

THE DAWN OF A NEW ERA

U.S. REEL
*When Performance
Means Everything*



SUPERCASTERS 2009 CATALOG

THE DAWN OF A NEW ERA IN FISHING PERFORMANCE

Since the 1940s, when spinning reels were first invented, there have been literally hundreds of modifications to the original design. But until now, no reel has successfully etched its name as the go-to product in the spinning category. The W-I-D-E Spool SuperCaster has changed that with proven performance and reliability. The superiority of SuperCaster reels is no accident. The meteoric rise of this dynamic series is the result of the ingenuity, energy and perseverance of a company whose quest for excellence knows no bounds. For nearly ten years, the design team at U.S. Reel, led by owner, founder and W-I-D-E spool innovator Fred Kemp, has spent the majority of their waking hours designing, refining, and many believe, perfecting a radical new spinning reel. Put one of these wide spool reels through its paces out on the water and any doubts about its superiority will be erased. SuperCaster is astonishingly lightweight, amazingly efficient, and it casts like no other reel you've ever fished before. It also packs plenty of muscle on the fight with an SDS™ Drag System that starts fast and stays steady from hook-up till the fish is in your grasp. What's truly impressive about the SuperCaster spinning reels is that they offer fishermen exceptional performance across the board. Whether it's a cool mountain trout stream, the expanse of a big water bass lake, or the shallows of a tropical flat, the odds are weighted heavily in your favor with a SuperCaster

NEW SUPERCASTER PRO
SPINNING REEL

in hand. No other reel offers the unique combination of lightweight design, casting ease, and extraordinary fish fighting control. Other manufacturers may claim it, but only SuperCaster delivers this exceptional level of performance cast after cast.

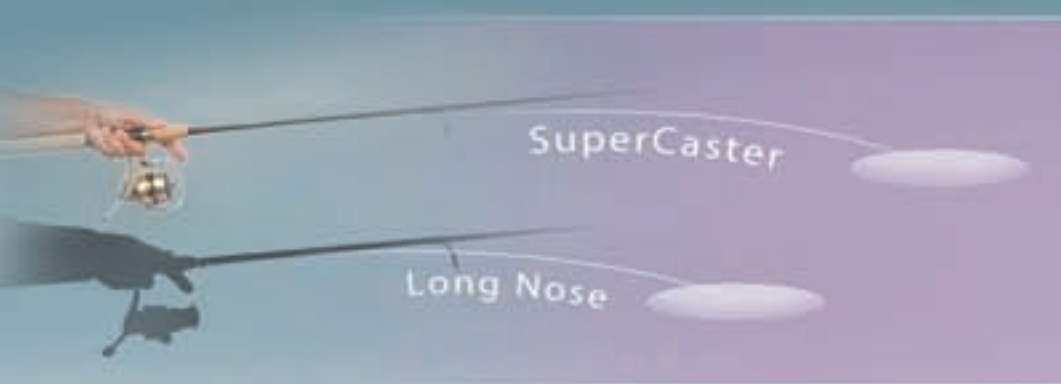
When introduced, the revolutionary SuperCaster lightweight, wide spool design changed spinning reels forever. Now for 2009, the extraordinary performance of SuperCaster extends to casting reels. The new SuperCaster revolving spool entries follow the lightweight theme but their design breaks all the rules and their performance promises a new, elevated set of standards. Don't put this catalog down until you read all about the new SuperCaster casting reels beginning on page 14.

Whether you prefer spinning or casting tackle, SuperCaster has the right tools to help you master your technique. Fishing is believing and you'll feel the difference the first time and every time you hit the water with a SuperCaster... the one of a kind, technically advanced reel that is establishing a bold new standard in versatility and performance. From a marketing standpoint, SuperCaster stands alone in terms of advertising support and editorial coverage. And the symbol on the right is your assurance that the profit margins for SuperCasters rank among the highest in the industry.

