 3/4	\$234.95
Worm/Jig	iWJ7HF	7' Fast, Hvy	14 - 20	1/4 - 1	\$234.95
Worm/Jig	iWJ73MHF	7'3" Fast, Med-Hvy	14 - 25	1/2 - 1	\$234.95
Worm/Jig	iWJ73HF	7'3" Fast, Hvy	14 - 30	1/2 - 1 1/2	\$234.95

ICON CAROLINA RIG



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Carolina Rig	iCR76MHMF	7'6" Mod-Fast, Hvy	14 - 50	1/2 - 2	\$234.95

ICON CHATTERBAIT



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Bladed Jig	iCh71MHMF	7'1" Mod-Fast, Med-Hvy	12 - 65	3/8 - 1	\$234.95

ICON MULTI-PURPOSE



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Multi-Purpose	iMP74MHMF	7'4" Mod-Fast, Med-Hvy	12 - 65	1/4 - 1 1/2	\$234.95

ICON BAIT FINESSE SYSTEM



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Bait Finesse System	iBFS610MLF	6'10" Fast, Med-Lt	4 - 10	1/8 - 7/16	\$234.95
Bait Finesse System	iBFS7LF	7' Fast, Lt	2 - 8	1/16 - 5/16	\$234.95

ICON CASTING SERIES

ICON SPINNING SERIES

ICON FLIPPING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Flipping	iF73MHF	7'3" Fast, Med-Hvy	12 - 50	1/4 - 1	\$234.95
Flipping	iF73HF	7'3" Fast, Hvy	12 - 65	1/4 - 1 1/2	\$234.95
Flipping ^{*CB}	iF76MHF	7'6" Fast, Med-Hvy	12 - 50	1/4 - 1	\$234.95
Flipping ^{*CB}	iF76HF	7'6" Fast, Hvy	12 - 65	1/4 - 1 1/2	\$234.95
Flipping ^{*CB}	iF710HMF	7'10" Mod-Fast, Hvy	17 - 80	1/2 - 3	\$244.95

ICON TOPWATER/JERKBAIT

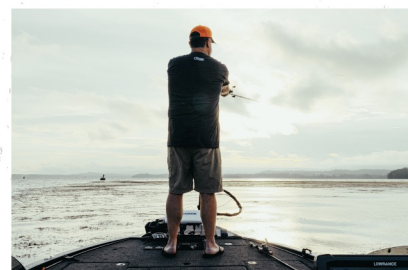
Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Topwater/Jerkbait	iTJ69MXF	6'9" X-Fast, Med	8 - 14	3/16 - 1/2	\$234.95
Topwater/Jerkbait	iTJ69MHXF	6'9" X-Fast, Med-Hvy	10 - 14	1/4 - 3/4	\$234.95
Topwater/Jerkbait	iTJ7MXF	7' X-Fast, Med	10 - 17	1/4 - 3/4	\$234.95
Topwater/Jerkbait	iTJ7MHXF	7' X-Fast, Med-Hvy	10 - 20	3/8 - 1	\$234.95

ICON FROG

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Frog	iFR74HF	7'4" Fast, Hvy	12 - 65	1/4 - 1 1/2	\$234.95

ICON SWIMBAIT

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Swimbait	iSW78MHMF	7'8" Mod-Fast, Med-Hvy	12 - 50	1/2 - 3	\$244.95
Swimbait	iSW710HMF	7'10" Mod-Fast, Hvy	15 - 80	1 - 6	\$244.95



ICON Spinning Features:

- Made in America
- Blanks utilize a proprietary engineered epoxy, are unsanded and protected by an epoxy encapsulation that are set apart by their distinguished look. As soon as you experience a Cashion blank, you will feel the difference
- K-Frame #6 tangle-free guides with Zirconium inserts designed for braided line, casting distance, and knot clearance
- High quality graphite reel seat with EVA foregrip and locking nut grip, keeping the threads hidden and therefore maximizing comfort
- Dropshot style hook keeper for fast and efficient lure removal
- Carbon fiber/fiberglass butt cap for incredible durability
- Lifetime warranty

