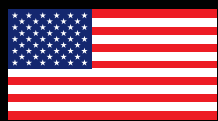


2010

ARDENT ®



**MADE IN THE USA IS MORE THAN A
POINT OF DIFFERENCE. MADE IN THE
USA MEANS PRIDE IN OUR CRAFTSMANSHIP.
PRIDE IN OUR PRODUCTS. AND PRIDE IN
OUR ABILITY TO DELIVER EVERY ANGLER A
LINE OF HIGH-QUALITY, HIGH-PERFORMANCE
FISHING REELS AND ACCESSORIES THAT ARE
TRULY SECOND TO NONE. WE ARE ARDENT.
AND WE ARE PROUD TO BE **MADE IN THE USA.****



REELS

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XS1000 CASTING REEL

The Ardent XS1000 Free Spool Casting Reel, our flagship reel, is precision-engineered for superior on-the-water performance. It's designed for greater casting distance and maximum backlash resistance. The lightweight magnesium frame and covers and ergonomic design ensure fatigue-free fishing. The 10 stainless steel ABEC ball bearings produce incredibly smooth retrieves, and the highest quality components deliver superior durability.

Specifications:

- AZ91D MAGNESIUM ALLOY FRAME & COVERS
- 10+1 STAINLESS STEEL BALL BEARINGS
- SIDE-VENTILATED SPOOL
- STRIKE SAVER™ DRAG SYSTEM
- 6-PIN CENTRIFUGAL BRAKE SYSTEM
- 3-YEAR WARRANTY

	XS1000 6.3:1	XS1000 5.0:1
LINE RETRIEVE	26"/handle turn	24"/handle turn
LINE CAPACITY	8/180 10/150 12/120	8/225 10/200 12/175
	LB. TEST/YD.	



XS600 CASTING REEL

The Ardent XS600 Free Spool Casting Reel delivers great on-the-water performance. It features six stainless steel ABEC ball bearings, produces incredible casting distance and superior backlash resistance, and is built around the same lightweight magnesium frame and covers as the XS1000. The XS600 includes the smooth Strike Saver drag, providing absolute lockdown capability, and the quick-release side plate allows easy access to the adjustable centrifugal brake system.

Specifications:

- AZ91D MAGNESIUM ALLOY FRAME & COVERS
- 6+1 STAINLESS STEEL BALL BEARINGS
- STRIKE SAVER DRAG SYSTEM
- 6-PIN CENTRIFUGAL BRAKE SYSTEM
- 3-YEAR WARRANTY

	XS600 6.3:1	XS600 5.0:1
LINE RETRIEVE	26"/handle turn	24"/handle turn
LINE CAPACITY	8/180 10/150 12/120	8/225 10/200 12/175
	LB. TEST/YD.	



C400 CASTING REEL

The Ardent C400 Free Spool Casting Reel provides the best value in a durable high-performance reel. Ardent's new Comfort Grip™ frame design features corrosion-resistant aluminum for lightweight, easy casting.

Specifications:

- ONE-PIECE ALUMINUM ALLOY FRAME
- 4+1 STAINLESS STEEL BALL BEARINGS
- COMFORT GRIP FRAME DESIGN
- 6-PIN CENTRIFUGAL BRAKE SYSTEM
- 3-YEAR WARRANTY

	C400 6.3:1	C400 5.0:1
LINE RETRIEVE	26"/handle turn	24"/handle turn
LINE CAPACITY	8/180 10/150 12/120	8/225 10/200 12/175
	LB. TEST/YD.	



F500 FLIP-N-PITCH™ REEL

The Ardent F500 Flip-N-Pitch Reel is specifically designed for effortless pitching, thanks to a ceramic line eye and narrow spool that reduce line friction. It features the 22-pound Perma-Lock™ Drag System — the tightest drag on the market — backed by an automatic override system that kicks in under dangerous loads to prevent damage to internal reel components. The stainless steel winch handle won't break or bend. And the aluminum alloy frame and covers provide lightweight strength. In short, with the Ardent F500, you get a reel that's easy to use, and hard to break.

Specifications:

- ALUMINUM ALLOY FRAME & COVERS
- 5+1 STAINLESS STEEL BALL BEARINGS
- FLIP-N-PITCH SPOOL WITH LINE STUD
- STAINLESS STEEL HANDLE
- PERMA-LOCK DRAG SYSTEM
- COMFORT GRIP FRAME DESIGN
- 6-PIN CENTRIFUGAL BRAKE SYSTEM
- 3-YEAR WARRANTY

F500 6.3:1

LINE RETRIEVE	26"/handle turn
LINE CAPACITY	14/100 17/80 20/65
LB. TEST/YD.	