NEW SUPERCASTER 1000 PRO
CASTING REEL

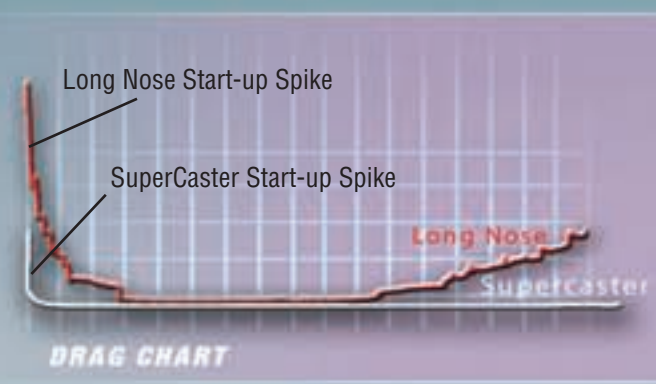


UNIQUE BENEFITS OF THE LIGHT WEIGHT W-I-D-E SPOOL REEL



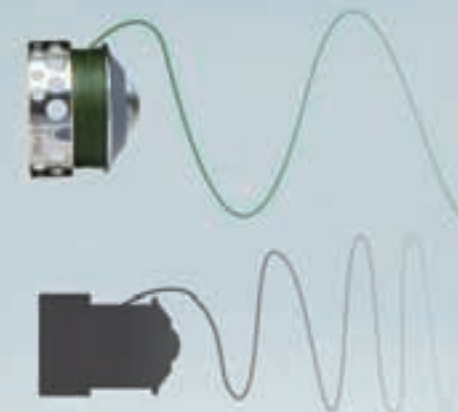
CASTING DISTANCE

1 The wide SuperCaster design puts line on the spool in bigger loops. On the cast, those large loops explode off the reel for casts up to 30% farther than long nose reels.



STADIEST DRAG

6 The SuperCaster has a larger diameter spool relative to the drag disks. This leverage means the SuperCaster starts with less loading and faster than ALL other reels. That means the drag can be set higher than ALL other reels. In addition, the exclusive SDS™ Steady Drag System compensates for drag temperature increases and reduced line as line is paid out so that drag tension remains the same throughout the fight.



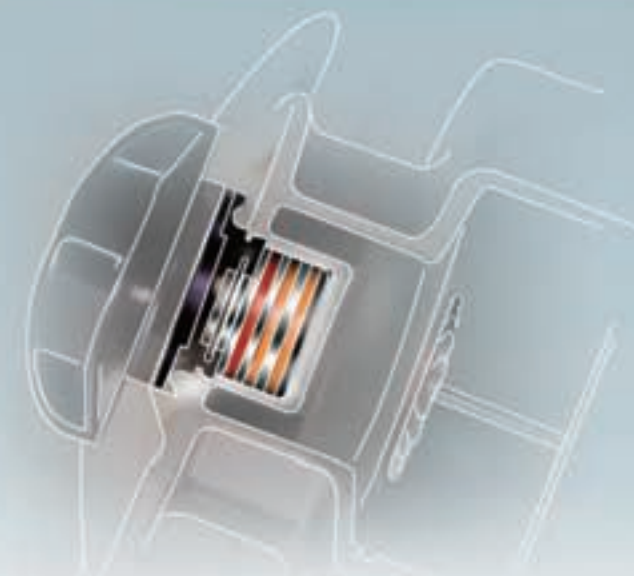
LESS LINE TWIST

2 The more times line wraps around the spool arbor, the more twist is created – it is simply undeniable physics. Line wraps around SuperCaster's wide spool fewer revolutions than on a long nose reel. Thus, twist is reduced dramatically.



LOWER MEMORY

3 By dramatically reducing line twist, SuperCaster also significantly reduces line memory. Lower memory ensures fewer line control problems and greater casting efficiency.



SEALED DRAG

7 The SuperCaster utilizes proprietary materials in a high pressure stack system that can generate more drag than all but the biggest spinning reels.



EASY FEATHERING

4 The SuperCaster was designed to make feathering, flipping and pitching easy, regardless of spool position. Even women and anglers with smaller hands can reach the spool lip at all times – solving a longtime problem with longnose reels.

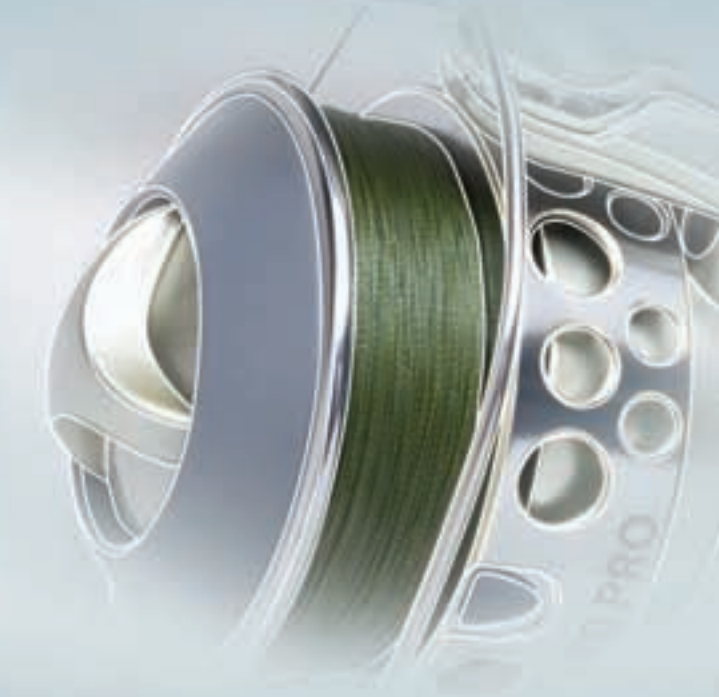
MOST VERSATILE

5 SuperCasters handle a broad range of line tests. One SuperCaster model can fulfill the requirements of up to 4 sizes of a competitor's reel.