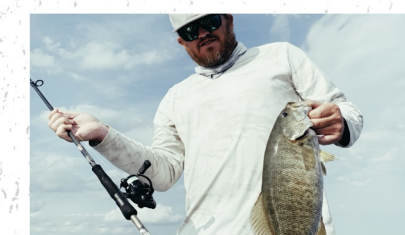


ICON SPINNING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Shaky Head	iSH66MFs	6'6" Fast, Med	6 - 12	1/8 - 3/8	\$234.95
Drop Shot	iDS7MLFs	7' Fast, Med-Lt	6 - 10	1/16 - 3/8	\$234.95
Multi-Purpose	iAP7MFs	7' Fast, Med	6 - 12	1/8 - 1/2	\$234.95
Multi-Purpose	iAP7MHFs	7' Fast, Med-Hvy	8 - 12	3/16 - 5/8	\$234.95
Ned Rig	iNR7MFs	7' Fast, Med	6 - 12	1/8 - 3/8	\$234.95
Shaky Head	iSH72MHFs	7'2" Fast, Med-Hvy	8 - 12	1/8 - 5/8	\$234.95
Multi-Purpose	iAP73MFs	7'3" Fast, Med	8 - 12	3/16 - 1/2	\$234.95
Hair Jig	iHJ76MLFs	7'6" Fast, Med-Lt	6 - 10	1/16 - 1/2	\$234.95

NEW ICON FORWARD FACING SONAR

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Medium Lure	iFFS74MFs	7'4" Fast, Med	6 - 12	5/16 - 1/2	\$234.95
Light Lure	iFFS75MLFs	7'5" Fast, Med-Lt	6 - 10	1/16 - 5/16	\$234.95



CORE CASTING SERIES

CORE CASTING SERIES

CORE Casting Features:

- Made in America
- Blanks designed with Interface Bonding (AIB) - AIB is a combination of mechanical and additive technology to create ultra high bond strength at the interface of carbon fiber and epoxy matrix
- Energy Dissipation Jacket (EDJ) - added layer of protection wrapped around the carbon fiber
- Standard modulus carbon fiber for perfect mix of sensitivity and durability
- Conventional #6 size guides
- Dropshot style hook keeper for fast and efficient lure removal
- Blank exposed reel seat with shortened threads for all day comfort and blank contact
- Carbon fiber/fiberglass grips for increased sensitivity and durability
- 5 year warranty



CORE WORM / JIG

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Worm / Jig	cM8427	7' Fast, Med	10 - 15	1/8 - 1/2	\$179.95
Worm / Jig	cM8437	7' Fast, Med-Hvy	12 - 17	3/16 - 3/4	\$179.95
Worm / Jig	cM87373	7'3" Fast, Med-Hvy	14 - 25	3/8 - 1	\$179.95

CORE FLIPPING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Flipping	cF90476	7'6" Fast, Med-Hvy	12 - 50	1/4 - 1	\$179.95
Flipping	cF90676	7'6" Fast, Hvy	12 - 65	1/4 - 1 1/2	\$179.95
Carp	cFG90676	7'6" Fast, Hvy	12 - 65	1/4 - 3	\$199.95



CORE CRANKBAIT

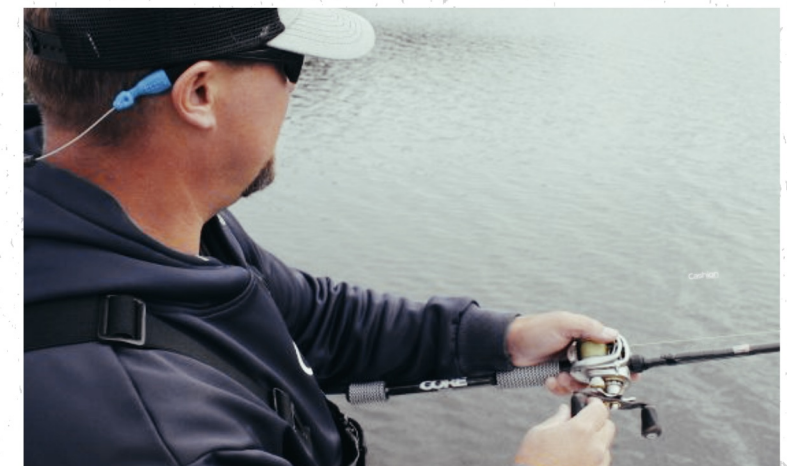
Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Cranking	cC8457	7' Mod-Fast, Med-Hvy	10 - 17	5/16 - 3/4	\$179.95

CORE A-RIG

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Alabama Rig	cS956710u	7'10" Mod-Fast, Hvy	17 - 65	1/2 - 2	\$189.95

