

Monarch Fishing Co.
Ligonier, Pennsylvania



Company Brochure 2024

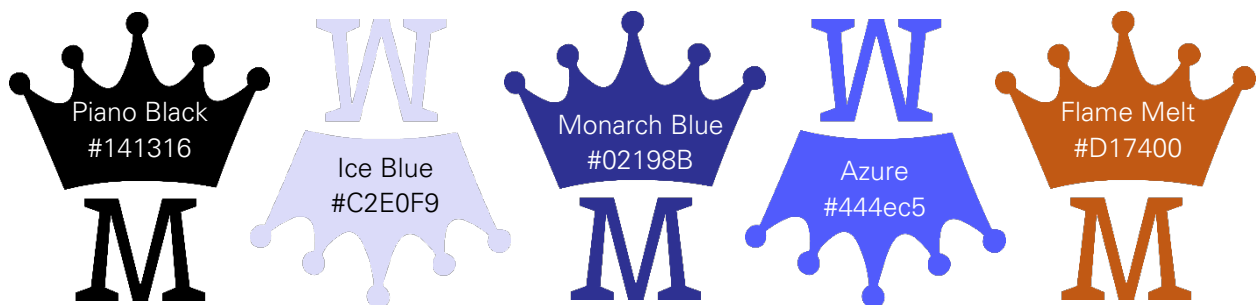
“Angling, in essence, is about converting something very insignificant (the bait) into something very substantial: a fish big enough to feed a family... And the magic catalyst that makes this apparent alchemy possible, this creation of something from nothing, is human inventiveness and ingenuity. This is something we all have, baked into our DNA and yearning for expression, and it’s the part of our nature that should always be engaged when we are on the water.”

- Jeremy Wade, Somewhere Down the Crazy River (1992)



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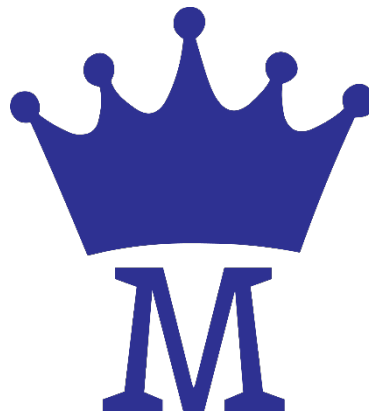
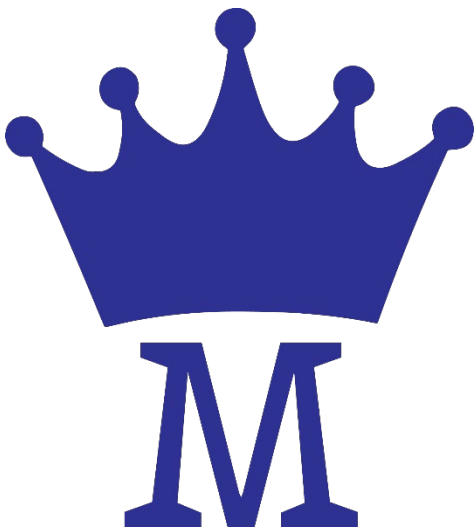
Monarch is a boutique fly fishing brand offering top of the line, customized, small-batch fishing rods. We set out to provide practical, yet unique gear for fisherman who are as obsessed as us. We do not compromise on quality and build fishing rods that have a soul.



Cocoon your rod in one of our optional rainbow or brook trout airbrushed tubes.



Epic Fastglass rod blanks - considered by many to be the best fiberglass blanks ever made. Designed and rolled in New Zealand, you likely will not see them in your local tackle shop.





Hand turned Italian reel seats. This one is a maple burl and acrylic mix



Agate stone stripping guides provide a contemporary option to compliment your rod and provide smooth performance.

Premium components - High tech blanks rolled in New Zealand, reel seats turned in Italy, guides machined in Montana, cork from Portugal, and Japanese silk thread. Combine these with a little bit of Imagination and you can make some head-turning rods. But most importantly they're built to perform.



Our Serial No. 1 project. A customized flamed bamboo rod wrapped for Patrick Wallace.