LIGHTWEIGHT

8 Every aspect of the SuperCaster was designed to be as light as possible without compromising strength. Through this design and the use of hi-performance materials such as carbon fiber, the SuperCaster is the world's only lightweight reel with a wide spool.



GREAT FOR BRAID

9 The SuperCaster handles braid better because the short "stroke" of the reel and large spool diameter produces far fewer pesky wind knots. This, coupled with a fast line crosswrap (good for high drag tensions), long cast capability and light weight make SuperCaster the ultimate reel for braid.

SuperCaster **PRO**



180PRO

230PRO

250PRO

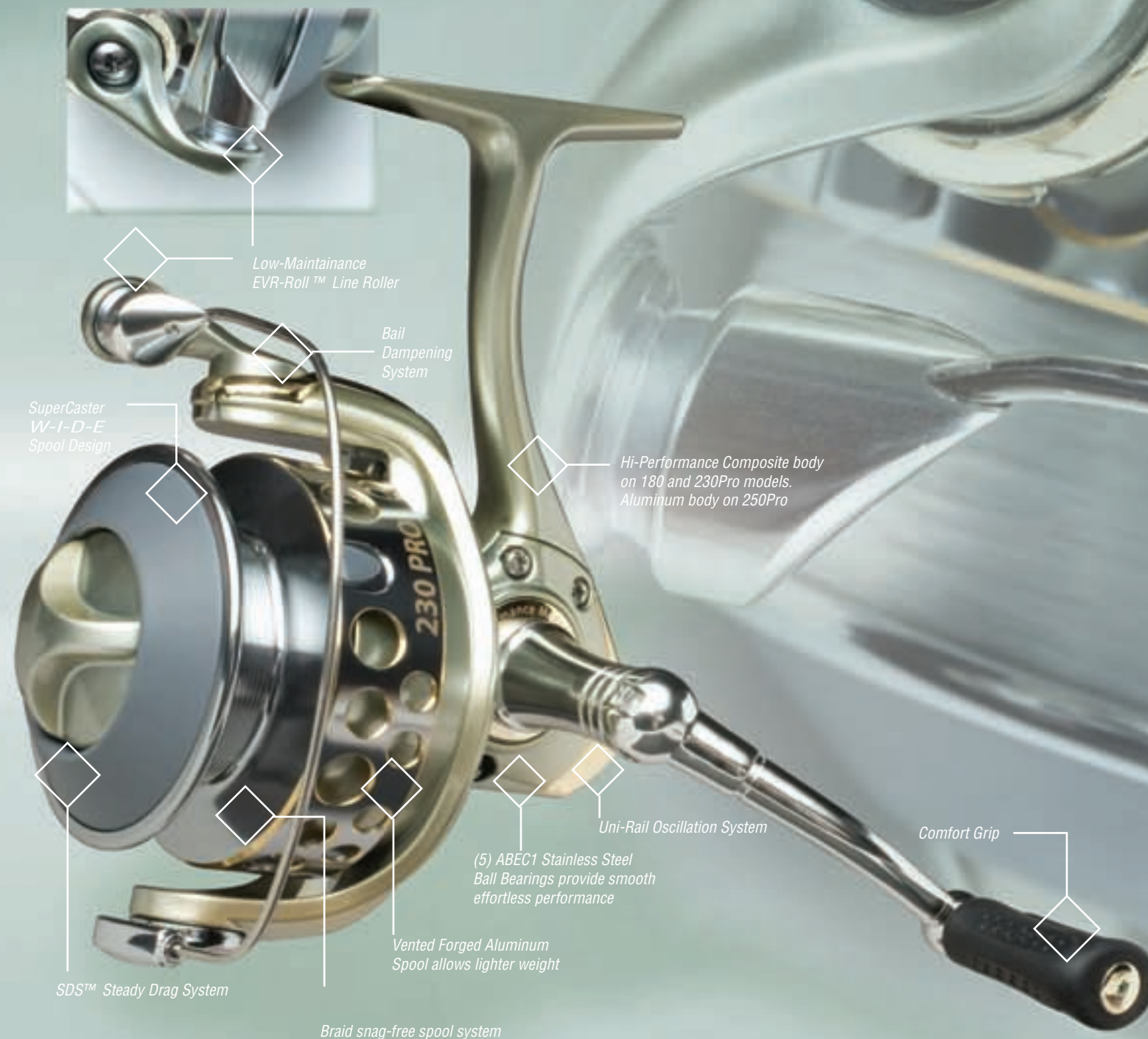
YOU DON'T HAVE TO BE ON THE TOURNAMENT CIRCUIT TO EXPERIENCE THE PROFESSIONAL PERFORMANCE OF THE NEW SUPERCASTER PRO.

