



**Irving, TX** – Phenix Rods has expanded their M1 series of rods with the brand new M1 Walleye series. Designed around Phenix’s popular M1 Bass rods, the M1 Walleye series is built to last with a Toray 36 ton carbon fiber blank and proprietary Phenix Nanolite resins that make it both lighter and stronger.

“Phenix is so well known for being a multispecies brand, but we’ve been missing a walleye series rod,” says Phenix brand manager Vince Borges. “With the success of the M1 Bass series, this was really a no-brainer. These things are nice. The M1 Walleye series features a custom carbon fiber reel seat, proprietary Essex SiC guides, AAA-grade Portuguese cork grips, a clip-style hook keeper, and an attractive custom finish.”

Available in 4 fast action casting and 4 extra fast action spinning models, M1 Walleye series rods come in lengths ranging from 6’9” to 7’2”. Get in on the front end – the Phenix M1 Walleye series is poised to become a major player in the walleye world!



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](mailto:marketing@gsmorg.com). Or, if you’d like to check out the entire family of GSM brands, please visit [www.gsmoutdoors.com](http://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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