

Roland Martin



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2016

Roland Martin Catalog

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LET'S
GO
FISHIN'



ROLAND MARTIN

“Fishing with Roland Martin”

For the past three decades, legendary angler Roland Martin has given viewers the scoop on how to outsmart a variety of gamefish. But after so many years of sharing his boat with millions of armchair anglers, you’d think his bag of tricks is about empty. **NO WAY!**

Martin continues to pull in the big ones with **FISHING with ROLAND MARTIN**, a half hour series on NBC sports.

Martin’s incomparable level of enthusiasm is a big part of his personality. He has the vitality of a child when it comes to fishing that is refreshing to viewers. Known mostly for his bass fishing prowess, he’s adept at catching all species of gamefish - an attribute that adds to his show.

Bass Fishing is the common thread that has woven throughout Martin’s fishing career. His lofty status as a legendary angler was gained through his dominance in the sport of bass tournament competition. In the infant stages of the 30-year-old sport, Martin commandeered the winner’s circle the way the New York Yankees reigned over the American League, and the Green Bay Packers once owned the National Football League.

Martin’s enthusiasm is legendary as are his 19 wins on the BASSMASTER tournament Trail and 9 B.A.S.S. Angler of the Year titles - both records. He still competes in competition tournaments like the BASS OPEN Tour, just to see what’s new in the fishing world. Though tournaments take a lot of his time, Martin plans to continue entertainment and education as part of the mainstays of his program, however he hopes to have a chance to focus on other issues confronting sportsmen. Conservation and the environment are becoming just as important to fishing as are the lures in our tackle boxes.

ROLAND MARTIN

HIGH WATER MARKS

As a Tournament Angler:

- 1.5 million in career winnings
- 19 first-place finishes (B.A.S.S. record)
- 20 second-place finishes
- 25 appearances in the BASS Master Classic
- 9 time B.A.S.S **Angler of the Year** title (B.A.S.S. record)

Career Highlights:

Martin placed second in his first B.A.S.S. tournament at the 1970 Toledo Bend Invitational on Toledo Bend Reservoir, TX/LA. He won the next tournament at Lake Seminole, GA/FL and then placed second in his next tournament at Eufala, AL. He had his 19th Classic appearance in 1991 and returned to full time tournament competition the following season.

In 1976 he was inducted into the **NATIONAL FISHING HALL OF FAME** in Hayward, WI. Roland is the member of five Hall of Fames including the **IGFA Sport Fishing Hall of Fame** as the very first freshwater angler inducted.

Personal:

Home: Naples, FL

Born: March 14, 1940

Family: Wife: Judy Daughter: Laura Ann
Son and Daughter-in-Law: Scott and Suzanne
Grandsons: Jacob and Reed
Granddaughters: Hilary, Sydnie and Amelia

Occupation: Host of **"Fishing with Roland Martin"** on NBC Sports Network

Hobbies: Professional Tournament Angler, Turkey Hunting, Tarpon Fishing and Fishing Tackle Design

Martin is credited with defining **"Pattern Fishing"** as a technique in 1969.

His definition: **"A pattern is the exact set of water conditions such as depth, cover, structure, temperature, clarity, current, etc. which attracts fish to that specific spot and to other similar spots all over the same body of water."**

He discovered the technique during seven years of guiding on Lake Santee-Cooper, S.C. in the 1960s. Roland made this technique available to millions of readers in his book **101 BASS CATCHING SECRETS** with Tim Tucker.



ROLAND MARTIN SALTWATER SERIES

For some, dedicated salt water anglers, seeking perfection is a way of life.

When it comes to selecting the right gear, there's no compromise. You demand premium, high performance rods, engineered to provide an ideal blend of power, weight and balance. Durable rods constructed using premium materials and incorporating superior, high quality components specifically designed to provide the ultimate level of performance. When under the tough in-shore/off-shore situations and conditions you face, while precisely meeting the specific, advanced needs of the ultra-refined applications you've mastered to assure consistent success.