F700 DENNY BRAUER SIGNATURE FLIP-N-PITCH REEL

Ardent has teamed up with the world's top flip-n-pitch angler to design the F700 Denny Brauer Signature Flip-N-Pitch Reel. By upgrading the F500 with a flipping switch and seven ball bearings, Denny has created the ultimate reel for anglers that flip-n-pitch. The narrow spool and large ceramic line eye reduce friction to allow for smooth effortless casts. The stainless steel handle and 22-pound Perma-Lock Drag system provide for strong hooksets and retrieves. The strong, lightweight aluminum frame and sideplates have the Denny Brauer signature finish.

Specifications:

- ALUMINUM ALLOY FRAME & COVERS
- 7+1 STAINLESS STEEL BALL BEARINGS
- FLIP-N-PITCH SPOOL WITH LINE STUD
- FLIPPING SWITCH
- STAINLESS STEEL WINCH HANDLE
- PERMA-LOCK DRAG SYSTEM
- COMFORT GRIP™ FRAME DESIGN
- 6-PIN CENTRIFUGAL BRAKE SYSTEM
- 3-YEAR WARRANTY

F700 6.3:1

LINE RETRIEVE	26"/handle turn
LINE CAPACITY	14/100 17/80 20/65
LB. TEST/YD.	



S2500 SPINNING REEL

The Ardent S2500 is the only spinning reel available with the TTP System™. A titanium coating protects every surface that line touches, including the spool, bail wire and line guide, to prevent nicks that can lead to line fray and breakage. Its one-piece aluminum frame is corrosion-resistant and built to last with the highest quality A360 aluminum. Engineered with 7 ball bearings and designed for 6–12 lb. test line, the S2500's smooth performance brings fishing to a whole new level.

Specifications:

- ONE-PIECE A360 ALUMINUM FRAME
- 7+1 ABEC BALL BEARINGS
- 5:1 GEAR RATIO
- SPOOL CAPACITY – 120YDS. 10LBS.
- STRIKE SAVER DRAG SYSTEM
- TOTAL TITANIUM PROTECTION SYSTEM
- 3-YEAR WARRANTY

	S2500 5.0:1
LINE RETRIEVE	26"/handle turn
LINE CAPACITY	6/200 8/160 10/120 12/100
	LB. TEST/YD.

ARDENT 

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With our Reel Care product line, Ardent has established a whole new category in the tackle industry. And we're making sure our dealers benefit along the way with industry-leading brands like Reel Butter and Reel Kleen. Attractive, eye-catching packaging. And in-line, end cap, countertop and freestanding merchandiser applications, featuring informative, easy-to-read how-to brochures. The time is right for a new category in the tackle industry. And new opportunities for tackle dealers.



REEL BUTTER® GREASE

A high-performance synthetic product specifically designed for fishing reels, Ardent Reel Butter Grease protects components long after the competition has broken down. It prevents corrosion while easily bonding to all the working parts of any model fishing reel.

Specifications:

- 100% FULL SYNTHETIC GREASE
- BONDS TO BRASS, STEEL AND PLASTIC
- RUST INHIBITOR PREVENTS CORROSION
- UV TRACER
- PATENTED SUPER-SMOOTH ADDITIVE



REEL BUTTER® OIL

A high-performance synthetic product specifically designed for fishing reels, Ardent Reel Butter Oil penetrates critical components like bearings, shafts and wear points. Plus, it has extremely high surface tension to reduce wear and noise.

Specifications:

- 100% FULL SYNTHETIC OIL
- SUPER LOW VISCOSITY
- COMPATIBLE WITH ALL MATERIALS
- ANTI-GUMMING AGENT
- CONSISTENT TEMPERATURE PERFORMANCE



REEL BUTTER® BEARING LUBE

Ardent Reel Butter Bearing Lube utilizes the latest in lubrication engineering technology. It is designed to penetrate deep into ball bearings and roller bearings for a complete flush of dirt and foreign debris, as well as thorough lubrication. Unlike graphite-based lubrication, Reel Butter Bearing Lube does not contain tiny graphite particles that contribute to bearing noise and performance issues. Reel Butter Bearing Lube provides maximum lubrication and corrosion protection for all bearing applications.

