



KISTLER 2019



SERIES RODS

2019 Zbone SERIES RODS

Made in the USA! Kistler Rods Z Bone Rod Series features 21 different fishing rod models that cover almost every fishing application and fishing technique, especially bass fishing. Huge advancements in technology have helped the new Z Bone Rod Series to become 25% more sensitive, 25% lighter, 25% higher modulus, 25% more powerful, and 25% more durable. This is the premiere fishing rod series that competitive tournament fishermen and serious recreational fishermen will instantly love and appreciate.

The brand new, first of its kind, North Fork Composite LMX X-Ray Blanks are the structural foundation for the 2019 Z Bone fishing rods. It touts the highest strain to modulus ever created in a fishing rod, which means there is no other rod blank today that has the strength-to-weight ratio with increased sensitivity. These three primary rod characteristics shine as a result of North Fork Composite and Trey Kistler innovation!

As Founder and President of Kistler Rods I have had the privilege of building fishing rods for the last 25 years and in that time, I have learned not only the essentials to making an outstanding fishing rod, but most importantly to stay true to our values; God, Family and you the customer. Staying true to those values has been the cornerstone of a company driven to develop the most advanced AMERICAN MADE fishing rods available!

I have been a fisherman for 35 years and have been in the rod business for 25 years. I know what sets a rod apart from the others. "You can't just let them run down an assembly line. Each hand that builds these rods must know what a premium rod feels like. It's more than a job, it's passion that builds each rod."

"Volume is not the goal, quality is!" Kistler could easily have a huge warehouse full of workers pumping out rods and put our trusted Kistler name on it. I have chosen to support each loyal angler that stands behind Kistler year after year. We continue to advance our rod building process to ensure quality that can be seen and felt in every cast and hook set! That is what makes Kistler a leader in the rod building industry, details matter!

Fishing Never Felt So Good™

2019 Zbone SERIES RODS BLANK TECHNOLOGY

ALL NEW LMX X-Ray Blended Blank Technology

- 25% LIGHTER
- 25% MORE SENSITIVE
- 25% HIGHER MODULUS
- 25% MORE POWERFUL
- 25% MORE DURABLE



Scrimless
High Modulus
Graphite



Lmx^{X-RAY}
LMXRay Graphite

The Brand New, First-of-its-kind, **North Fork Composite LMX X-Ray Blanks** are the structural foundation for the 2019 Z Bone fishing rods. It touts the highest strain to modulus ever created in a fishing rod, which means there is no other rod blank today that has the same strength-to-weight ratio with increased sensitivity.

North Fork Composites and Kistler Rods improved the blank's action and stiffness by increasing the overall carbon fiber count, which increases fishing rod sensitivity by 25% while it also decreases the overall weight by 25%. This process creates a balanced, efficient, and highly effective fishing rod. The Armor Resin that is used has a new generation hardener that makes the blank 25% more resistant to micro-fractures or bruise impacts from boat trolling motors, power poles, windshields, and more.

KISTLER 2019 Zbone SERIES RODS

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2019 Zbone SERIES CASTING RODS



LMX^{X-RAY}



KEY FEATURES:

- North Fork Composite LMX X-ray Carbon Blanks
- Torzite Ring - Titanium-Framed "Tangle Free" stopper guide
- Flanged Torzite/Titanium Tip Top "semi-conventional size rings"
- Trey's trademark Smart Grip II EVA Fore Grip
- Kistler's 5 year VIP Warranty
- Free Kistler Custom Rod Protector



Made in the U.S.A.