Letter from the Head Rodsmith

Located in my home waters of the Laurel highlands is a stream that runs through several local towns and is a fixture due to its convenience and stocked fish. These locals included my dad and I who, like many, patrolled the waters in the evenings to kill time outdoors, and if lucky, catch a few fish. To many these waters are unspectacular but from a fishing perspective they are excellent compositions. Several manmade structures including rock walls and bridges line the stream accompanied by natural eddies and slacks periodically hemming the traversing water. One evening we were fishing a spot which had a combination of these designs: a bridge crossing over a deep hole partially created by an eddy.

These eddies create a whirlpool which acts like a conveyor belt bringing food to large fish sitting nearby - the holy grail when fishing moving water. At the time my view was much more instinctual and as far as I was concerned, that's just where I would be if I were a fish. But the challenge when dissecting these skinny public streams is that the fish are very wary of disturbances, the exact kind that a bait entering the water causes. Of course, that is what makes targeting these fish using a fly approach ideal (and the tools for this technique I now make and are exhibited later in this brochure). Nevertheless, at this point in my fishing foray more archaic methods were utilized and a mealworm under a float was the rig for the evening.

My aim was to position the bait slightly upstream and allow it to float down into the strike zone previously described. Time, like many aspects, becomes warped in fishing stories but after repeatedly executing my strategy and nudging my bait into the slack I saw my float plunge into the murky hole. I tightened up on the rod and was answered by a powerful tug. After playing it on extra light tackle, I saw an almost mystical gold flash followed by pure disbelief as I saw my first Palomino Trout.





If you are reading this, you may very well know the spot I am talking about. Casting a line into the water is like asking a question. Something could be right underneath you, but you can't see it- it's there but not there. But if the stars align and your nerves and gear are sound, you will bring something into the light, seemingly from nowhere. When this happens, it has an element of magic to it, like pulling a rabbit from a hat.

While I started this letter with a trout fishing story, I admit that growing up my target species of choice was largemouth bass. I was notorious for fishing in unorthodox bodies of water which are overlooked for one reason or another. The treasure hunt concept, as previously described, certainly applies to these places. But I have also always been a "gear guy" who tormented over trying to find just the right piece of equipment. The combination of this eccentric style of fishing, and fixation on unique gear is what drove me to begin building my own fishing rods. This started out with wrapping rods to match my niche applications for which at the time there were no off-the-rack options. And while I have always been known as a "bass guy" I constantly got requests for fly fishing and ultralight trout rods. Initially I turned these away because admittedly I was not an expert in the fly fishing realm. But after numerous requests I finally agreed to build a limited number of fly rods for some close friends. Naturally, I started from square one and learned the theory and fundamentals of fly fishing and the gear used. After embarking on this pursuit, it quickly progressed into a fascination and recognition of the artistic aspect that could be applied to fly fishing gear and before I knew it essentially all the projects, I was building were fly rods. What's more is that my Laurel Highland home waters as described in the opening of this letter is a conducive setting for these products.





I also noticed a niche that could be filled. Top of the line, luxurious, customized rods, made of premium components and for fishermen who are as obsessed as I am. There are plenty of adequate “big box” brands out there but a unique product, and personal connection, was lacking. I set out to put a fresh, yet respectful, twist on the tradition of fly fishing. That’s what became Monarch.

My goal is to provide a thoughtful product that evokes the same feeling for someone as I had when receiving that piece of fishing gear which was just right. I hope my sentiment resonates and you can tell that this is a project by someone who truly loves fishing.

A handwritten signature in blue ink that reads "Nick".

Nick Allen

Founder & Head Rodsmith
Monarch Fishing Co.
Monarchfishingco.com
Ligonier, Pennsylvania



The Lost Files



When I talk about being hooked on the “treasure hunt” of fishing, this is what I mean. When I was 13 years old my fishing partner, Reese, and I hooked this massive grass carp in a pond about half the size of a football field. My dad did not believe me until I showed him pictures.

