



Are you ready for the...  
**Microwave Challenge?**

American Tackle's Microwave Line Control System is currently taking the fishing-rod world by storm but the company claims there are still some non-believers out there. For those, the firm lays down the gauntlet that is the Microwave Challenge...

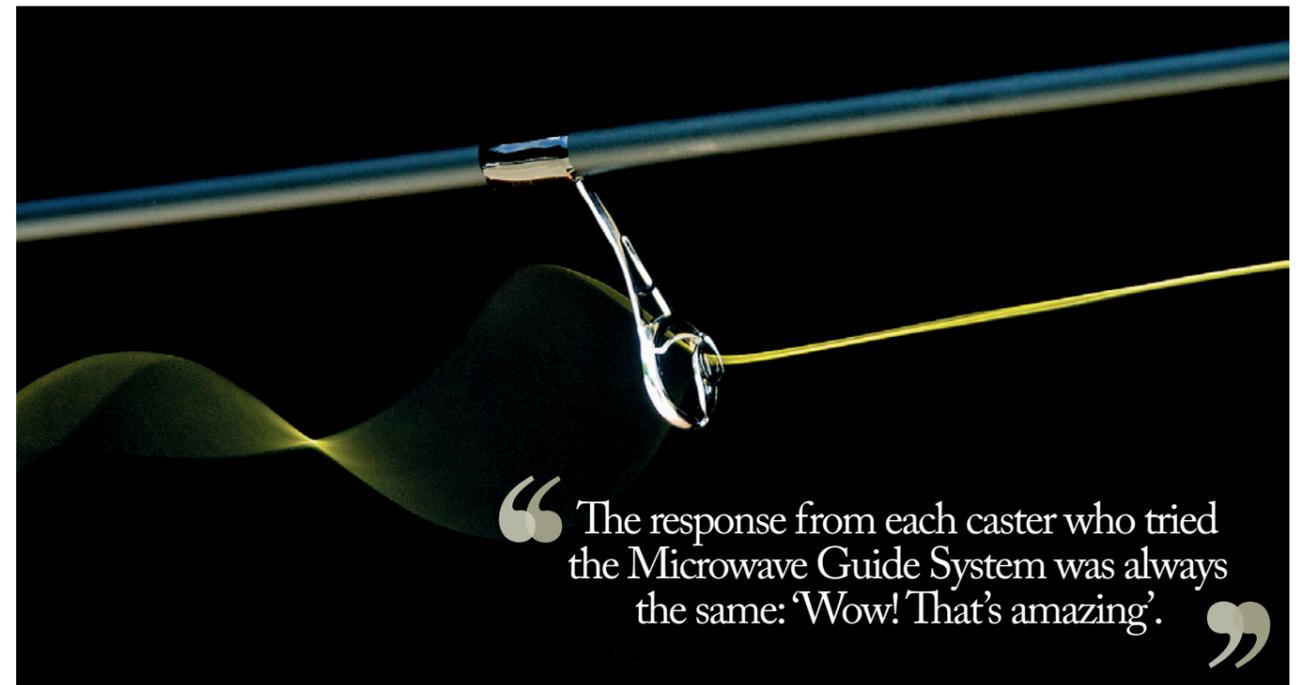
It's the rod-guide phenomenon that has been thrilling anglers around the globe, but American Tackle's Microwave Line Control System is a model that has to be seen to be believed. Featured numerous times on the pages of *Tackle Trade World* since its launch last year, the Microwave system offers anglers less friction, further and more accurate casting, wind-knot elimination and an overall more lightweight package.

American Tackle (AT) has been showcasing the system at numerous exhibitions around the world for the past year, and at each one it has impressed anglers from all backgrounds with its benefits.

Like any technology that causes this much of a stir, though, the Microwave system has its doubters – and that is where AT's



The Microwave Challenge provides what American Tackle calls the 'never fail to make a sale' approach.



“The response from each caster who tried the Microwave Guide System was always the same: ‘Wow! That’s amazing’.”



AT's Darrin Heim: "Most casters cannot deny the superiority of MWG system."

latest project, the Microwave Challenge, comes in.

“The Microwave Line Control System is taking the world by storm,” explains AT's Darrin Heim.

“At AT we are making sure of this by introducing consumers to an up-close and personal demonstration called the Microwave Challenge.

“The challenge is to see if those who are sceptical or non-believers can deny the attributes of this system after they have cast it side by side with other guide trains. The common outcome being that nobody can deny that this revolutionary system is one of the most innovative developments to rod design ever.”

Back in July 2012, the Microwave Line Control System was unveiled by AT at sportfishing's biggest trade show, ICAST, in Orlando, Florida.

During that show, AT's crack team of staff and pro staff gave demonstrations of the system to rod designers and anglers from around the world.

Darrin says: “Each visitor who casts the system was able to compare the Microwave guide [MWG] rods directly with identical ones built with cone-of-flight and new-guide-concept guide trains. The response from each caster was the same: ‘Wow! That’s amazing’.

“Most casters could not believe and couldn't deny the superiority of the MWG system.”

ICAST was a huge success for AT and for the Microwave system, but it was just the start of this spinning-rod-design revolution. The Microwave Challenge, as it became dubbed, took to the road visiting smaller fishing-tackle shops across the USA. By taking the challenge to people, in just a few minutes the AT team could show them just how good the Microwave system is – far beyond anything they could see in a magazine or on a video. In many instances, the challenge in fact resulted in instant rod sales for the retailers testing out the system – a true testament to just how impressive it is.

“We have now demonstrated the same casts to hundreds more anglers and consumers with the results continuing to be the same,” continues Darrin.

“This hands-on approach is undeniably the most important aspect to marketing the Microwave system on a fishing rod. When a tester casts the cone-of-flight, he/she immediately draws attention to the friction and vibration taking place as the line runs through the guides. When casting the MWG rods that friction and vibration is incredibly reduced, creating the smoothest, most efficient cast ever experienced in a spinning rod. Once a caster sees and feels this, they are immediately hooked. The longer the tester casts the MWG rods, the more proficient they become at adapting their casting style to maximise the benefits the system provides. And as we say, seeing and feeling is believing – particularly in this case.”

The Microwave Challenge is not exclusive to the USA though. The AT pro staff team from around the world have latched on to the challenge, giving people the chance to try out the system for themselves.

One of AT's new pro

staffers in Australia has now devoted an entire line of rods to Microwave guides and has been overwhelmed by the acceptance in the Australian fishing community.

Darrin adds: “All participating pro staffers are seeing rod sales rocket by using this challenge in their sales techniques. We have now affectionately nicknamed this technique the ‘never fail to make the sale’ approach.”

The Microwave Challenge has become a staple in AT's sales approach during presentations and at trade and consumer shows. It has proved to be the best way to demonstrate the Microwave Line Control System's superiority. If attending an event where someone asks if you've cast a Microwave system rod, don't hesitate to give it a try for yourself. The TTW team has taken the test and we loved Microwave. But, you be the judge and take the challenge for yourself. TTW



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