

Handcrafting the rod of your dreams

As one of few European rod builders left in the fishing-tackle industry, Italian brand Artico takes pride in its history, heritage and tradition. **TTW** finds out why its rods could offer your customers a great experience and make you a tidy profit.

Artico is far more than just another rod builder. This Italian company, formed over 35 years ago, is still family owned and operated and, unlike so many rod manufacturers over the years, still hand builds its rods in Europe. This may not seem so remarkable on the face of it, but you only have to take a closer look at its rods to understand the huge benefits that this heritage and loyalty to manufacturing in Italy has delivered to the company.

"Experience, technology and great tradition distinguish the fishing rods manufactured by

Artico," explains current managing director of the company Antonio Artico.

"In fact, we were one of the very first families that dedicated themselves to this sector. This means that over the last 35 years we have applied continuous research aimed at perfecting the production process of the perfect fishing rod for each application. Each rod we make is conceived with the technical specification required to respond to the needs. Combine this with our huge network of after-sales and pride in great customer service and we

really think that we offer the complete package."

An example of the dedication and fine-tuned specification that Artico applies to its rods can be seen in one of its additions to the 2014 range, the X-Gladius 4000 Special UK Edition surfcasting rod. As the name suggests, the rod has been built specifically for the rigours of UK surfcasting – a kind of detailed specification and customisation that Artico can apply to almost any rod it produces.



▲ Artico's two surfcasting models, the X-Gladius 4000 (UK special edition) and the Silente 5015 – both handmade in Italy.



Made in Italy



Antonio explains: "The X-Gladius are built by sharing nine types of different pre-preg carbon. Compared to the X-Gladius 3000 these rods are much thinner in diameter and lighter in the hand. This rod was created for the execution of technical launches such as the pendulum and ground cast, with truly exceptional performance in the launch phase. The series consists of three rods with a length of 4.5 metres, with casting weights of 80g/130g, 150g/200g and 180g/250g."

Because of the handmade and custom-build nature of all Artico rods, the company can also offer fully customisable colours, components and other attributes too.

"We aim to offer our customers something special. We are 100 per cent made in Italy and we offer full customisation. If a customer wants their name printing on the blank, we can do that. We also offer rods for freshwater, saltwater and everything in between using the very latest materials and production methods. None of our rods are mass produced so you can ensure quality and attention to detail every single time."

To showcase another example of what Artico brings to the market, we are sticking with surfcasting and focusing on its Silente 5015 rod. Another new launch for 2014, this rod is built with an exclusive production process known as V.A.R.A.M and is made with carbon unidirectional composites differentiated in form and orientation.

"In simple terms this means two things," says Antonio.

"For both the designs of the butt, which

A lot of work goes into every Artico rod.



Did you know?




Pordenone

Every single Artico rod is made by hand in its manufacturing facility in Pordenone, Italy, about 80 kilometres northeast of Venice.

has a diameter of just 18mm, it remains lightweight, rigid and very powerful in the launch phase that allows a quick response and increased casting distances.

"It also means a less-rigid handle so the parabola of the barrel should be gradual and linear."

The Silente rods are specifically designed to allow the angler to fish for several hours without tiring thanks to these technological developments. Antonio concludes: "Thin and light, yet powerful, versatile and adaptable to different types of fishing from our beaches, these are the right tools for the most demanding angler, who hopes to reach the highest levels." 

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