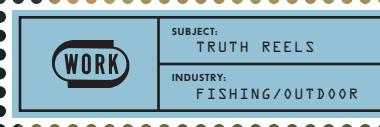


100%

*Truth*  
FISHING REELS

MADE IN  THE USA

OUR WORD  
IS OUR GUARANTEE



**SUBJECT:** TRUTH REELS

**INDUSTRY:** FISHING

**FILE#** TRU-17-001

**PROBLEM/OPPORTUNITY:**

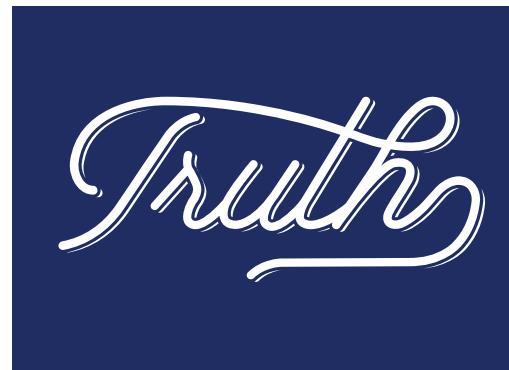
A small company came to us needing a different name and a different logo.

Simple, they told us their story and we just looked for as many ways as we could to retell it. Our goal was to create ambassadors of the brand from the moment they purchased the product that they realized they were holding something special in there hands and in turn share the story with their friends. We also treated it as a lifestyle brand providing a shopping site for them to have brand extensions and a platform for social media.

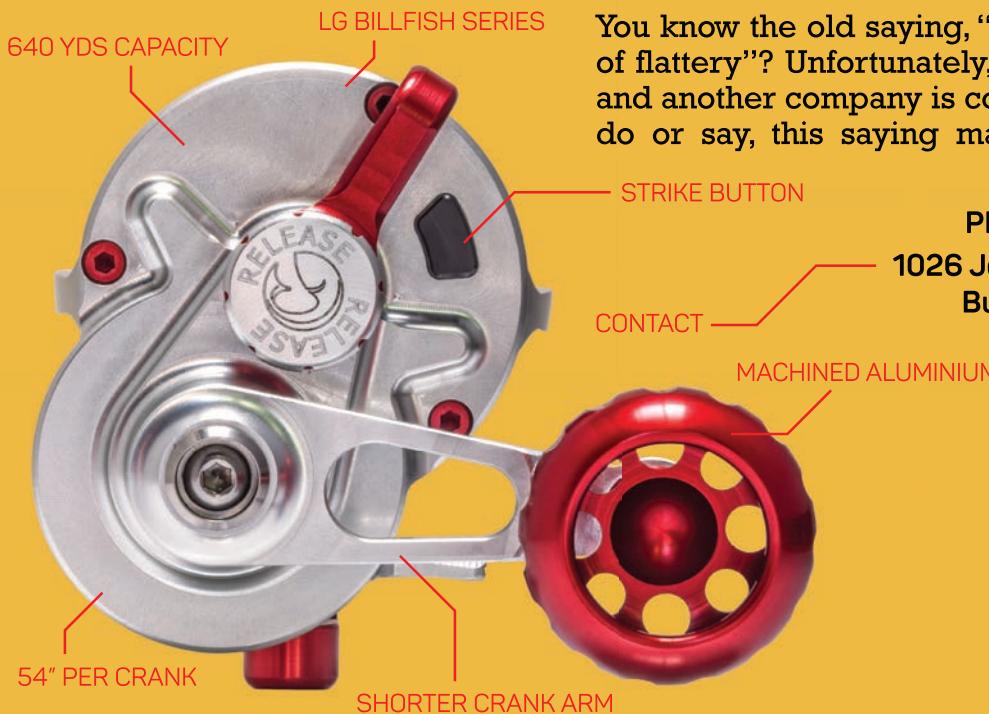
**STRATEGY:**

1. Brand stands behind everything they make. 100% guarantee.
2. Made in the USA.
3. It's more than a reel, it's a lifestyle.





# FINALLY, RELEASE REE LS HAS MET ITS MATCH



You know the old saying, "Imitation is the highest form of flattery"? Unfortunately, when it comes to business and another company is copying everything you make, do or say, this saying may rub you the wrong way.

