

Press Release



Swifty Manufacturing's "Nu-Skin Reel Armor" protects reels from "Boat Rash"

Las Vegas, NV, July 19, 2006: "Boat Rash" is a term Tim Campbell of Swifty Manufacturing uses to describe the scratches and abrasions fishing reels receive from being stored in close proximity with one another on fishing boats. "Boat Rash" occurs while handling reels when off the rod and just plain setting the reel down on its side on a table. Before you know it, your nice and shiny reel is marred with surface scratches and nicks. The Swifty Nu-Skin Reel Armor is designed to preserve and maintain the beauty of your round aluminum bodied fishing reels. As an added benefit, the Nu-Skin Reel Armor can help maintain a higher resell value of your reels.

Nu-Skin Reel Armor is for application on inshore, offshore and two-speed aluminum bodied round reels. The Nu-Skin Reel Armor is a patent-pending, clear, flexible, semi-permanent membrane that is made to fit both the non-handle sideplate and the top of the frame. These are the areas most susceptible to "Boat Rash." The Nu-Skin Reel Armor is sold in 7 custom sizes to fit over 400 popular reel models. It fits reels as small as a 50 size baitcaster and up to a 130 size offshore reel. The Nu-Skin Reel Armor is easy to apply and stays in place without impairing the use of the reel during fishing. It is removable for reel servicing and can be used with conventional reel covers.

The Swifty Manufacturing's product line includes other innovative products showcased at previous shows such as the Swifty Line Remover, the Swifty PowerWasher System, Swifty Spectra Adhesive, Diamondite Rod Finish, Sticky 'B' Plastics Adhesives and the Nu-Skin Rod Armor.

Look for more exciting and innovating products coming from this cutting edge fishing resource at www.swiftymfg.com, Swifty Manufacturing (626) 963-1142 or your local fishing tackle retailer. For questions or suggestions please email sales@swiftymfg.com.

P.O. Box 1988, Glendora California 91740
office (626) 963-1142 fax (626) 963-8672
sales@swiftymfg.com www.swiftymfg.com

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