CORE CARP ROD

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Carp Rod	cFG90676-2	7'6" Fast, Telescopic	12 - 65	1/4 - 3	\$199.95



CORE SPINNING SERIES

CORE PANFISH SERIES

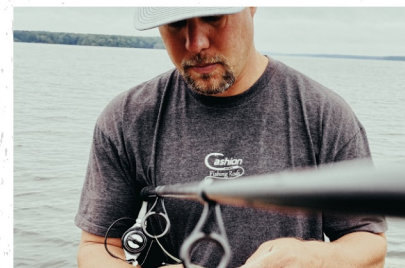
CORE Spinning Features:

- Made in America
- Blanks designed with Interface Bonding (AIB) - AIB is a combination of mechanical and additive technology to create ultra high bond strength at the interface of carbon fiber and epoxy matrix
- Energy Dissipation Jacket (EDJ) - added layer of protection wrapped around the carbon fiber
- Standard modulus carbon fiber for perfect mix of sensitivity and durability
- Conventional #6 size running guides for easy knot clearance
- Dropshot style hook keeper for fast and efficient lure removal
- Down locking reel seat for easy hand-to-blank contact
- Carbon fiber/fiberglass grips for increased sensitivity and durability
- 5 year warranty



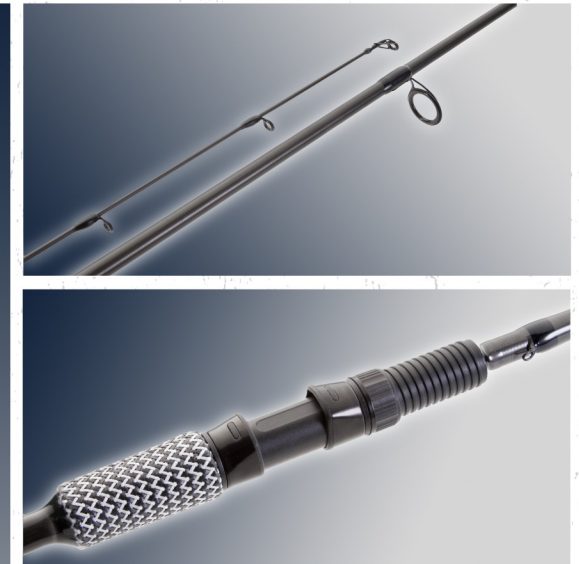
CORE SPINNING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Spinning	cP8427s	7' Fast, Med-Lt	6 - 10	1/16 - 3/8	\$179.95
Spinning	cP8437s	7' Fast, Med	6 - 12	1/8 - 1/2	\$179.95
Spinning	cP8447s	7' Fast, Med-Hvy	8 - 12	3/16 - 5/8	\$179.95



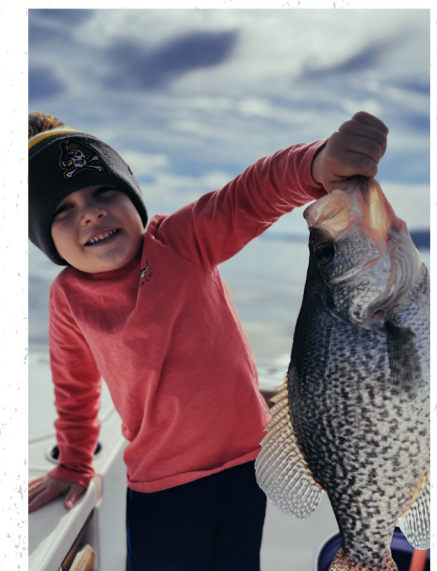
CORE Panfish Features:

- Made in America
- Ultra-light blank design for dock shooting or casting crappie jigs
- Maximum sensitivity to feel the slightest bite
- Blanks designed with Interface Bonding (AIB) - AIB is a combination of mechanical and additive technology to create ultra high bond strength at the interface of carbon fiber and epoxy matrix
- Energy Dissipation Jacket (EDJ) - added layer of protection wrapped around the carbon fiber
- Conventional #6 size running guides for easy knot clearance
- Dropshot style hook keeper for fast and efficient lure removal
- Down locking American Tackle reel seat for easy hand-to-blank contact
- Carbon fiber/fiberglass grips for increased sensitivity and durability
- 5 year warranty