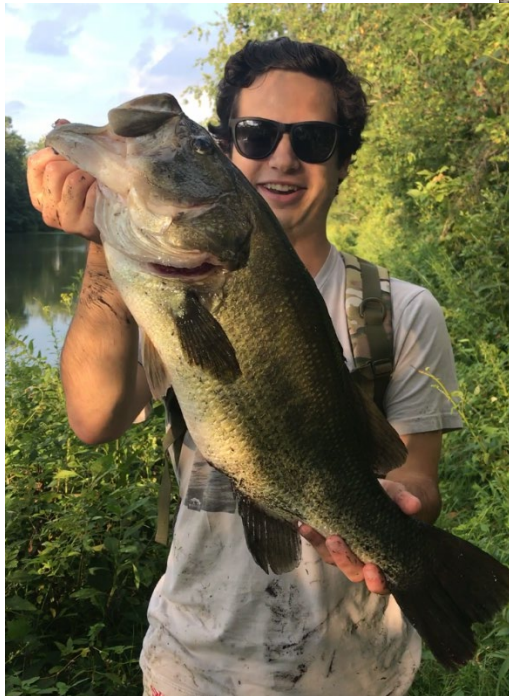


Not very well camouflaged, but exceedingly smart. Koi are sought after by collectors but shocking to see on the end of your line. Shortly after we caught the grass carp above, Reese and I hooked this fish in another obscure pond. I believe this was a “Showa Sanshoku” breed of koi and one of this size is worth thousands of dollars. As always, we safely released the fish after taking pictures.



It seems like the biggest fish bite when you least expect it. I caught this trout on an 85mm jerkbait expecting a winter bass.

Not the Palomino trout from the fishing story in my letter -- but perhaps a parallel fish. While fishing a small pond with my dad one evening I hooked the fish on a weedless shad swimbait. I was at the opposite end of the pond and had to yell to my dad to hurry up and come over as he once again did not believe I caught something photo worthy.



PRODUCT CATALOG



HERITAGE

"**Monarch Rods are proudly built in Ligonier, Pennsylvania.** Not only is this my home but it really is the perfect setting for what I want our products to be.

Ligonier is a small resort town nestled in the Laurel Highlands on the outskirts of Pittsburgh. What many don't realize is that this small, unassuming town has world class fisheries, sportsmen clubs, and cultural artifacts. I want Monarch to be a boutique, premier outfit to serve the anglers which share my home and passion.

It's my goal to take the exotic and progressive technologies available and blend them with the tradition of fly fishing to make a unique product which first and foremost is suited for my local fisheries. **But just like the resorts here, I want our products to be specialized and truly world class to fit our clients needs.** We have anglers in Ligonier who want the absolute best and customized gear money can buy whether they are backpacking for natives at Linn Runn, fishing for rainbow trout in Montana, or traveling to Peru to land a trophy arapaima on a fly. Those are the products I want to offer and the clients I want to serve."

Nick Allen
Head Rodsmith



PICK YOUR FLAVOR

Finally, a fly rod that stands out in a crowd. Whether you are looking for an heirloom quality bamboo rod, or a next-gen fishing tool, the unique characteristics of a Monarch rod are evident from the start. Each rod is hand wrapped one at a time in our studio workshop in Ligonier, Pennsylvania. Even when not on the water, a Monarch rod exudes craftsmanship.



DESIGNED TO BE FISHED

A Monarch fishing rod is a work of art that you will almost be hesitant to put through the torture of a fishing adventure -- but that is what they are made for. A refined choice of components and practical design provide better casts, better hooksets, and supreme durability. A Monarch fishing rod offers the ultimate fishing experience, and you'll notice it right from the start.



MAKE YOUR MARK

Hand-built in Ligonier, Pennsylvania. Inspired by you. Commission a custom Monarch Rod that is inimitably and unmistakably yours with our exclusive bespoke program. With a Monarch rod, individuality of choice extends beyond the owners selection of length and weight. From a personalized handwritten engraving, to your own fine silk color way, or hand-picked components, bring your Monarch rod to life in the ultimate expression of self.