Specifications:

- 100% FULL SYNTHETIC BEARING LUBE
- PENETRATES BEARINGS FOR MAXIMUM PROTECTION
- FLUSHES OUT DIRT & DEBRIS
- ULTRA LOW VISCOSITY
- CORROSION PROTECTION



REEL BUTTER® LUBRICATION PACK

Convenient refill pack includes 1-oz. bottles of Reel Butter Oil, Reel Butter Grease and Reel Butter Bearing Lube. Provides complete lubrication system in a single package.



LINE BUTTER™ CONDITIONER

Ardent Line Butter Conditioner is the next generation in line management and protection. Line Butter is engineered to maximize line performance and castability for all types of line — fluorocarbon, monofilament and braid. Available in 2-oz. and 4-oz. spray bottles.

Specifications:

- CONDITIONS ALL TYPES OF LINES
- IMPROVES CASTING DISTANCE
- MINIMIZES MEMORY AND TWIST
- PROTECTS FROM UV LIGHT
- REDUCES BACKLASH



REEL KLEEN® CLEANER

Ardent Reel Kleen Cleaner is a chemically-engineered solvent specifically developed for regular cleaning of fishing reels. It dissolves old grease and dirt for easy cleaning and will not damage internal parts, like some cleaners can. The special formula ensures it dries clean — leaving only a protective barrier. And thanks to special corrosion inhibitors, you can count on Reel Kleen Cleaner to provide complete protection of internal components. Available in 2-oz. and 16-oz. bottles and a 6-oz. aerosol can to blast dirt and debris from fishing reels or other equipment.

Specifications:

- CLEANS ALL REEL PARTS
- DISSOLVES DIRT AND GREASE
- CONTAINS CORROSION INHIBITORS
- DRIES CLEAN



REEL GUARD® CORROSION INHIBITOR

Ardent Reel Guard Corrosion Inhibitor is a breakthrough in chemical engineering that inhibits corrosion on saltwater equipment. By dissolving sodium, potassium, and other hard-water minerals, it significantly reduces the onset of galvanic corrosion in saltwater environments. Spray Reel Guard on reels, rod guides, and marine equipment after a day on the water, and let dry. No scrubbing, no rinsing — let Reel Guard Corrosion Inhibitor work for you. Available in 2-oz. and 16-oz. spray bottles.

Specifications:

- SPRAYS ON – NO WASHING, NO RINSING
- DISSOLVES SALT AND MINERALS
- SHIELDS AGAINST SALT WATER
- SAFE FOR USE ON ALL EQUIPMENT



REEL KLEEN® CLEANING KIT

The Ardent Reel Kleen Reel Cleaning Kit provides the angler everything needed for complete reel maintenance. Regular reel maintenance is critical to high performance and long life in any model reel. Routine cleaning and proper lubrication ensures every model of reel performs at its peak capacity. The kit is conveniently sized to fit in a boat storage compartment or large tackle box.

Kit contains:

- REEL KLEEN CLEANER – 2 OZ.
- REEL BUTTER OIL – 1 OZ.
- REEL BUTTER GREASE – 1 OZ.
- CLEANING CLOTH
- 4 SYNTHETIC FOAM-TIPPED SWABS
- BRUSH
- SCREWDRIVER



REEL KLEEN® SALTWATER CLEANING KIT

The Ardent Reel Kleen Saltwater Cleaning Kit contains everything in the freshwater kit, plus Reel Guard Corrosion Inhibitor to reduce corrosion in harsh saltwater environments.

Kit contains:

- REEL GUARD CORROSION INHIBITOR – 2 OZ.
- REEL KLEEN CLEANER – 2 OZ.
- REEL BUTTER OIL – 1 OZ.
- REEL BUTTER GREASE – 1 OZ.
- CLEANING CLOTH
- 4 SYNTHETIC FOAM-TIPPED SWABS
- BRUSH
- SCREWDRIVER



REEL KLEEN® PROFESSIONAL PARTS CLEANING SYSTEM

Ardent takes reel care to the next level with this Professional Parts Cleaning System designed to clean dirty components more completely and efficiently. Use the wire basket to soak parts in Reel Kleen Cleaner and remove them from the parts tub without a mess. The kit also includes a brush, cleaning cloth and an 8-oz. bottle of Reel Kleen Cleaner, enough for 5–6 cleanings.