PHONE: (804) 453-3095  
1026 Jessie DuPont Memorial Hwy.,  
Burgess, VA 22432 U.S.A

## RELEASE REELS

- 6:1 Gear ratio
- 20# Drag
- 100% Made in USA
- Only 54 parts
- Lifetime Guarantee
- ABEC-5 Bearings

## TRUTH REELS

- 6:1 Gear ratio
- 20# Drag
- 100% Made in USA
- Only 54 parts
- Lifetime Guarantee
- ABEC-5 Bearings

Well, there is a company doing just that. They make an identical product, offer the same lifetime guarantee, have the same customers and heck, they even look and talk like us. That's because they are us. On July 1, 2015, Release Reels will be changing its name to Truth Reels. No, we haven't sold the company. We're the same as we ever were. We just want to keep getting better and let people know what we stand for. That's the Truth.





"MY HOPE IS THAT OUR PRIDE IN MAKING A TRUTH REEL IS ONLY MATCHED BY YOURS IN OWNING ONE."



- WES SIEGLER, FOUNDER

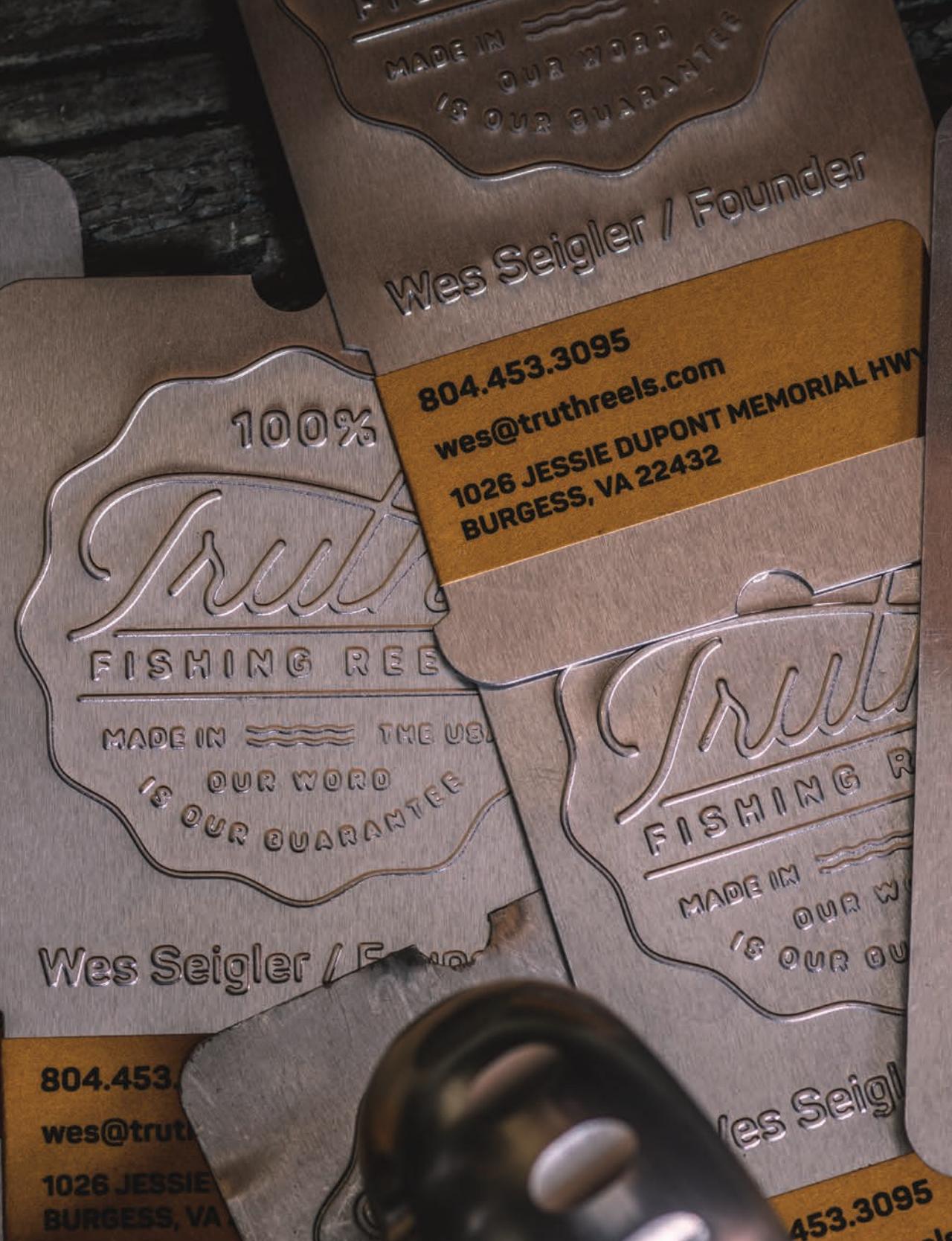
REEL INFORMATION

SERIAL # .....

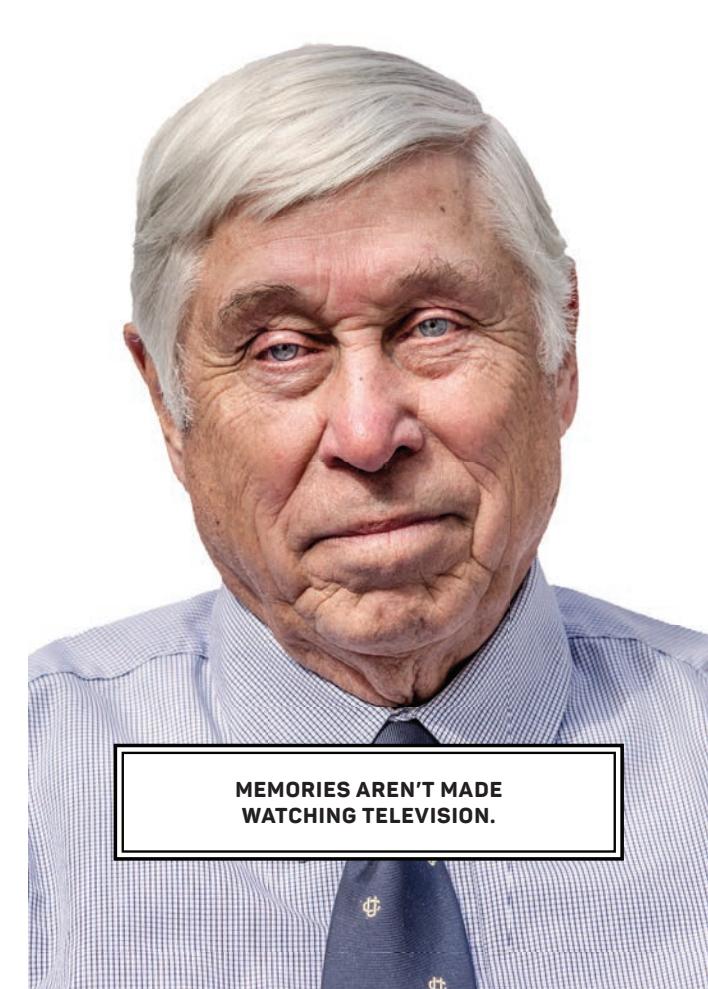
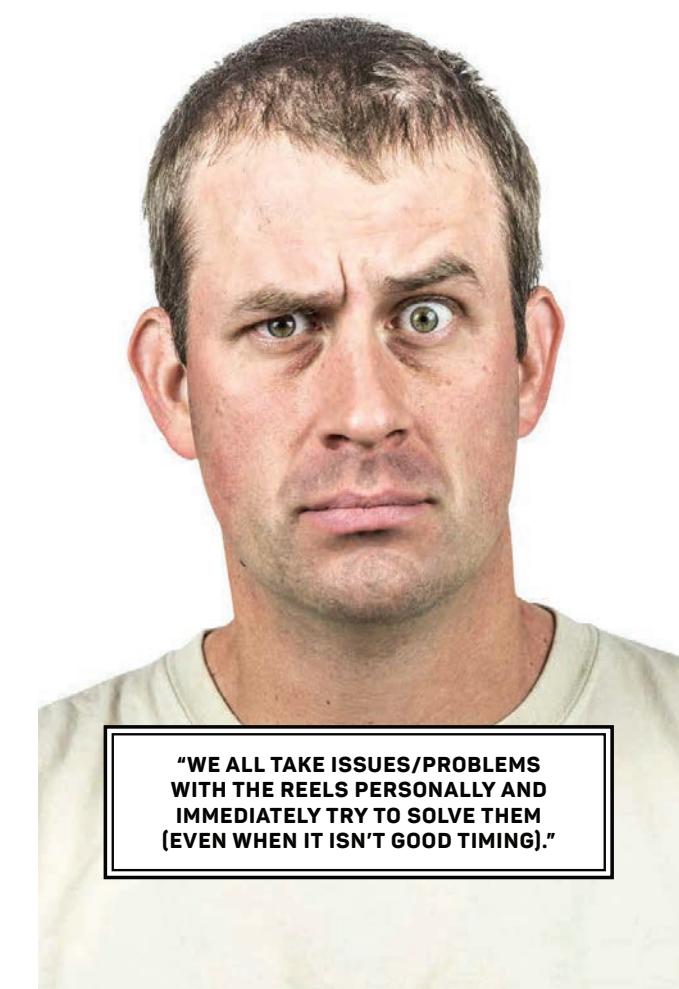
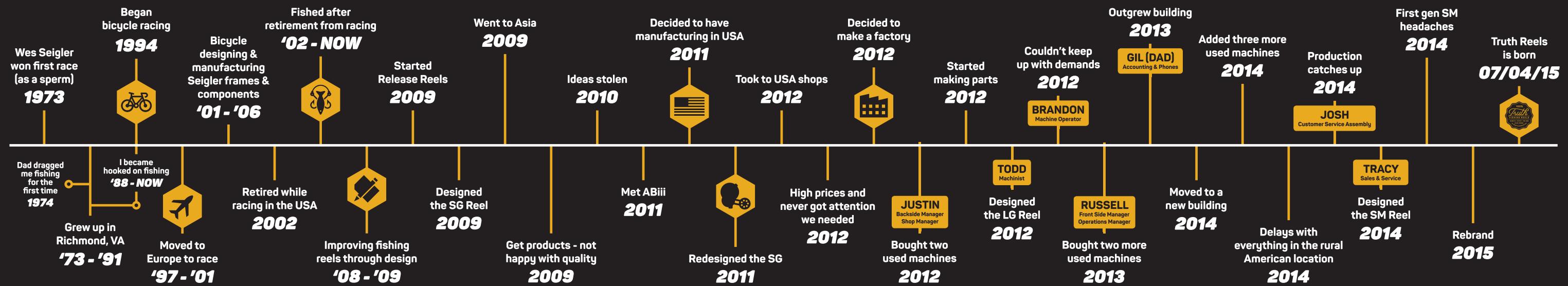
MODEL:  SG  LG  LGB  SS  SM