PANFISH SPINNING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Panfish	cUL7816bs	6' Fast, Ultra-Lt	2 - 6	1/32 - 3/16	\$149.95
Panfish	cUL78166s	6'6" Fast, Ultra-Lt	2 - 6	1/32 - 3/16	\$149.95
Panfish	cUL8417s	7' Fast, Ultra-Lt	2 - 6	1/32 - 3/16	\$149.95





ELEMENT SERIES



ELEMENT SERIES

ELEMENT Series Features:

- Made in America
- CR4r raw finish blank to encapsule fibers for increased durability
- EVA foam butt
- Engineered ceramic size 5 guides for balance, sensitivity and knot clearance
- Ergonomic hook keeper for easy and fast lure removal
- Exposed reel seat with cut down threads for direct blank contact
- Cork grip for all day comfort
- 1 year warranty



THE MOST AFFORDABLE AMERICAN MADE ROD ON THE MARKET

NEW ELEMENT BAIT FINESSE SYSTEM

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Bait Finesse System	eBFS610MLF	6'10" Fast, Med-Lt	4 - 10	1/8 - 7/16	\$129.95

ELEMENT FROG

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Frog	eFR73HF	7'3" Fast, Hvy	12 - 65	1/4 - 1 1/2	\$129.95

ELEMENT MULTI-PURPOSE CASTING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Multi-Purpose	eMP71MHMF	7'1" Mod-Fast, Med-Hvy	12 - 50	3/8 - 1	\$129.95

ELEMENT MULTI-PURPOSE SPINNING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Multi-Purpose	eAP7MHFs	7' Fast, Med-Hvy	8 - 12	3/16 - 5/8	\$129.95

ELEMENT NED RIG SPINNING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Ned Rig	eNR610MFs	6'10" Fast, Med	6 - 12	1/8 - 3/8	\$129.95

ELEMENT DROP SHOT SPINNING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Drop Shot	eDS71MLFs	7'1" Fast, Med-Lt	6 - 10	1/16 - 3/8	\$129.95

ELEMENT WORM & JIG

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Worm & Jig	eW7MHF	7' Fast, Med-Hvy	12 - 17	3/16 - 3/4	\$129.95
Worm & Jig	eW73MHF	7'3" Fast, Med-Hvy	14 - 25	3/8 - 1	\$129.95

ELEMENT CRANKING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Cranking	eC7MHMF	7' Mod-Fast, Med-Hvy	10 - 17	5/16 - 3/4	\$129.95
Cranking	eC73MHMF	7'3" Mod-Fast, Med-Hvy	10 - 14	3/8 - 3/4	\$129.95

ELEMENT FLIPPING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Flipping	eFL76MHF	7'6" Fast, Med-Hvy	12 - 50	1/4 - 1	\$129.95
Flipping	eFL76HF	7'6" Fast, Hvy	12 - 65	1/4 - 1 1/2	\$129.95

ELEMENT TOPWATER/JERKBAIT

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Topwater/Jerkbait	eTW69MXF	6'9" X-Fast, Med	8 - 14	3/16 - 1/2	\$129.95
Topwater/Jerkbait	eTW7MXF	7' X-Fast, Med	10 - 17	1/4 - 3/4	\$129.95

CASHION KAYAK SERIES

CK Series Features:

- Made in America specifically and designed for Kayak Fishing
- Energy Dissipation Jacket (EDJ) - added layer of protection wrapped around the carbon fibers
- Blanks designed with Interface Bonding (AIB) - AIB is a combination of mechanical and additive technology to create ultra high bond strength at the interface of carbon fiber and epoxy matrix
- ½" shorter handle for maneuverability while wearing a PFD but enough handle for leverage
- Carbon fiber/fiberglass rear grip for a durable, dense grip to transmit vibrations
- EVA butt grip for added padding and comfort for hook sets and all day fishing comforts
- Microguides for maximum casting and sensitivity
- Blank-through reel seat design for direct blank contact for added sensitivity
- Dropshot style hook keeper for fast and efficient lure removal
- 5 year warranty



CK CHATTERGRASS

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Bladed Jig	CKcg74MHF	7'4" Fast, Med-Hvy	10 - 20	1/4 - 1 1/2	\$179.95

CK CRANKING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Crankbait	CKc73MHMF	7'3" Mod-Fast, Med-Hvy	10 - 14	3/8 - 3/4	\$179.95

CK WORMING

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Worm / Jig ^{*CB}	CKwj73MHF	7'3" Fast, Med-Hvy	14 - 25	3/8 - 1	\$179.95

CK SPINNING SHAKY HEAD

Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Shaky Head	CKsh72MHFs	7'2" Fast, Med-Hvy	8 - 12	1/8 - 5/8	\$179.95

Kayak Blank Material Science

Everything starts with the carbon fiber fishing blank and Cashion designed **ALL NEW** blank actions specifically for kayak fishing.