Serious fishermen now have the type of tournament winning performance that professional anglers expect with the new SuperCaster Pro series. U.S. Reel engineers have designed and fine-tuned the new Pro so that every feature is geared to peak performance. You can fish with absolute confidence with a Pro on your rod, whether it's for club bragging rights or a six-figure payday.

SPECIFICATIONS

	180PRO	230PRO	250PRO
Sideplate/Body Mat'l	Composite	Composite	Aluminum
Rotor Material	Hi-Perf. Composite	Carbon Fiber	Carbon Fiber
Main Spool	Forged Aluminum	Forged Aluminum	Forged Aluminum
Spare Spool	Graphite	Graphite	Aluminum
Spool Diameter	1.8"	2.3"	2.5"
# of Ball Bearings	5 ABEC 1 SS +1	5 ABEC 1 SS +1	5 ABEC 1 SS +1
Weight (Aluminum Spool)	7.2 oz.	8.7 oz.	9.9 oz.
Weight (Spare Spool)	6.8 oz.	8.3 oz.	9.9 oz.
Spool Shaft	Stainless Steel	Stainless Steel	Stainless Steel
Retrieve Per Handle Turn	26"	29"	33"
Braid Capacities* (Lb./Yd.)	10/213, 20/144	20/240, 30/153	6/647, 10/471, 20/308, 30/211
Mono Capacities* (Lb./Yd.)	2/626, 4/331, 6/253, 8/171	6/432, 10/221, 12/205, 14/149	6/604, 10/314, 12/287, 14/220

* Yardages are without supplied arbor. Use of arbor significantly reduces line capacity.



Licensed under U.S. Patent 6,082,651 and related foreign patents.



SuperCaster 3G



180 3G

230 3G

250 3G

THIS REMARKABLE SERIES REPRESENTS THE THIRD GENERATION IN THE EVOLUTION OF W-I-D-E.

There's no stopping progress, and nowhere is this fact more boldly stated than in the new 3G series of SuperCaster spinning reels. While U.S. Reel exclusives like the SDS™ Drag remain standard, internal upgrades and new features such as the new EVR-Roll™ line roller make this generation of SuperCasters the best there is! This is a tournament calibre spinning reel that's priced for the weekend angler.

SPECIFICATIONS

	180 3G	230 3G	250 3G
Sideplate/Body Mat'l	Composite	Composite	Aluminum
Rotor Material	Hi-Perf. Composite	Hi-Perf. Composite	Hi-Perf. Composite
Main Spool	Forged Aluminum	Forged Aluminum	Forged Aluminum
Spare Spool	Graphite	Graphite	Aluminum
Spool Diameter	1.8"	2.3"	2.5"
# of Ball Bearings	5 SS+1	5 SS+1	5 SS+1
Weight (Aluminum Spool)	6.7 oz.	9.1 oz.	10.3 oz.
Weight (Spare Spool)	6.3 oz.	8.8 oz.	10.3 oz.
Ball Bearing Type	(5) Stainless Steel +1	(5) Stainless Steel +1	(5) Stainless Steel +1
Spool Shaft	Stainless Steel	Stainless Steel	Stainless Steel
Retrieve Per Handle Turn	26"	29"	33"
EVR-Roll™ Line Roller	Yes	Yes	Yes
Braid Capacities* (Lb./Yd.)	10/213, 20/144	20/240, 30/153	6/647, 10/471, 20/308, 30/211
Mono Capacities* (Lb./Yd.)	2/626, 4/331, 6/253, 8/171	6/432, 10/221, 12/205, 14/149	6/604, 10/314, 12/287, 14/220

* Yardages are without supplied arbor. Use of arbor significantly reduces line capacity.



Low Maintenance EVR-Roll™ Line Roller

Ball Dampening System

Hi-Performance Composite body on 180 and 230 3G models. Aluminum body on 250 3G

Uni-Rail Oscillation System

Comfort Grip

(5) Stainless Steel Ball Bearings for smooth, effortless performance

Lightweight, Strong Vented Aluminum Spool

Fast Starting, SDS™ Steady Drag System

Licensed under U.S. Patent 6,082,651 and related foreign patents.