MSRP	MODEL	DESCRIPTION	LURE - LINE WT	BAIT
\$519.95	ZB1ML70	1ML Med-Lite Modified-Fast 7'0"	4 - 10 lb FC/Mono or 12 lb braid	Up to 3/8oz
\$519.95	ZB2M70	2M Medium Modified-Fast 7'0"	6 - 12 lb FC/Mono or 15 lb braid	1/16 - 1/2 oz
\$539.95	ZB2M73	2M Medium Modified-Fast 7' 3"	6 - 12 lb FC/Mono or 15 lb braid	1/16 - 1/2 oz
\$519.95	ZB3LMH69	3LMH Lite/Med-Heavy Fast 6'9"	12 - 14 lb FC/Mono or 20 lb braid	1/8 - 3/4 oz
\$519.95	ZB3LMH70	3LMH Lite/Med-Heavy Fast 7' 0"	12 - 14 lb FC/Mono or 20 lb braid	1/8 - 3/4 oz
\$539.95	ZB3LMH73	3LMH Lite/Med-Heavy Fast 7' 3"	12 - 14 lb FC/Mono or 20 lb braid	1/8 - 3/4 oz
\$539.95	ZB3LMH76	3LMH Lite/Med-Heavy Fast 7' 6"	12 - 14 lb FC/Mono or 20 lb braid	1/8 - 3/4 oz
\$519.95	ZB4MH69	4MH Medium-Heavy Modified-Fast 6'9"	14 - 17 lb FC/Mono or 30 lb braid	1/4 - 1 oz
\$519.95	ZB4MH70	4MH Medium-Heavy Modified-Fast 7'0"	14 - 17 lb FC/Mono or 30 lb braid	1/4 - 1 oz
\$539.95	ZB4MH73	4MH Medium-Heavy Modified-Fast 7' 3"	14 - 17 lb FC/Mono or 30 lb braid	1/4 - 1 oz
\$549.95	ZB4MH76	4MH Medium-Heavy Modified-Fast 7' 6"	14 - 17 lb FC/Mono or 30 lb braid	1/4 - 1 oz
\$519.95	ZB5H70	5H Heavy MODerate 7' 0"	17 - 25 lb FC/Mono or 65 lb braid	3/8 - 1 1/2 oz
\$539.95	ZB5H73	5H Heavy MODerate 7' 3"	17 - 25 lb FC/Mono or 65 lb braid	3/8 - 1 1/2 oz
\$549.95	ZB5H76	5H Heavy MODerate 7' 6"	20 - 30 lb FC/Mono or 85 lb braid	1/2 - 2 oz
\$589.95	ZB5H710	5H Heavy MODerate 7' 10"	20 - 30 lb FC/Mono or 85 lb braid	1/2 - 2 oz

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2019 Zbone SERIES CASTING RODS



LMX^{X-RAY}

NORTH FORK
COMPOSITES

TORZITE

KEY FEATURES:

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- Torzite Ring - Titanium-Framed "Tangle Free" stopper guide
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\$539.95	ZBS2M73	2M Medium Modified-Fast 7' 3"	6 - 12 lb FC/Mono or 15 lb braid	1/16 - 1/2 oz
\$519.95	ZBS3LMH70	3LMH Lite/Med-Heavy Fast 7' 0"	12 - 14 lb FC/Mono or 20 lb braid	1/8 - 3/4 oz
\$539.95	ZBS3LMH73	3LMH Lite/Med-Heavy Fast 7' 3"	12 - 14 lb FC/Mono or 20 lb braid	1/8 - 3/4 oz
\$549.95	ZBS3LMH76	3LMH Lite/Med-Heavy Fast 7' 6"	12 - 14 lb FC/Mono or 20 lb braid	1/8 - 3/4 oz

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KISTLER BRAND USAGE - COLOR

PMS (Pantone) 300 C red, PMS Cool Gray 7C, and Process Black – are the exclusive corporate colors for the Kistler Zbone brand. These colors were chosen because together they reinforce Kistler’s brand identity and the overall brand message we want to convey publicly to our customers, partners and friends.