Cashion designs and builds all blanks in Sanford, NC. The CK Kayak fishing rod blanks were designed all new from the materials up. The Kayak fishing rod blanks utilize an American sourced carbon fiber pre-preg with standard modulus fibers.

Cashion introduces new technology in the Kayak fishing rod blanks with an **Energy Dissipation Jacket (EDJ)**. Let's face it, due to the nature of kayak fishing, Kayak fishermen can be tough on their equipment. EDJ adds another layer of protection for the CK Kayak blanks to prevent fracture from impact. EDJ works as an outer layer around the carbon fibers to absorb and dissipate impacts from hard surfaces. The sensitivity of the Cashion Kayak blanks will be the first thing you notice.

All Cashion blanks utilize **Advanced Interface Bonding (AIB)** which creates ultra high bond strengths at the molecular level between carbon fiber and epoxy matrix. AIB is real material science at work to deliver ultimate **sensitivity** and durability. The high modulus interface of AIB facilitates transmission of vibrations down the blank into your palm allowing you to feel everything. The raw finish of the CK kayak fishing rod blanks provides a high-end cosmetic look but very practical epoxy encapsulation of the fibers for even more durability.

designed specifically for kayak fishing



Saltwater SERIES

There's something exhilarating about catching big reds, speckled trout, flounder or snook on LIGHT TACKLE. We have tested and proved that our rods can hold up to a variety of inshore and nearshore species!

The Cashion Saltwater Series consists of 3 different rod models; *The ICON Inshore Series*, *CORE Inshore Series*, and *ELEMENT Inshore Series*.

With a wide variety of technique-specific saltwater rods, you are sure to find exactly what you need for your next inshore or nearshore fishing trip!

Cashion Fishing Rods are truly **performance for everyone.**

ICON INSHORE SERIES

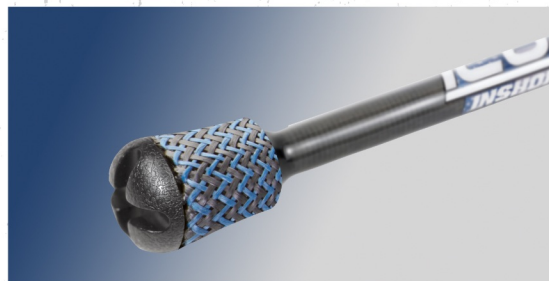


ICON SALT FINESSE SERIES



ICON Inshore Features:

- Made in America
- Saltwater grade components
- Blanks utilize a proprietary engineered epoxy and are unsanded and protected by an epoxy encapsulation that are set apart by their distinguished look. As soon as you experience a Cashion blank, you will feel the difference
- K-Frame #6 tangle-free guides with Zirconium inserts designed for saltwater conditions, braided line, casting distance, and knot clearance.
- High quality graphite reel seat with EVA foregrip and locking nut grip, keeping the threads hidden and maximizing comfort
- Dropshot style hook keeper for fast and efficient lure removal
- NEW, proprietary Hybrid Gimbal Butt for stand-up rod holders
- Lifetime warranty

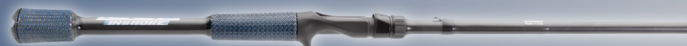


ICON INSHORE SPINNING



Type	SKU	Description (Blank, Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Speckled Trout	iInS7MLFs	7' Fast, Med-Lt	6 - 10	1/16 - 3/8	\$234.95
Speckled Trout	iInS76MLFs	7'6" Fast, Med-Lt	8 - 20	3/16 - 3/4	\$234.95
Multi-Purpose	iInS7MFs	7' Fast, Med	6 - 12	1/8 - 1/2	\$234.95
Multi-Purpose	iInS7MHFs	7' Fast, Med-Hvy	8 - 12	3/16 - 5/8	\$234.95
Multi-Purpose	iInS76MFs	7'6" Fast, Med	8 - 14	3/16 - 1/2	\$234.95
Popping Cork	iPC74HMFs	7'4" Mod-Fast, Hvy	10 - 20	1/2 - 3	\$234.95