SuperCaster

The SuperCaster is the original and only light weight, wide spool reel to receive 'Editor's Pick' honors from both...

**FIELD
STREAM
BASS
MASTER**



SuperCaster



Field and Stream magazine noted in a feature article that the wide spool SuperCaster XL let you cast farther with lighter lures – up to 53% farther!



The exceptional performance of the SX captured the attention of Texas Saltwater Fishing magazine in a feature article that extolled the unique benefits of the reel.



SPECIFICATIONS

	180SX	230SX	240SX
Sideplate/Body Mat'l	Composite	Composite	Aluminum
Rotor Material	Hi-Perf. Composite	Carbon Fiber	Carbon Fiber
Main Spool	Forged Aluminum	Forged Aluminum	Forged Aluminum
Spare Spool	Graphite	Graphite	Aluminum
Spool Diameter	1.8"	2.3"	2.4"
# of Ball Bearings	4 ABEC 1 SS+1	4 ABEC 1 SS+1	4 ABEC 1 SS+1
Weight (Aluminum Spool)	7.2 oz.	8.9 oz.	9.9 oz.
Weight (Spare Spool)	6.8 oz.	8.5 oz.	9.9 oz.
Spool Shaft	Stainless Steel	Stainless Steel	Stainless Steel
Retrieve Per Handle Turn	26"	29"	31"
Braid Capacities* (Lb./Yd.)	10/213, 20/144	20/240, 30/153	20/277, 30/188
Mono Capacities* (Lb./Yd.)	4/331, 6/253, 8/171	6/432, 10/221, 12/205, 14/149	6/540, 10/277, 12/254, 14/191

* Yardages are without supplied arbor. Use of arbor significantly reduces line capacity.

THIS REEL PROVED THAT **WIDE** IS THE NEW STANDARD FOR SPINNING PERFORMANCE.

The SuperCaster SX series re-defined spinning reel design function and performance. The exclusive wide spool greatly enhances casting while reducing twist and allowing a wide range of line tests. Key carbon fiber components, ABEC 1 stainless steel ball bearings and the sealed, quick-starting SDS™ Drag sets a new standard. From meadow stream browns to back country reds, the SX series lets you fish with total confidence.

ONCE YOU FISH **WIDE** YOU'LL NEVER GO BACK!

Fish all day without fatigue with a light-weight SuperCaster XL. The exclusive wide spool design maximizes casting distance while minimizing twist, and the InfiStop III™ anti-reverse delivers rock solid hooksets. Set your drag higher and with total confidence with the patent-pending SDS™ Drag that starts quickly and stays steady from the first fight through the last.

SPECIFICATIONS

	180XL	230XL	240XL
Sideplate/Body Mat'l	Composite	Composite	Aluminum
Rotor Material	Hi-Perf. Composite	Hi-Perf. Composite	Hi-Perf. Composite
Main Spool	Forged Aluminum	Forged Aluminum	Forged Aluminum
Spare Spool	Graphite	Graphite	Aluminum
Spool Diameter	1.8"	2.3"	2.4"
# of Ball Bearings	4 Stainless Steel +1	4 Stainless Steel +1	4 Stainless Steel +1
Weight (Aluminum Spool)	6.7 oz.	9.5 oz.	10.4 oz.
Weight (Spare Spool)	6.3 oz.	9.1 oz.	10.4 oz.
Spool Shaft	Standard	Standard	Standard
Retrieve Per Handle Turn	26"	29"	31"
Braid Capacities* (Lb./Yd.)	10/213, 20/144	20/240, 30/153	20/277, 30/188
Mono Capacities* (Lb./Yd.)	4/331, 6/253, 8/171	6/432, 10/221, 12/205, 14/191	6/540, 10/277, 12/254, 14/191

* Yardages are without supplied arbor. Use of arbor significantly reduces line capacity.

SuperCaster



X-HILARATION! IS WHAT YOU'LL X-PERIENCE ON THE FIRST CAST AND DURING THE FIRST FIGHT WITH THE NEW SUPERCASTER X SERIES.

The X-citement continues every time you hit the water with one of these no-frills, but feature-packed reels. From the exclusive SuperCaster wide spool design to the silky two stainless steel ball bearing operation to the rock solid anti-reverse to the smooth Teflon drag, the new X Series of U.S. Reel SuperCaster puts performance on the line for the budget conscious fisherman. And in three sizes, this series is X-actly the ticket for pan-fryers to wall-hangers.

