

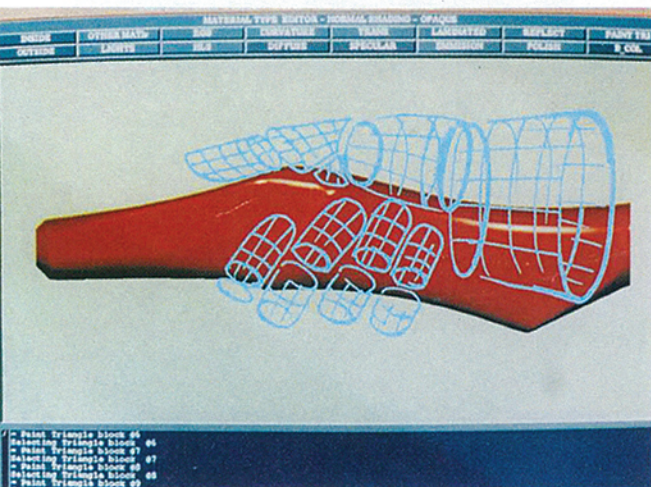


Comfort in grip was a main objective at the design stage

The pre-formed handle (with matching extension butt) is available to rod manufacturers, custom builders, amateur rod builders, and to individual fly anglers for retro-fitting to existing rods. We suggest that a cork extension butt adds to the aesthetic appeal.

The MANIFORM handle will be available in two sizes and a number of cork grades, subject to availability.

The MANIFORM handle is protected by design copyright, with international patents pending and is only manufactured by Siesta Cork UK.



Attention to detail in the design process helps produce a quality product

A Revolution is at *Hand*...

MANIFORM

The MANIFORM ergonomic *fly* rod grip

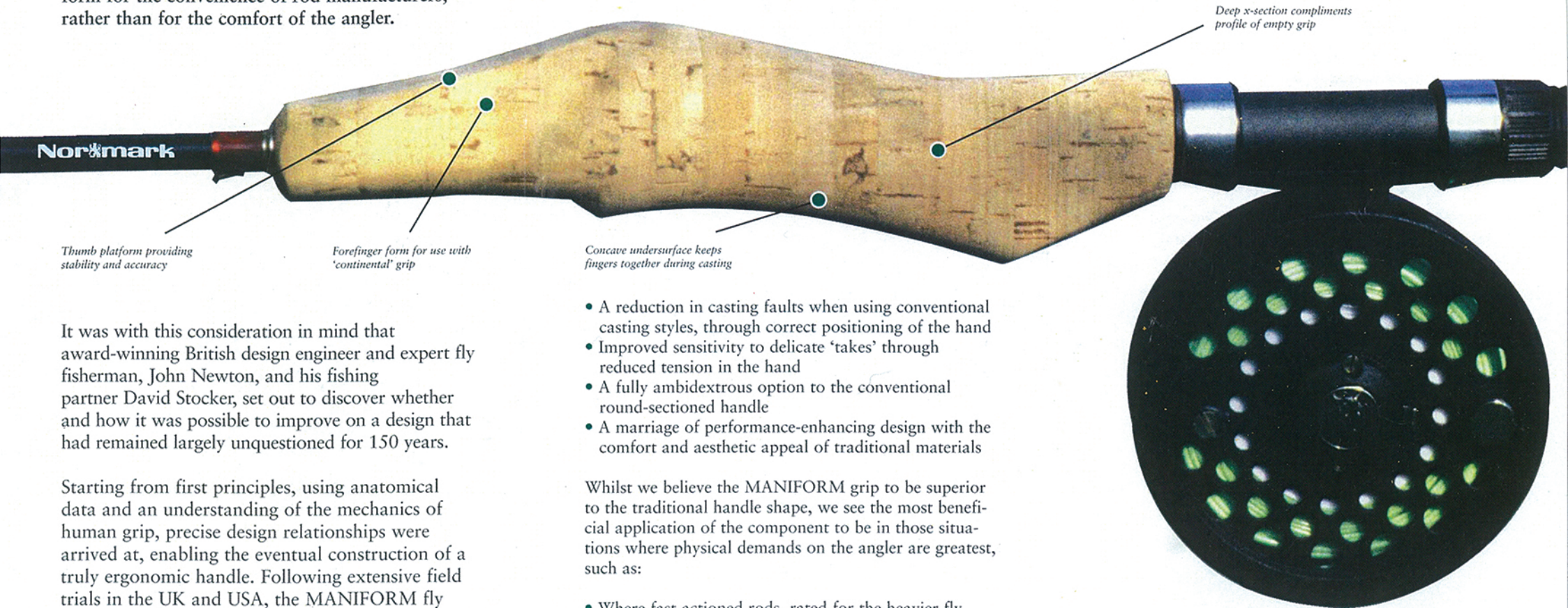
Performance enhancing design for the 21st century

The design of the fly rod handle, that critical interface between the angler and his casting tool, has suffered almost total neglect since the advent of fly fishing in the 19th century. Indeed, it is probably fair to conclude that the ubiquitous round-sectioned fly rod handle survived in this form for the convenience of rod manufacturers, rather than for the comfort of the angler.

This ergonomically designed handle offers:

- Unrivalled comfort for day-long casting and fishing
- Improved directional control of casting
- A balanced grip that evens-out strain on the tendons of the forearm, reducing the likelihood of sustaining repetitive strain injuries such as 'tennis elbow'

- Where long, single-handled fly rods are used
- Where 'searching' techniques requiring high work-rate on the angler's part, are critical for success
- Where an angler has sustained injury or disability affecting their ability to fish effectively in comfort.



It was with this consideration in mind that award-winning British design engineer and expert fly fisherman, John Newton, and his fishing partner David Stocker, set out to discover whether and how it was possible to improve on a design that had remained largely unquestioned for 150 years.

Starting from first principles, using anatomical data and an understanding of the mechanics of human grip, precise design relationships were arrived at, enabling the eventual construction of a truly ergonomic handle. Following extensive field trials in the UK and USA, the MANIFORM fly rod handle was born.

- A reduction in casting faults when using conventional casting styles, through correct positioning of the hand
- Improved sensitivity to delicate 'takes' through reduced tension in the hand
- A fully ambidextrous option to the conventional round-sectioned handle
- A marriage of performance-enhancing design with the comfort and aesthetic appeal of traditional materials

Whilst we believe the MANIFORM grip to be superior to the traditional handle shape, we see the most beneficial application of the component to be in those situations where physical demands on the angler are greatest, such as:

- Where fast-actioned rods, rated for the heavier fly lines are employed
- In situations where long, frequent, controlled casting is required