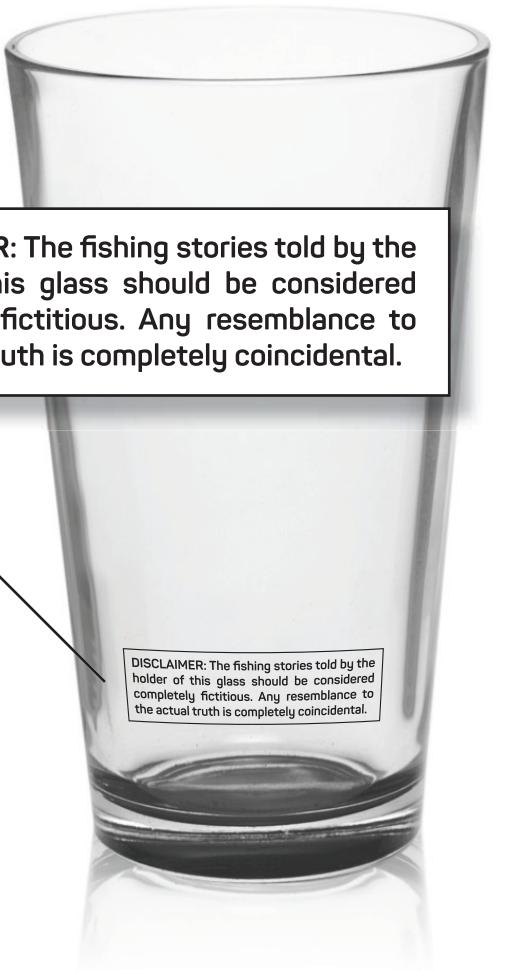
YEAR: ..... COLOR: .....