PANTONE (PMS) SPOT COLORS



PMS 200C



PMS Cool Gray 7C



PROCESS BLACK

CMYK Equivalents



KISTLER Zbone red
3/100/66/12



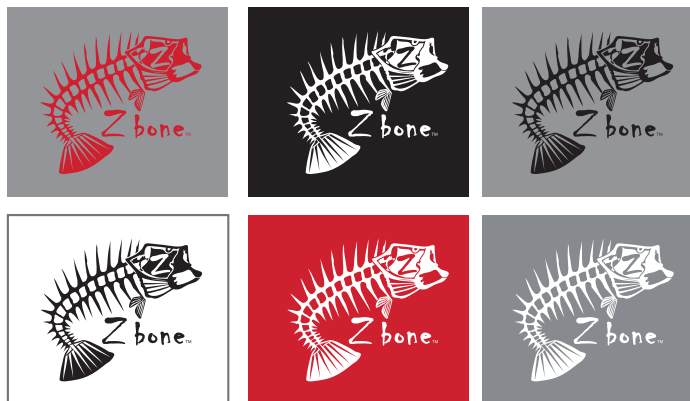
KISTLER Gray
0/0/0/60



PROCESS BLACK
0/0/0/100



Alternate color usage examples



If used on a background, the logotype should reverse out of a complete field of any of the PMS colors (PMS 200C, PMS Cool Gray 7C, Process Black). The logotype should always retain the white or black oval field behind the “KISTLER” name unless used against a solid field of one of the official colors. The logotype should default to PMS 200C (red), or alternately white, whenever possible. If in doubt contact us for guidance.

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PANTONE (PMS) SPOT COLORS



PMS 200 C



PMS Cool Gray 7C



PROCESS BLACK

CMYK Equivalentents



KISTLER red
3/100/66/12



KISTLER Gray
0/0/0/60



PROCESS BLACK
0/0/0/100



Example of standard color usage

Alternate color usage examples



If used on a background, the logotype should reverse out of a complete field of any of the PMS colors (PMS 200, PMS Cool Gray 7C, Process Black)
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2019 Zbone Advertising Photography

The following images are intended for use in articles, reviews, catalog/e-commerce images and other accepted advertising uses. The high resolution images are accessible in the support files included in the Zbone 2019 Media Kit.

2019 Zbone Images



2019 Zbone - Casting Main.jpg



2019 Zbone - Casting Hook Hanger.jpg



2019 Zbone - Casting Guide.jpg



2019 Zbone - Casting Tip.jpg



2019 Zbone - Casting Butt Cap.jpg



2019 Zbone - Spinning Main.jpg



2019 Zbone - Spinning Hook Hanger.jpg



2019 Zbone - Spinning Guide.jpg



2019 Zbone - Spinning Tip.jpg



2019 Zbone - Spinning Butt Cap.jpg



2019 Zbone - Guide System.jpg



2019 Zbone - Blank closeup1.jpg



2019 Zbone Label_FR.jpg



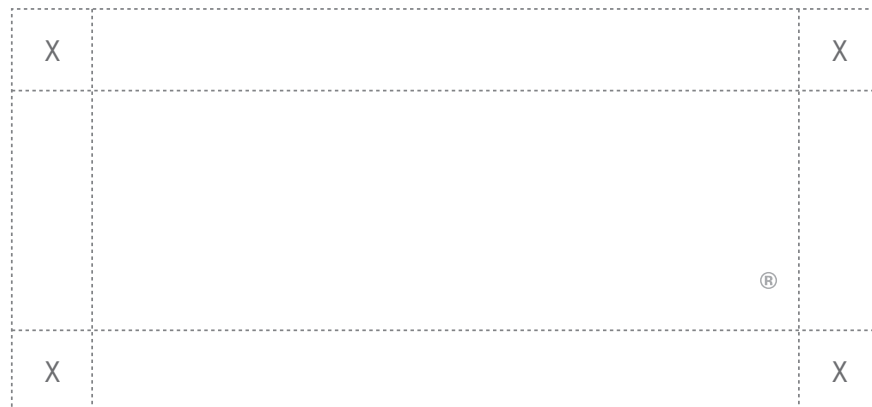
2019 Zbone Label_BK.jpg

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KISTLER BRAND USAGE - CLEAR SPACE

An area of clear space has been reserved around the logo so that the logo remains unencumbered and distinctive. The clear space also ensures that the approved logotypes are never confused with other design elements such as type, headlines, photographs or line art. The only time it is permissible to violate the clear space around the logo is when reversing or surprinting the logo over a photograph, so long as the photo does not overpower or conflict with the logo.



X = 1/3 of max height of the Kistler Oval (including the sub tagline "CUSTOM FISHING RODS" if applicable).

Copy should never be attached to the logo. Additional slogans, taglines, division names etc. are to be treated as separate items.