If you're among this elite, ultra-select group waiting for an innovative manufacturing advancement offering a distinct edge, your wait is over. Storied angling legend Roland Martin has taken his years of saltwater experience to design a series of high performance saltwater rods of exceptional achievement. Our factory engineers have worked in close cooperation with Roland to craft a select, uncompromising line of advanced tactical saltwater gear, expressly built to help you hook-up with, then control and tame even the fastest, fiercest ocean behemoths.

Each Roland Martin rod series features everything you demand, and with distinct purpose. Select sensitivity to detect strikes. Solid strength necessary to bury hooks; unsurpassed power to control and subdue. Whether you're trolling muscular sea bass, explosive powerful tuna or fast racing sails, trolling wire lines for striper, drifting kingfish with live bait, going for trout, casting a raging surf, jigging freestyle, beating a black drum or trying to slow a hard-charging, brute wahoo—Roland Martin's saltwater rods feature designs that deliver an uncompromised blend of sensitivity with solid durability, grip, power and control, perfectly combined to maximize your success.

But don't take our word for it. No matter what you fish for, try one of these Roland Martin saltwater rods on your next ocean adventure.

And let the results stand for themselves.

ROLAND MARTIN SEAFARER STAND UP RODS

- Roland Martin superior tapered power blank
- Deluxe EZ Flow premium roller guides for easy line flow
- Powerful backbone for great hook sets
- Available in 3 great models
- Custom designed and tested by pro fisherman Roland Martin
- Sure locking cushioned reel seat
- Genuine high grade foam handle



Part #	Min Order Qty	Master Ctn Qty	Length	Section	Blank	Action	Handle	Line Test
SUC-1530	2	12	5 ft 6 in	1	E-Glass	Medium/Heavy	Eva Foam	15 to 30 lb
SUC-3060	2	12	5 ft 6 in	1	E-Glass	Heavy	Eva Foam	30 to 60 lb
SUC-5080	2	12	5 ft 6 in	1	E-Glass	Extra Heavy	Eva Foam	60 to 80 lb

ROLAND MARTIN SEAFARER SPINNING RODS

- Roland Martin superior tapered power blank
- Powerful backbone for great hook sets
- Sure locking cushioned reel seat
- Genuine high grade foam handle



Part #	Min Order Qty	Master Ctn Qty	Length	Section	Blank	Action	Handle	Line Test	Lure Wt
SBS-71230	2	12	7 ft	1	E-Glass	Medium/Heavy	Eva Foam	12 to 30 lb	3/4 - 3 oz
SBS-71540	2	12	7 ft	1	E-Glass	Heavy	Eva Foam	15 to 40 lb	1 - 4 oz



ROLAND MARTIN SEAFARER CAST SERIES

- Ultra sensitive full casting handles with gimbel butt
- Deluxe easy flow aluminum oxide guides for easy cast-ability
- Powerful backbone for great hook sets
- Available in 3 great models
- Custom designed and tested by pro fisherman Roland Martin
- Unique metallic blue/gold decorative wrappings
- Stainless steel cushioned reel seat hoods



Part #	Min Order Qty	Master Ctn Qty	Length	Section	Blank	Action	Handle	Line Test
SBC-71530	2	12	7 ft	1	S-Glass	Medium/Heavy	Eva Foam	15 to 30 lb
SBC-72030	2	12	7 ft	1	S-Glass	Heavy	Eva Foam	20 to 30 lb
SBC-73050	2	12	7 ft	1	S-Glass	Extra Heavy	Eva Foam	30 to 50 lb

ROLAND MARTIN SEAFARER SPINNING BOAT RODS

- Ultra sensitive full spinning handles with gimbel butt
- Deluxe easy flow aluminum oxide guides for easy cast-ability
- Powerful backbone for great hook sets
- Available in 3 great models
- Custom designed and tested by pro fisherman Roland Martin
- Unique metallic blue/gold decorative wrappings
- Stainless steel cushioned reel seat hoods