ICON INSHORE CASTING

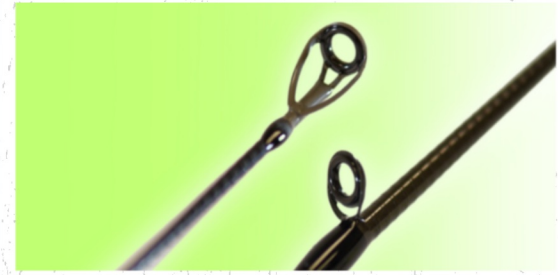


Type	SKU	Description (Blank, Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Casting	iInS74MHF	7'4" Fast, Med-Hvy	10 - 20	1/4 - 1 1/2	\$234.95



ICON Salt Finesse Features:

- Made in America
- NEW, proprietary Hybrid Gimbal Butt for stand-up rod holders
- Built on Cashion's most sensitive blank, the CR6r
- K-Frame tangle free-guides with Zirconium inserts designed for braided line, casting distance, and knot clearance
- Cutdown threads for comfort and sensitivity
- Blank through reel seat for direct blank contact
- Handmade carbon fiber/fiberglass grips for a secure, durable and dense grip to enhance sensitivity
- Raw finish blank for high end look and epoxy fiber encapsulation for increased durability
- Dropshot style hook keeper for fast efficient lure removal
- Lifetime warranty



NEW ICON SALT FINESSE CASTING

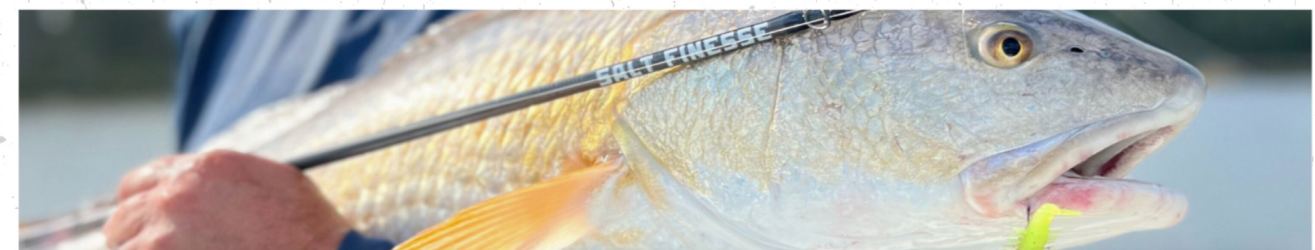


Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Salty Ned Rig	iSNR72MLF	7'2" Fast, Med-Lt	4 - 10	1/8 - 1/2	\$234.95

NEW ICON SALT FINESSE SPINNING



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Multi-Purpose	iSMP7LFs	7' Fast, Lt	2 - 8	1/16 - 3/8	\$234.95



WHEN?

- Fish are feeding on fry
- Late season cold fronts
- Heat of summer when fish are lethargic
- Drastic changes in water temperature
- Fish are not chasing down a bite
- Covering shallow water

WHY?

- Finesse presentations trigger reaction bits from even the most lethargic fish
- New baits require specific rods
- BFS, especially the Ned Rig finesse style of fishing, is growing in popularity
- It is a blast no matter what you catch

WITH WHAT?

- Z-Man's Salty Ned Shrimpz & other finesse baits
- BFS casting reel & 4-10 lb. line
- 1000 or 2500 spinning reel & 2-8 lb. line



CORE INSHORE SERIES



ELEMENT INSHORE SERIES

CORE Inshore Features:

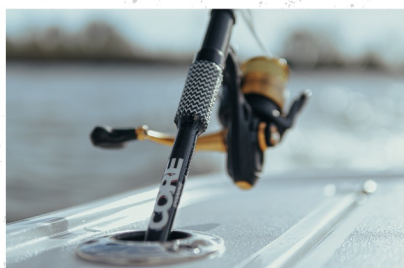
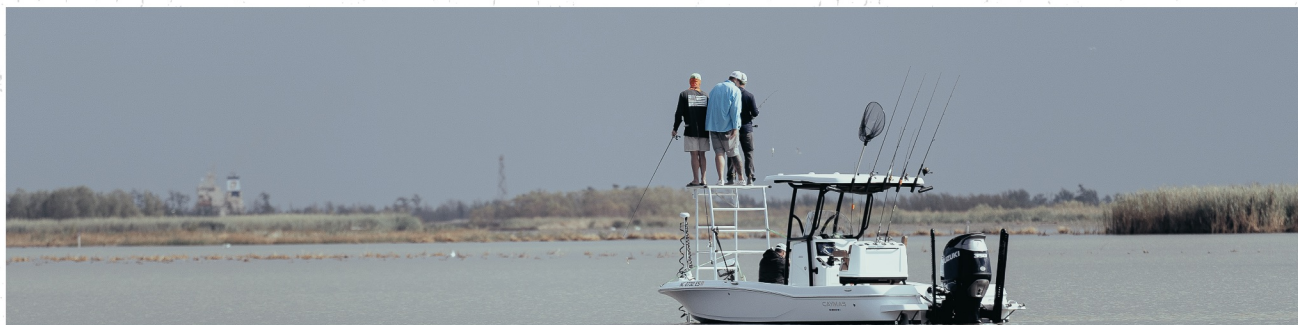
- Made in America
- Conventional #6 stainless steel, engineered ceramic guides designed for saltwater conditions, braid line, casting distance, and knot clearance
- Blanks designed with Interface Bonding (AIB) - AIB is a combination of mechanical and additive technology to create ultra-high bond strength at the interface of carbon fiber and epoxy matrix
- Energy Dissipation Jacket (EDJ) - added layer of protection wrapped around the carbon fiber
- Standard modulus carbon fiber for a perfect mix of sensitivity and durability
- Dropshot style hook keeper for fast and efficient lure removal
- Down locking reel seat for easy hand-to-blank contact
- NEW, proprietary Hybrid Gimbal Butt for stand-up rod holders
- 5 year warranty



CORE INSHORE SPINNING

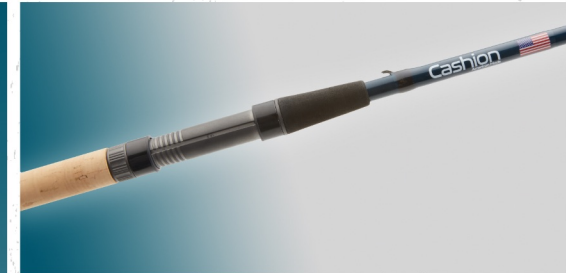


Type	SKU	Description (Blank, Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Trout Special	cP8427si	7' Fast, Med-Lt	6 - 10	1/16 - 3/8	\$179.95
Multi-Purpose	cP8437si	7' Fast, Med	6 - 12	1/8 - 1/2	\$179.95
Popping Cork	cM8437si	7' Fast, Med-Hvy	10 - 20	1/2 - 3	\$179.95



ELEMENT Series Features:

- Made in America
- Most affordable American made inshore rod on the market
- Full cork rear grip for comfort and traditional feel
- Tapered EVA foam foregrip provides comfort when fishing larger baits
- Stainless steel, engineered ceramic guides designed for braid, saltwater conditions, casting distance and knot clearance
- Gorgeous matte blue finish
- CR4r raw finish blank designed for sensitivity and durability
- Dropshot style hook keeper for fast and efficient lure removal
- 1 year warranty



ELEMENT INSHORE SPINNING



Type	SKU	Description (Blank Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Trout	eTrT7MLFs	7' Fast, Med-Lt	6 - 10	1/16 - 3/8	\$129.95
All-Purpose	eInS7MFs	7' Fast, Med	6 - 12	1/8 - 1/2	\$129.95
Flounder & Reds	eReD7MHFs	7' Fast, Med-Hvy	8 - 20	3/16 - 1	\$129.95
All-Purpose	eInS76MFs	7'6" Fast, Med	8 - 14	3/16 - 1/2	\$129.95



TESTIMONIALS

ROD REPLACEMENT PROGRAM

JERRY JOHNSON

Got my first Cashion rod and all I can say is it's amazing! I purchased an Icon worm and jig rod. Quality, craftsmanship, sensitivity, and the overall feel of the rod is beyond my expectations. I'll be adding more in the future. Thank you!!



MATT THOMAS

The ICON series is a great rod. Really liked the fact it was made in America and has a great warranty. Ordered direct from Cashion and had the rod at my house in two days.



SCOTT CARICO

Not only are Cashion Rods the best fishing rods I've ever fished with, the staff at Cashion's is AWESOME to work with. I have several Cashion casting and spinning rods and love both the casting ability and the sensitivity.



