



Sales & Media Kit

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Swiftly Manufacturing is dedicated to helping anglers nurture the environment by providing high quality, environmentally safe fishing products.

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Message from our Founder

Swiftly Manufacturing was established in 1997. It started out with the concept of the **Swiftly Line Remover**. This was a concept that I thought of while fishing on the Polaris Supreme, a long range boat docked in San Diego, California. We were fishing at Clarion Island off of the Mexican Coast. I saw a need to assist anglers in removing their spent fishing line quickly and easily. I had often spent hours unwinding my line by hand. I developed a tool for the fishing industry that was unique and necessary.

I then expanded the Swiftly product line by introducing the **Release Tool** product line. I again brought together concepts that were unique and new to the fishing industry. The initial inspiration came from an item that I found in my wife's grandfather's tackle box. He was a tool maker and had designed a freshwater release tool that was like no other I had seen. I used this concept of using the fishing line to find the hook and using the leverage of the shank to release the barb pressure to release the fish. This concept spawned a complete line of release tools that are used today by anglers all across the country.

The next area that I addressed was the need to clean braided fishing line. I introduced the **PowerWasher System** as a companion product to the **Swiftly Line Remover**. This unique system allows the angler to remove their braided filament fishing line, clean the line, treat their spool and service their reel. The angler then has a system to return the line under proper pressure to the reel. This is one of our hottest products in our line. This type of reel maintenance is a major focus of today's serious angler.

This year I am adding two new product lines. The first is a line of rod finish products. I saw the need to develop improved products using new technology. The **Diamondite** Product line consists of a rapid curing rod finish that doesn't crack or yellow with age, a hypalon adhesive that is slippery and a reel seat adhesive that flows. I have partnered with a technologically advanced adhesive company that shares my vision to bring new technology to the fishing industry. These products will save thousands of man hours and thousands of dollars in production costs. The second product line I am introducing is the **Nu-Skin Rod Armor**. I saw a need to allow angler's to update their worn out fishing grips. The sleeve material slips over existing hypalon or cork to rejuvenate the grip. This product will also aid in the assembly of new rods. These new products combine to help save fishermen time and money.

I have been fishing all my life. It is my love. I also found that helping and serving others to learn about fishing has been my life's passion. I was the president of a Southern California fishing club for over 10 years. I have been very active in taking youth fishing for many years. I have also chartered Swiftly Manufacturing sponsored trips to share information and the latest techniques with anglers. I also share my passion for fishing with my two children, Tim Jr. and Ashley as well as with my wife Diana of 20 years. Although my time on the water has slowed up a bit, I still look forward to getting on the water.

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Press Release



Swifty Manufacturing introduces
Diamondite Pure Coat Rod Finish

The time has come for rod finish to move into the 21st century. Swifty Manufacturing has developed a rod finish that uses 'New Technology' to eliminate the problems and difficulties observed with traditional finishes.

Las Vegas, NV, July 20, 2005: The time has come to revise how the rod manufacturing industry finishes rods. Face it; the old techniques are just old. Swifty Manufacturing has developed a rod finish that uses 'New Technology' to eliminate the problems and difficulties observed with existing finishes.

Swifty Manufacturing has developed the **Diamondite** Pure Coat Rod Finish. It is a specialized rod finish which saves today's rod builder time and money. The new finish has a working (pot) life of one hour and a one hour cure time upon activation. It starts crystal clear and remains crystal clear throughout the finishing process. It does not yellow with exposure to sunlight. It will not crack at the guide feet because of its elastomer qualities. The product is designed to release the entrapped bubbles that may develop during application of the finish. The viscosity allows for multiple thin coats with no manual mixing or waste. We have incorporated a unique cartridge delivery system that mixes the product under pressure to ensure the finish is properly mixed every time. The finish has shown to be compatible with other coatings and is re-coatable even when dry. It does not absorb water and does not walk during application. The reduction in curing time alone saves many hours of unproductive time per finished rod.

The **Diamondite** pure coat rod finish has been tested using industry standards regarding ultra violet yellowing, flexibility vs. cracking, corrosion at the guide feet, clarity, environmental effects, bleed through vs. color preserver and silicone interaction. All tests have been supervised by our rod finish lab which meet and or exceed current standards.

Look for all of the **Diamondite** Rod Finish Products at your local tackle retailer or visit our website, www.swiftymfg.com for a store near you.

(High resolution pictures are available)

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Rod Building Components

Diamondite Pure Coat Rod Finish

Choose the Diamondite Pure Coat Rod Finish:

It is a revolutionary rod finish which saves today's rod builder time and money. This finish has a working (pot) life of one hour and a one hour cure time upon activation. It starts crystal clear and remains crystal clear throughout the finishing process. It does not yellow with exposure to sunlight. It will not crack at the guide feet because of its elastomer qualities. The product is designed to release the entrapped bubbles that may develop during application of the finish. The viscosity allows for multiple thin coats with no manual mixing or waste. We have incorporated a unique delivery system that mixes the product under pressure to ensure the finish is properly mixed every time. The finish has shown to be compatible with other coatings and is re-coatable even when dry. It does not absorb water and does not walk during application. The reduction in curing time alone saves many hours of unproductive time per finished rod.



Diamondite Pure Coat Rod Finish

Applications:

- New customized rods
- Production rod
- Rod repair
- Finish repair

Diamondite Pure Coat Rod Finish

Specifications:

- One hour cure time upon activation
- Extended working (pot) life – one hour
- Convenient cartridge mixing system
- Easy to mix two component finish
- Fast drying color preserver
- Acetone clean-up
- Extended shelf life of 3 years



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Rod Building Components

Diamondite Pure Coat Rod Finish

Diamondite Pure Coat Rod Finish

Characteristics:

- Easy to use
- One hour cure time upon activation
- Extended working (pot) life – one hour
- Convenient cartridge mixing system
- Crystal clear finish
- Low Viscosity to allow for thin coats
- No yellowing (not effected by U.V. light)
- No cracking (elastomer additives)
- No waste
- No manual mixing required
- No water absorption
- Eliminates bubbles
- Compatible with other coatings
- Re-coatable even when dry
- Does not walk



Diamondite Pure Coat Rod Finish

COMING SOON:

- Marbling system



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Rod Building Components

Diamondite Rod Adhesive

Choose the Diamondite Rod Adhesive:

These revolutionary Rod Adhesives save today's rod builder time and money. Both of the products were designed to assist the rod builder in the blank assembly process.

Diamondite Hypalon Adhesive is a cartridge based product which has a short duration curing time. It has a slippery, grease like consistency which aids the rod builder to simply slide the hypalon into place without the need for compressed air or solvents. It also does not transfer to other areas on the rod during installation.

Diamondite Reel Seat Adhesive is a cartridge based product with a short duration curing time. It has a low viscosity which allows for the adhesive to flow down between the reel seat and the blank. The ability to flow eliminates gaps in the adhesive which can cause the reel seat to break free from the blank during a battle with a fish.



Diamondite Rod Adhesive

Applications:

- New customized rod building
- Rod Repair

Diamondite Rod Adhesive

Specifications:

Diamondite Hypalon Adhesive

- Two convenient cartridge sizes
- Mixing wands included
- 45 minute working time
- 1 hour cure time

Diamondite Reel Seat Adhesive

- Two convenient cartridge sizes
- Mixing wands included
- 5 minute working time
- 1 hour cure time



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