SPECIFICATIONS

	180X	230X	240X
Sideplate/Body Mat'l	Composite	Composite	Aluminum
Rotor Material	Composite	Composite	Composite
Main Spool	Forged Aluminum	Forged Aluminum	Forged Aluminum
Spool Diameter	1.8"	2.3"	2.4"
# of Ball Bearings	2	2	2
Weight (Aluminum Spool)	6.9 oz.	9.5 oz.	10.4 oz.
Ball Bearing Type	2 Stainless Steel +1	2 Stainless Steel +1	2 Stainless Steel +1
Spool Shaft	Chrome Steel	Chrome Steel	Chrome Steel
Retrieve Per Handle Turn	26"	29"	31"
Braid Capacities* (Lb./Yd.)	10/213, 20/144	20/240, 30/153	20/277, 30/188
Mono Capacities* (Lb./Yd.)	4/331, 6/253, 8/171	6/432, 10/221, 12/205, 14/149	6/540, 10/277, 12/254, 14/191

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Licensed under U.S. Patent 6,082,651 and related foreign patents.

SuperCaster RODS

NEW IM-6 RODS COMPLEMENT THE UNMATCHED PERFORMANCE OF SUPERCASTER REELS.

The new SuperCaster rod line-up is 20 models strong with a list of features that rivals series at twice the price. Lightweight, yet powerful IM-6 Graphite blanks, aluminum oxide guides (with extra large stripper), split handle cork grips and skeleton reel seats come together to offer exceptional performance in a series that covers virtually all fresh and light tackle saltwater requirements. Team these rods up with a matching SuperCaster casting or spinning reels and you'll have an outfit that can go toe-to-toe with anything from small stream trout, to bass, muskie and coastal saltwater species.

Genuine Aluminum Oxide guides – with an extra large stripper – provide a smooth, virtually friction-free surface to ensure long, straight casts.



SPECIFICATIONS

MODEL	LENGTH	ACTION	TAPER	PIECES	LINE WT.	TYPE
SCS56ML	5'6"	ML	FAST	1	4-8	SPIN
SCS60ML	6'	ML	MED FAST	1	6-10	SPIN
SCS60M	6'	M	FAST	1	6-12	SPIN
SCS66ML	6'6"	ML	MED FAST	1	6-12	SPIN
SCS66M	6'6"	M	FAST	1	8-15	SPIN
SCS66-2M	6'6"	M	FAST	2	8-15	SPIN
SCS66MH	6'6"	MH	FAST	1	10-20	SPIN
SCS66-2MH	6'6"	MH	FAST	2	10-20	SPIN
SCS70ML	7'	ML	MED FAST	1	6-12	SPIN
SCS70M	7'	M	FAST	1	8-15	SPIN
SCS70MH	7'	MH	MED FAST	1	8-14	SPIN
SCS86M	8'6"	M	MED FAST	2	10-25	SPIN
SCS96ML	9'6"	ML	MED FAST	2	6-10	SPIN
SCC60M	6'	M	FAST	1	6-12	CASTING
SCC66ML	6'6"	ML	MED FAST	1	6-12	CASTING
SCC66M	6'6"	M	FAST	1	6-15	CASTING
SCC70ML	7'	ML	MED FAST	1	6-12	CASTING
SCC70M	7'	M	FAST	1	8-15	CASTING
SCC86M	8'6"	M	MED FAST	2	8-12	CASTING
SCC90MH	9'	MH	MED FAST	2	10-25	CASTING

SC 1000

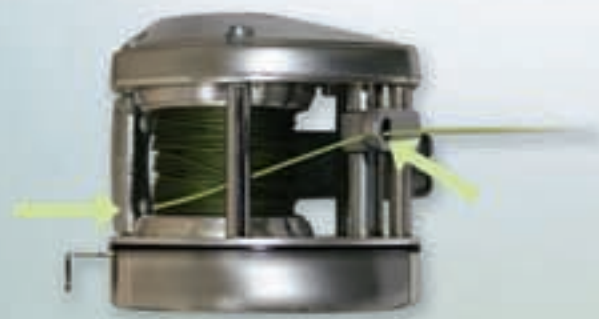
INTRODUCING A NEW CASTING REEL THAT
CASTS FARTHER THAN OTHER REELS,
CASTS AND PITCHES LIGHTER LURES...
AND DOES IT WITH FEWER BACKLASHES!



