



Irving, TX – Sometimes you can make a good thing better. Phenix Rods has done that with their new Reaper Kokanee rod. Reintroduced with improved components and raw materials, the Kokanee Reaper rod features an advanced Mitsubishi NetV carbon fiber construction using Phenix proprietary Nanolite resins, compared to other glass models, making it thin and light while still offering an incredibly durable rod that performs.

“We started revamping the Kokanee Reaper series right before COVID hit, but that obviously put a halt to things,” says Vince Borges, Phenix brand manager. “We’ve had a lot of guides and retailers patiently waiting, and I’m proud to say that I believe the wait has been worth it. The best part is that these improved rods will retail at the same, original price.”

Featuring the highest-quality SiC guides possible, a custom carbon fiber reel seat, and a unique blend of EVA and cork grips, the Phenix Reaper Kokanee series of rods is built to catch big trout and kokanee salmon. Available now at your favorite fishing retailer.



For more information on Phenix Rods, please visit their website [HERE](#), or find them on [Facebook](#) and other social media avenues.

For any additional questions or inquiries, please email marketing@gsmorg.com. Or, if you’d like to check out the entire family of GSM brands, please visit www.gsmoutdoors.com.

About GSM Outdoors:

Few American outdoor companies enjoy a mutually respected relationship with their customers that span over five generations. GSM Outdoors is among those few! For over 70 years, the GSM family of brands has been helping passionate hunters, shooters, knife enthusiasts and anglers succeed through innovation and the manufacture of high-quality, reliable products that continue to prove themselves in the field, on the range and on the water. GSM Outdoors continues to leverage the latest technology and provide customers with the best products on the market. Tradition, heritage, and loyalty to outdoor enthusiasts of generations past and generations to come...that’s the GSM Outdoors guarantee!



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