Kit contains:

- PARTS TUB
- WIRE BASKET
- REEL KLEEN CLEANER – 8 OZ.
- CLEANING CLOTH
- BRUSH

SWAB REFILL

Refill swabs for the Reel Kleen Cleaning Kit or Reel Kleen Saltwater Kit. These synthetic foam-tipped swabs are specially designed to not leave cotton or other fibers in the reel. 30 swabs per pack.





FREESTANDING DISPLAY

- APPROXIMATELY 2'W × 2'D × 7'H
- RUSTIC OAK FINISH STAND WITH BRUSHED METAL HEADER
- PRODUCT CAPACITIES:
 - REEL BUTTER OIL (32-48)
 - REEL BUTTER GREASE (16)
 - REEL BUTTER BEARING LUBE (16)
 - REEL KLEEN CLEANING KIT (24)
 - REEL KLEEN CLEANER (16-32)
 - LINE BUTTER CONDITIONER (16)
 - REEL CARE BROCHURES (400)
- ORDER THROUGH YOUR SALES REPRESENTATIVE



COUNTERTOP DISPLAY

- APPROXIMATELY 1.5'W × 1.5'D × 3'H
- RUSTIC OAK FINISH STAND WITH BRUSHED METAL HEADER
- PRODUCT CAPACITIES:
 - REEL BUTTER OIL (32)
 - REEL BUTTER GREASE (16)
 - REEL BUTTER BEARING LUBE (16)
 - REEL KLEEN CLEANING KIT (12)
 - REEL KLEEN CLEANER (16)
 - LINE BUTTER CONDITIONER (16)
 - REEL CARE BROCHURES (200)
- ORDER THROUGH YOUR SALES REPRESENTATIVE



REELS

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RIGGER™ MULTI-TOOL

The Rigger from Ardent is the ultimate utility tool for any fisherman. Built by fishermen for fishermen, this ergonomically engineered and ruggedly tough multi-tool includes a lanyard and belt clip for easy handling, along with these five essential tools:

- LINE CLIPPERS
- LINE CUTTER
- HOOK SHARPENER
- JIG EYE CLEANER
- LINE THREADER



REEL XTRA™ HIGH-CAPACITY SPOOL

The Ardent Reel Xtra is an industry breakthrough in casting reels that gives anglers options. It's a high-capacity spare spool that fits all Ardent reels and provides increased versatility for the angler. It's perfect for braided line or trolling applications, or to quickly replace a spool with nicked or frayed line. Reel Xtra is anodized red aluminum for corrosion protection and easy identification when fully spooled with line. It provides more line capacity and more technique choices for all your Ardent casting reels.

	REEL XTRA		
LINE CAPACITY	8/225	10/200	12/175
LB. TEST/YD.			



SMARTCULL™ PROFESSIONAL CULLING SYSTEM

The Ardent SmartCull Professional Culling System is a first-of-its-kind, two-stage system that allows you to cull by color and weight. A series of six highly buoyant, impact-resistant balls eliminate the need for markers, charts or computers. The easy-to-read numbers record up to 15 pounds, 15 ounces, and setting weight on each ball is quick and simple. No more reweighing, extra handling or extra stress on fish. Thanks to SmartCull, it's never been easier to make sure you're keeping the best and getting rid of the rest.

Specifications:

- CULLING BALLS WITH LOCKING POUND & OUNCE SELECTORS
- NO CHARTS, CARDS, OR MARKERS TO LOSE OR REPLACE
- COMPATIBLE WITH LIVEWELL ADDITIVES
- DURABLE CLIP AND CABLE WITH PROTECTIVE COATING
- LARGE NUMBERS TO IDENTIFY WEIGHT QUICKLY
- REDUCE FISH STRESS BY WEIGHING ONLY ONCE



ARDENT IS ABLE TO PROVIDE THE LONGEST WARRANTY IN THE INDUSTRY BECAUSE EVERY ARDENT REEL IS HAND-CRAFTED AND PERFORMANCE TESTED PRIOR TO SHIPMENT. FROM THE BRAKING SYSTEM TO THE SPOOL SHAFT, WE GUARANTEE QUALITY AND CRAFTSMANSHIP. A SMOOTH, HIGH-PERFORMANCE FISHING EXPERIENCE IS PROUDLY AND CONFIDENTLY BACKED WITH OUR **3-YEAR WARRANTY.**



ARDENT 
*Rule the water.*TM