THE PROBLEM WITH ALL OTHER CASTING REELS:

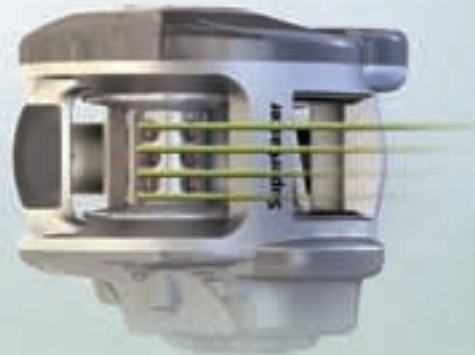
All casting reels on the market today have one common problem that limits the reel. . . the levelwind guide! The side-to-side action of the levelwind eyelet lays line evenly across the spool during retrieve. BUT, when casting, the levelwind becomes a major obstacle to the cast by adding friction from the sides of the levelwind eyelet. In addition, the eyelet actually is the cause of many backlashes when the line to the eyelet is at a sharp angle. When this happens, the spool “hesitates” as line catches on other line and then has to accelerate to catch up. This acceleration during the cast can start a pesky backlash if the angler is not paying attention.

PROBLEM



The sharp angle of the line to the eyelet creates distance-robbing friction and cast control problems – including backlashes.

SOLUTION

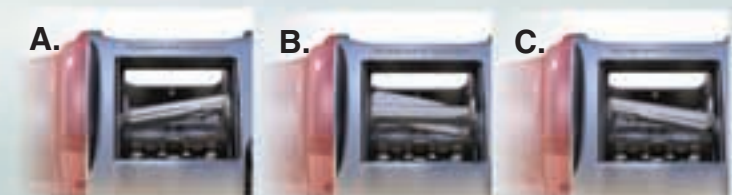


SuperCaster has no eyelet, so regardless of line position on the spool, the line leaves straight and virtually friction-free!

THE SUPERCASTER 3-POINT SOLUTION*



The Angled Bar Levelwind (ABLE™) – The heart of the system levels the line on the spool by a rotating angled bar that creates a see-saw effect to guide the line instead of an eyelet. The rolling motion of the bar levels the line but – during the critical casting phase – does not restrict the line like a typical levelwind eyelet.



Turn the reel handle and the ABLe™ Levelwind follows this A-B-C sequence. Depress the spool release button, and the levelwind disengages for near friction-free casting.



The Adjustable Levelwind – Amazingly, the height of the new levelwind system regulates casting control. When in the highest position, the ABLe™ Levelwind minimizes the need to thumb the reel during a cast and yet the reel casts farther than most reels because the reel is not limited by an eyelet. When in a lower position – look out because the reel will ‘cast a country mile’.