CHARLIE KIM

I've used other rod companies and have found that these rods are definitely worth a try. From the grips to the sensitivity and power they're all around such a great product. The quality of not only the rods but the customer service make everything about this company great! BTW they're made in the USA!



ZACH VANVOORHEES

Last winter I bought my first Cashion Icon casting rod and fell in love with it. The sensitivity is unreal and very light weight without compromising strength. The quality of the rod lead to me to purchase a Core series spinning and it is even better. I absolutely love the grips. Supporting such an awesome local company will have me buying all my rods from Cashion.



B&T TRAINING

I have fished with lots of rods over the last 40 years. I used a Cashion rod a friend had, and the moment I used it, I was hooked. I ordered one and now own four of them. They are my go to setups. Try one, you will not be disappointed.



SPENCER MORRIS

I have only positive experiences with my Cashion fishing rods thus far. I've been slowly transitioning to almost all Cashion rods over the past year or so due to the fantastic quality of these rods.



GARY CHAMBERS

Excellent products, excellent customer service! Cashion team member, Ben Choate, was a pleasure to work with through their website, and in person at the Cashion showroom. Proud to do business with a "Made in America" company!



JEFFREY FULGHUM

I really recommend these rods. Throwing a Ned with a baitcaster Has been made easier with the New BFS Rod. Really looking forward to this season with these rods.



Option #1 - Over the Counter

1. Replace customer's rod from available on-hand inventory and charge customer the appropriate Rod Replacement Fee listed below
 - 1.1 Rod models may be exchanged from rods in the same series
2. Email orders@cashionrods.com and notify of rod replacement
3. Retain broken rods and notify Cashion once a quantity of (8) broken rods is obtained then a return shipping label will be emailed to you
4. The replacement rod(s) will be shipped with your next PO
 - 4.1 On PO, use a separate line to indicate rods which are replacements

Option #2 - Send Customer Directly to Cashion

If a dealer chooses not to participate in over-the-counter rod replacement please direct customer to the Cashion Rod Replacement page at www.cashionrods.com

John Crews ICON Series – Backed by a lifetime replacement policy. All John Crews ICON Series rods under (7) years from date of purchase are eligible for unconditional replacement at a cost of \$95. Rods over (7) years from date of purchase are eligible for unconditional replacement at a cost of \$135. For all replacements, customers assume responsibility of replacement rod shipping from Cashion to their address.

ICON Series – Backed by a lifetime replacement policy. All ICON Series rods under (7) years from date of purchase are eligible for unconditional replacement at a cost of \$90. Rods over (7) years from date of purchase are eligible for unconditional replacement at a cost of \$135. For all replacements, customers assume responsibility of replacement rod shipping from Cashion to their address.

CORE & CK Series – All CORE & CK Series rods up to (5) years from date of manufacturing are eligible for unconditional replacement for a fee of \$70. Rods over (5) years from date of manufacturing are not eligible for Cashion's rod replacement program. For all replacements, customers assume responsibility of replacement rod shipping from Cashion to their address.

ELEMENT Series - All ELEMENT Series rods up to (1) year from date of manufacturing are eligible for unconditional replacement for a fee of \$45. Rods over (1) year from date of manufacturing are not eligible for Cashion's rod replacement program. For all replacements, customers assume responsibility of replacement rod shipping from Cashion to their address.

Elite Series - Backed by a lifetime replacement policy. All Elite Series rods under (7) years from date of purchase are eligible for unconditional replacement at a cost of \$90. Rods over (7) years from date of purchase are eligible for unconditional replacement at a cost of \$130. All Elite Series rods will be replaced with an ICON Series equivalent. For all replacements, customers assume responsibility of replacement rod shipping from Cashion to their address.

CRT Series - All CRT Series rods up to (3) years from date of manufacturing are eligible for unconditional replacement for a fee of \$70. Rods over (3) years from date of manufacturing are not eligible for Cashion's rod replacement program. Any eligible CRT Series rod will be replaced with a CORE Series equivalent. For all replacements, customers assume responsibility of replacement rod shipping from Cashion to their address.

we pride ourselves in having the best customer service in the industry

Cashion

American Made



AMERICAN MADE. SUPERIOR QUALITY. OUR PEOPLE.
Setting Cashion Rods apart since 2010!



for more information | info@cashionrods.com