



PENN REPAIR BULLETIN # 5

## NEW PENN DURA-DRAG™

February 23, 2005

Penn Fishing Tackle has developed a revolutionary new drag, the Penn Dura-Drag™. The Penn Dura-Drag™ will dramatically improve the performance of Penn International® reels, as well as extend the life-span of an International® drag. A full consumer marketing campaign for this new material is forthcoming, but in an effort to provide the end-user of our products with the finest performing drags on the market, Penn has decided to immediately supply our Parts Dealers with this new drag material. Our goal is to get the new Dura-Drag™ in as many International reels in the marketplace as possible.

### THE PRODUCT

Penn Dura-Drag™ was developed in a joint effort between Penn engineers and a leading US Auto Manufacturer supplier, and is based on the same material used in the transmissions of high-performance racing cars. This material has been awarded QS-9000 compliancy, among the highest of quality standards in the automotive industry. Dura-Drag™ is tough and durable; it endures frequent and heavy use; and withstands the high levels of heat generated during big game battles.

Dura-Drag™ contains a special Phenolic bonding agent that prevents premature breakdown of the material while also providing a water-barrier. Dura-Drag™ is then pre-treated with a special formula developed by Penn Engineers through extensive testing and research. This special formula improves the drag performance, provides a barrier to prevent water damage, and gives the drag a silky, smooth feel from initial start-up through the entire drag run. The combination of new drag material and special formula gives anglers the toughest, smoothest, longest-lasting drag ever developed – a drag so revolutionary we've trademarked it Dura-Drag™.

Scientific tests prove that new Penn Dura-Drag™ performance is unsurpassed. After 30 hours of drag pressure in controlled testing, Penn Dura-Drag™ looked and performed as if it were brand new, right out of its packaging, while competitive drags showed obvious signs of wear.

In terms of performance and smoothness, both light-tackle and big-game anglers will greatly appreciate the lack of an initial surge in drag-pressure, common in other drag materials. Smoother start-ups and more consistent drag pressures translate into fewer pulled hooks, and broken lines will quickly become a thing of the past. According to our field testers, this is by far the finest and smoothest drag they have ever fished:

**Ray Rosher**, Captain of the *Get Lit* and his charter boat *Miss Britt*, "Whether I'm fishing a tournament or a charter, I rely on the performance of my drags. I've been fishing the new drags (Penn Dura-Drag™) for several months with seven tournaments and a steady charter schedule. The drags have stayed perfectly smooth and consistent from one day to the next. Penn has hit a home run."

The need for fishermen to change their International® drag washers after long fights with big game fish is now a thing of the past. Say goodbye to hesitations and jerky drags. New Penn Dura-Drag has set the gold standard for performance, reliability and durability.

### **PROPER STORAGE OF PENN DURA-DRAG™**

New Penn Dura-Drags will be shipped to you in a sealed pouch. When storing your new Dura-Drage washers in inventory, always keep them in the sealed pouch until you are ready to replace the old drags.

### **NO GREASE**

DO NOT APPLY GREASE to Penn Dura-Drage™. Penn's special formula has already been applied. Dura-Drage™ washers are ready to be put into International® reels WITHOUT grease being applied. Note – DO NOT APPLY GREASE, applying grease to new Penn Dura-Drage™ washers will drastically reduce performance.

### **HOW TO UPDATE YOUR EXISTING INVENTORY**

Initial orders of new Penn Dura-Drage were shipped without the special pre-treated formula and were not placed in sealed pouches. We would like you to return these and swap them out for the appropriate pre-treated formula drags in sealed pouches. We have also changed the pricing of these new drags, so we will be crediting your parts account when the untreated drags are returned. In order to return the untreated drags, please call your Penn Customer Service Representative for a Return Authorization Number (RA#). Once we receive the untreated drags, we will issue full credit for all drags returned and a new Customer Order will be issued for the returned quantity at the new Dealer Price.

We will also accept returns on any International® HT-100 Drage washers that were purchased after July 1, 2004 and issue full credit at the price paid. In order to receive the credit, you must place a Purchase Order for the new Dura Drage™ washers in the same quantity as the returned HT100™ washers (a one-for-one, credit-for-purchase). Please call your Penn Customer Service Representative for a Return Authorization Number (RA#).

Be sure to change your computer and cash register systems to reflect the new prices.

<b>Old P/N</b>	<b>New P/N</b>	<b>Description</b>	<b>Reels</b>	<b>Retail Price</b>
117D030	<b>117DN030</b>	Drive Plate Assembly	20T, 30S, 30SW, 30T, 30TW	<b>\$32.50</b>
117D050	<b>117DN050</b>	Drive Plate Assembly	50T, 50TW	<b>\$32.50</b>
117D070	<b>117DN070</b>	Plate Drive Assembly	50VSW, 70, 70VS	<b>\$32.50</b>
117A070	<b>117AN070</b>	Inner Drive Plate Assembly	50VSW, 70, 70VS	<b>\$35.00</b>
117 050S	<b>117N050S</b>	Drive Plate Assembly	30VSW, 50S, 50SW	<b>\$45.00</b>
117A050S	<b>117AN050S</b>	Inner Drive Plate Assembly	30VSW, 50S, 50SW	<b>\$35.00</b>
117D080T	<b>117DN080T</b>	Plate Drive Assembly	80T, 80TW	<b>\$35.00</b>
117 080ST	<b>117N080ST</b>	Plate Drive Assembly	80ST, 80STW	<b>\$50.00</b>
117A080T	<b>117AN080T</b>	Inner Drive Plate Assembly	80ST, 80STW, 80T, 80TW	<b>\$35.00</b>
006D130	<b>006DN130</b>	Drage Washer Assembly	130ST	<b>\$26.70</b>