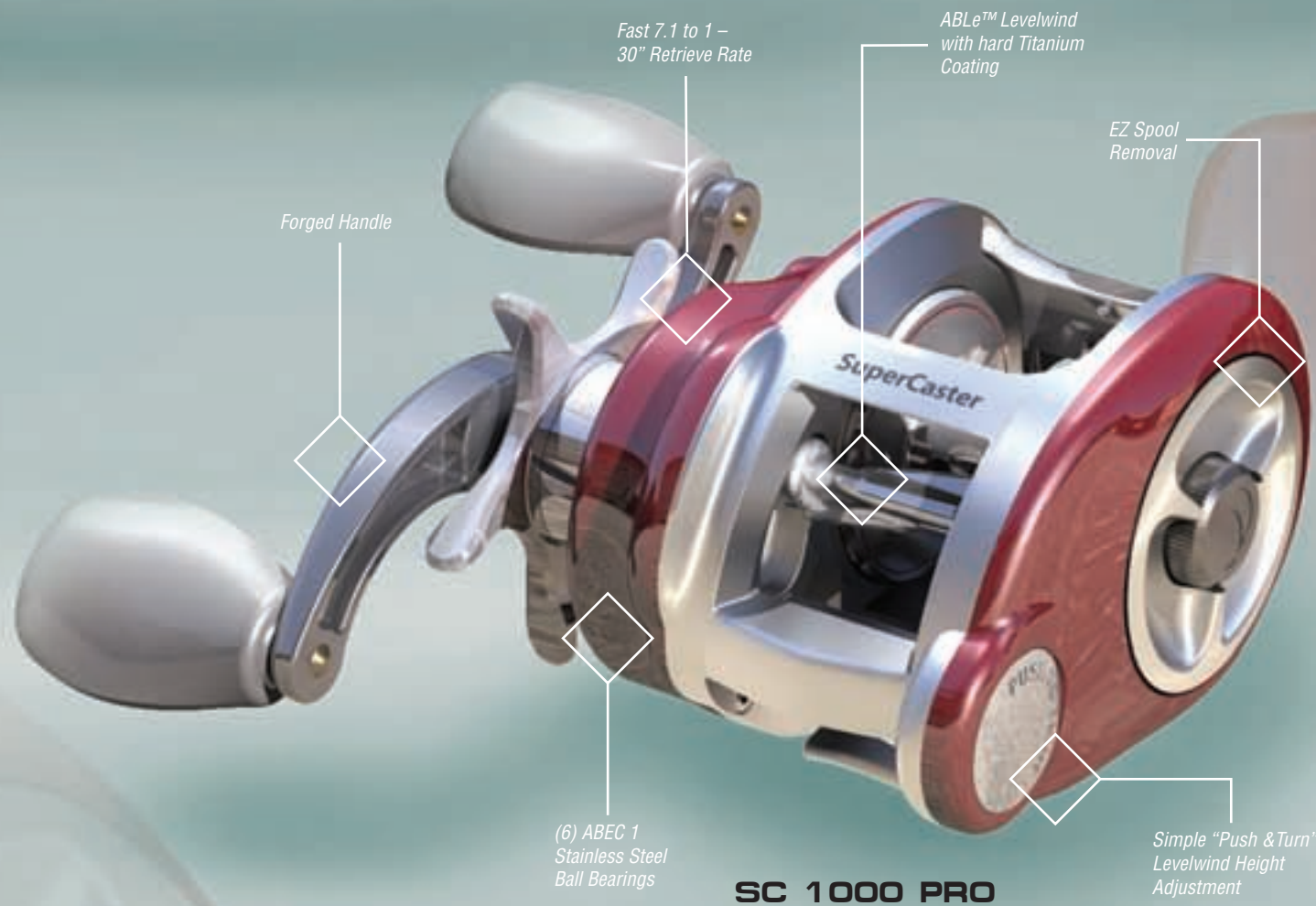


The Reverse Rotation Spool - The SuperCaster spool rotates the “wrong” way – but it is actually the right way. Why? It works better in several ways. *First*, it is best mechanically with the ABLe™ Levelwind. An angle is required for the see-saw action to work. When the line comes from below, it creates this angle. *Secondly*, spool control is easier with the spool turning into the thumb rather than moving away from the thumb. *Thirdly*, backlashes, although rare, come out easier. Best of all, there is no learning curve... even a novice can fish this reel right out of the box!

*Several patents pending

SC 1000

THE DAWN OF A NEW ERA



SC 1000 PRO



SuperCaster

SUPERCASTER IS NOT JUST A NEW CASTING REEL, IT REPRESENTS THE DAWN OF A NEW ERA IN THE MECHANICS OF CASTING!

SPECIFICATIONS

	SC 1000	SC 1000 PRO
Reverse Spool Rotation	Yes	Yes
ABLE™ Levelwind	Yes	Yes
Main Spool	Forged Aluminum	Forged Aluminum
# of Ball Bearings	4	6
Weight	8.3 oz.	8.5 oz.
Ball Bearing Type	(4) ABEC1 SS	(6) ABEC1 SS
Spool Shaft	Stainless Steel	Stainless Steel
Retrieve Ratio	6.6 to 1	7.1 to 1
Retrieve Per Handle Turn	28"	30"
Braid Capacities (Lb./Yd.)	10/221, 20/148	10/221, 20/148
Mono Capacities (Lb./Yd.)	10/144, 12/131, 14/106, 20/74	10/144, 12/131, 14/106, 20/74

ADVANCED GEAR SYSTEM.

The Reverse Rotation of the SuperCaster spool required a new gearing mechanism. Most 7 to 1 retrieve reels have a large casing on the main-gear side of the reel that often protrudes down beyond the reel foot. But SuperCaster is able to achieve high speed retrieve with a much more compact assembly that features a new main gear with teeth on the *inside* to produce a stronger, smoother drive train.



SC 1000



ADVERTISING

ONE OF THE WORLD'S MOST
ADVERTISED SPINNING REELS.



The dramatic impact of U.S. Reel on the North American market was due in part to an extremely aggressive and “time-released” advertising campaign that literally covered the waterfront. National, regional and local publications featured full color spread, single and half-page ads that told the SuperCaster story. The advertising campaign promises to be even more intense in 2009 with the introduction of all-new SuperCaster spinning and casting reels.



EDITORIAL

EVEN THE BIG BOOKS ARE SAYING
GREAT THINGS ABOUT US.



U.S. Reel SuperCasters quickly became the most talked about and written about spinning reels in recent memory. In fact, the SuperCaster 230SX was named Editor's Pick by *Field & Stream* magazine. The crescendo of editorial accolades will grow even louder in 2009 with the dawn of a new era of SuperCaster spinning and casting reels!

