

Cashion
American Made



saltwater
2023 PRODUCT CATALOG

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

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.

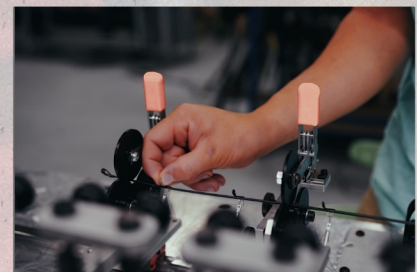
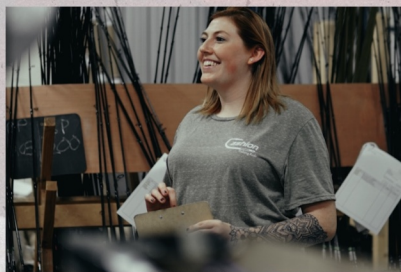
Cashion is proud to be American Made. Cashion Blanks, grips, rod covers, and finished rods are truly MADE IN AMERICA

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.





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!

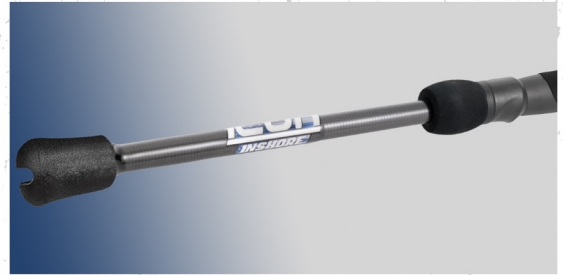
Cashion Fishing Rods are truly ***performance for everyone.***

ICON INSHORE SERIES



ICON 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.
- Conventional #6 size running guides for easy knot clearance for your favorite braid-to-fluoro leader
- 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
- Durable gimbal butt cap 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	ilnS7MLFs	7' Fast, Med-Lt	6 - 10	1/16 - 3/8	\$219.95
Multi-Purpose	ilnS7MFs	7' Fast, Med	6 - 12	1/8 - 1/2	\$219.95
Multi-Purpose	ilnS7MHFs	7' Fast, Med-Hvy	8 - 12	3/16 - 5/8	\$219.95
Flounder/Reds	iM7MHFs	7' Fast, Med-Hvy	8 - 20	3/16 - 3/4	\$219.95
Multi-Purpose	ilnS76MFs	7'6" Fast, Med	8 - 14	3/16 - 1/2	\$219.95
Popping Cork	iPC74HMFs	7'4" Mod-Fast, Hvy	10 - 20	1/2 - 3	\$219.95

ICON INSHORE CASTING



Type	SKU	Description (Blank, Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Casting	ilnS74MHF	7'4" Fast, Med-Hvy	10 - 20	1/4 - 1 1/2	\$219.95

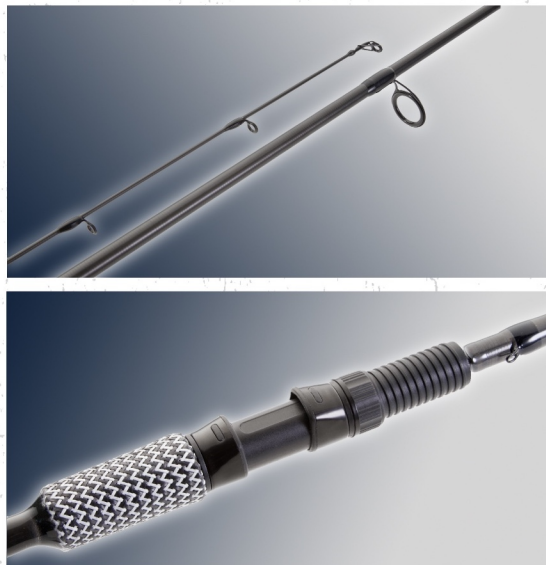




CORE INSHORE SERIES

CORE Inshore Features:

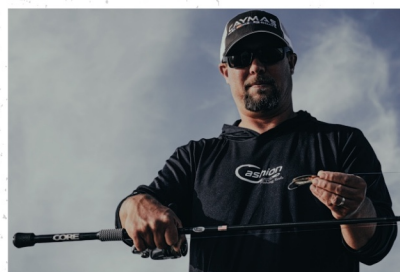
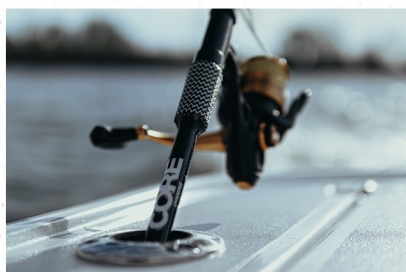
- Made in America
- Saltwater grade components
- Blanks designed with Interface Bonding (AIB) - AIB is a combination of mechanical and additive technology to create ultra-high bond strength at the interface of carbon fiber and epoxy matrix
- Energy Dissipation Jacket (EDJ) - added layer of protection wrapped around the carbon fiber
- Standard modulus carbon fiber for a perfect mix of sensitivity and durability
- 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
- Gimbal butt cap for stand up rod holders



CORE INSHORE SPINNING



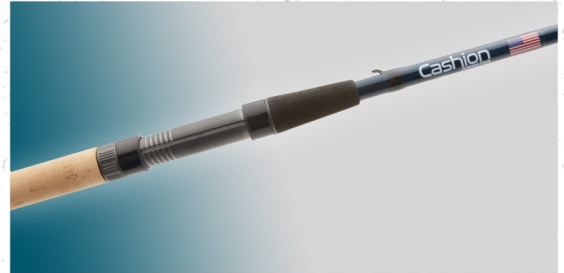
Type	SKU	Description (Blank, Action, Power)	Line Weight lb. Test	Lure Wt. (oz.)	MAP
Trout Special	cP8427si	7' Fast, Med-Lt	6 - 10	1/16 - 3/8	\$164.95
Multi-Purpose	cP8437si	7' Fast, Med	6 - 12	1/8 - 1/2	\$164.95
Multi-Purpose	cP8447si	7' Fast, Med-Hvy	8 - 12	3/16 - 5/8	\$164.95
Popping Cork	cM8437si	7' Fast, Med-Hvy	10 - 20	1/2 - 3	\$164.95



ELEMENT INSHORE SERIES

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 design on the market
- 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

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.



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

ROD REPLACEMENT PROGRAM

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

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 \$85. Rods over (7) years from date of purchase are eligible for unconditional replacement at a cost of \$130. 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 (3) years from date of manufacturing are eligible for unconditional replacement for a fee of \$65. Rods over (3) 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 \$40. 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 \$85. 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 \$65. 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.

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American made. Superior quality.

for more information | info@cashionrods.com