Part #	Min Order Qty	Master Ctn Qty	Length	Section	Blank	Action	Handle	Line Test
SSPS-62040	2	12	6 ft	1	S-Glass	Heavy	Eva Foam	20 to 40 lb
SSPS-63050	2	12	6 ft	1	S-Glass	Heavy	Eva Foam	30 to 50 lb
SSPS-64060	2	12	6 ft	1	S-Glass	Extra Heavy	Eva Foam	40 to 60 lb



ROLAND MARTIN SEAFARER “BIG BLUE” COMBOS

- Superior blanks are made of super strong E-Glass
- Full contoured EVA handle for sure grip and sensitivity
- Deluxe easy flow aluminum oxide guides for easy cast ability
- Powerful backbone for great hook set ability
- Available in 3 great lengths
- Custom designed and tested by Pro fisherman Roland Martin
- Unique metallic blue/gold decorative wrappings
- Sure locking cushioned reel seat
- Combos come with an ultra smooth 5 bearing reel with infinite anti-reverse



Part #	Min Order Qty	Master Ctn Qty	Length	Section	Blank	Action	Handle	Line Test	Lure Wt
SBBS-702SC	3	6	7 ft	2	E-Glass	Medium/Heavy	Eva Foam	12 to 25 lb	3/4 - 3 oz
SBBS-802SC	3	6	8 ft	2	E-Glass	Medium/Heavy	Eva Foam	15 to 30 lb	1 - 4 oz
SBBS-902SC	3	6	9 ft	2	E-Glass	Medium/Heavy	Eva Foam	17 to 40 lb	1 1/4 - 5 oz



ROLAND MARTIN COASTAL CLASSIC CASTING SERIES

- Ultra sensitive blanks are made of a 36 ton high modulus Graphite
- Full contoured cork handle for sure grip and ultra sensitivity
- Deluxe easy flow aluminum oxide guides for easy cast ability
- Powerful backbone for great hook set ability
- Available in 3 great models
- Custom designed and tested by Pro fisherman Roland Martin
- Unique metallic blue/gold decorative wrappings
- Sure locking fore-grip that works great for all bait casting reels
- Stainless steel cushioned reel seat hoods



Part #	Min Order Qty	Master Ctn Qty	Length	Section	Blank	Action	Handle	Line Test	Lure Wt
CCIC-7817	2	12	7 ft 0 in	1	Modulus Graphite	Medium	Full Genuine Cork	8 to 17 lb	1/4 - 5/8 oz
CCIC-71220	2	12	7 ft 0 in	1	Modulus Graphite	Medium/Heavy	Full Genuine Cork	12 to 20 lb	3/8 - 2 oz
CCIC-761220	2	12	7 ft 6 in	1	Modulus Graphite	Medium/Heavy	Full Genuine Cork	12 to 20 lb	3/8 - 2 oz



ROLAND MARTIN COASTAL CLASSIC SPINNING SERIES

- Ultra sensitive blanks are made of a 36 ton high modulus Graphite
- Full contoured cork handle for sure grip and ultra sensitivity
- Deluxe easy flow aluminum oxide guides for easy cast ability
- Powerful backbone for great hook set ability
- Available in 3 great models
- Custom designed and tested by Pro fisherman Roland Martin
- Unique metallic blue/gold decorative wrappings
- Sure locking fore-grip that works great for all spinning reels
- Stainless steel cushioned reel seat hoods



Part #	Min Order Qty	Master Ctn Qty	Length	Section	Blank	Action	Handle	Line Test	Lure Wt
CCIS-66841	2	12	6 ft 6 in	1	Modulus Graphite	Medium	Full Genuine Cork	8 to 14 lb	1/4 - 3/4 oz
CCIS-71017	2	12	7 ft 0 in	1	Modulus Graphite	Medium	Full Genuine Cork	10 to 17 lb	3/8 - 3/4 oz
CCIS-71220	2	12	7 ft 0 in	1	Modulus Graphite	Medium/Heavy	Full Genuine Cork	12 to 20 lb	3/8 - 2 oz

Phil Martin

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Catalog# RM-2016