# The Timeline of Truth Reels





**DISCLAIMER:** The fishing stories told by the holder of this glass should be considered completely fictitious. Any resemblance to the actual truth is completely coincidental.

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# FISHING REELS

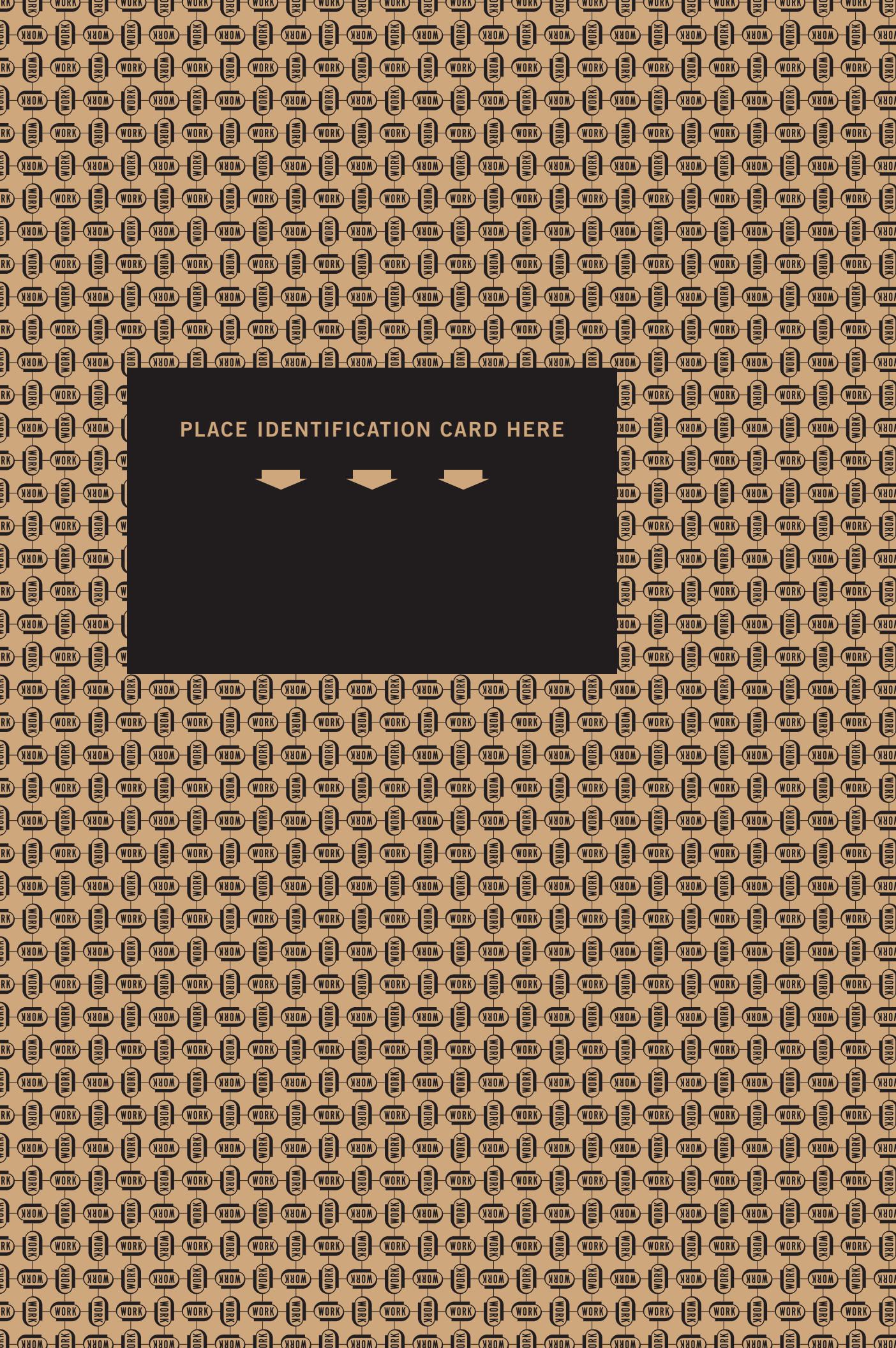
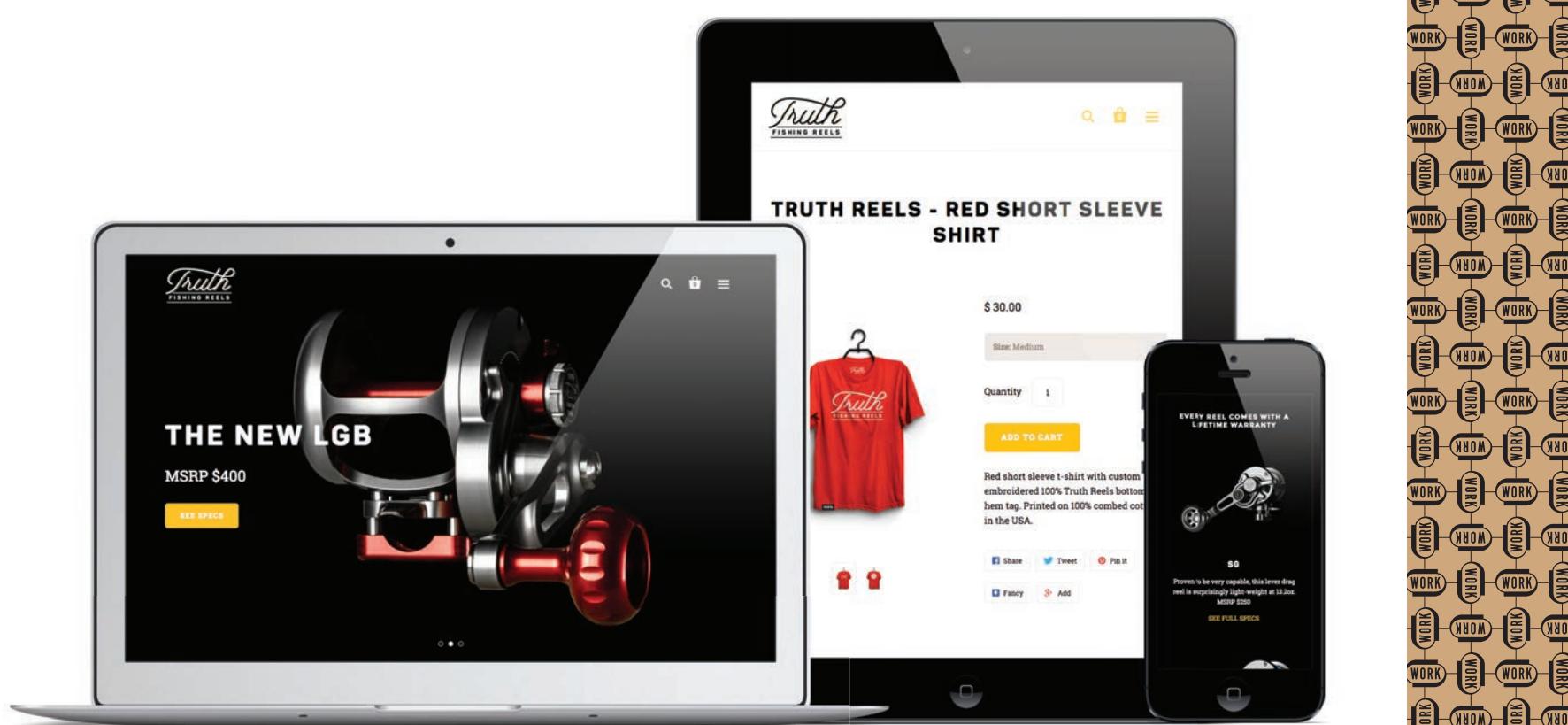
MADE IN  THE USA

'S OUR WORD  
OUR GUARANTEE



This reel is a promise of use the next year. Any machine I build will be simple and durable. This reel will become a treasured possession. I will never sell it or pawn it. I will hold fast to my word. I will pass it on to the next generation so other catches will be made with it.

www.TruthReels.com



WORK LABS  APPROVED