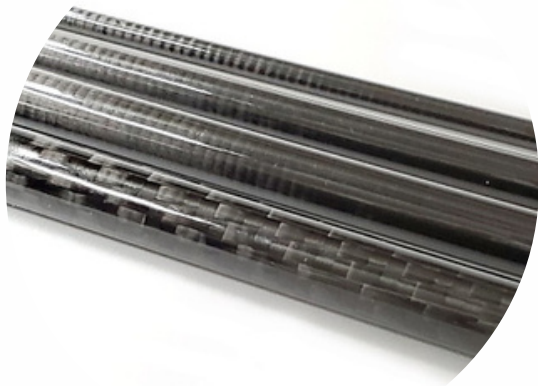
| PHANTOM

The Phantom is Monarch's flagship line of rods. Using a progressive design and refined choice of materials each Phantom is hand-wrapped in our Ligonier workshop. Anchored by an innovative blank which fuses the beauty of a woven twill graphite material with a traditional intermediate modulus design. This vertebrae adds power and sensitivity to the butt section without inhibiting the performance of the unidirectional tip section.





| PHANTOM



BLANK

The backbone of the Phantom is a 3k carbon twill combined with a high intermediate modulus unidirectional material. This technology provides a stiffer handle section with increased recovery rate and extra power flex focused in the perfect blended transition.



HARDWARE

The Phantom features AAA cork grips, lightweight hard chrome single foot guides all tied together with Monarch blue guide wraps.



REEL SEAT

The phantom is reinforced with the HyperLite vented reel seat. Lightweight aluminum provides a balanced connection between rod and reel.



PHANTOM

The Phantom is offered in three specs designed to fit the most common applications of freshwater anglers. Each Phantom is protected by a carbon tube and cloth rod sock.

Phantom Models & Pricing

ID	Model	Application	Action	Price
P1	8'6" 4wt	Lighter general-purpose rod that excels when a delicate presentation is needed. The slightly shorter length is conducive for skinny water and confined locales.	Moderate Fast	\$425
P2	9' 5wt	Workhorse rod that will serve as the go-to for most trout fishing applications. The hybrid backbone of the P2 Phantom give it the versatility to fish the gambit of nymphs, streamers, and dry flies.	Moderate Fast	\$435
P3	9' 6wt	When targeting larger fish where a heavier rod is needed, look no further than the P3 Phantom. The strong backbone of the carbon twill butt section combined with a comfortable fighting butt will give you confidence when going against a higher-grade fish.	Moderate Fast	\$435

***P1 & P2 Phantom feature a branded metal butt cap. P3 model comes with comp/cork fighting butt.*

CUSTOM ROD CATALOG

Monarch pre-wrapped rods are built one at a time and sold on a first come, first serve basis. If you would like to purchase a rod in this catalog please check our website or reach out to us via email to confirm availability.



NO. 33 STEFFEN BROS.
9' 5WT 5 PC | \$650
Legendary Steffen Bros 5pc blank matched with premium components and brook trout tube.



NO. 32 STEFFEN BROS
9' 5WT 5 PC| \$650
Legendary Steffen Bros 5pc blank matched with premium components and rainbow trout tube.



NO. 30 ICONOGLASS 8'
5WT | \$380
Cyan NFC Iconoglass with struble agate guide and custom reel seat.



NO.28 MATRIX 9' 5WT
| \$350
3k carbon blend blank built with ALPS components and black wraps.



NO.26 LMX 9' 5WT |
\$415
Extra fast NFC LMX blank with custom reel seat and silk blue guide wraps.



NO. 25 NFC CLASSIC
8'6" 4WT | \$390
Classic NFC carbon blank with dyed slide band reel seat and sunrise silk wraps.



NO. 24 MHX 9' 6WT|
\$400
Light and compact 4 pc carbon MHX blank with dyed reel seat and crisp action for that heavier grade of fish.



NO. 23 9' 5WT 7 PC
TRAVEL| \$365
7pc prototype travel blank that fits into a rainbow trout 19" tube.



NO. 10 ICONOGLASS
764| \$415
NFC Iconoglass blank paired with clear wraps, perfect for fishing tight water.



NFC LMX 10' 6WT | \$525

NFC LMXFAF 10' 6wt featuring burled cork grips, Alps aluminum reel seat, and sunrise silk wraps.



NFC LMX 9' 6WT | \$525

NFC LMXFAF 9' 6wt featuring burled cork grips, Batson I-series reel seat, and sunrise silk wraps.



NFC LMX 9' 6WT | \$395

RAW NFC Iconoglass featuring green dyed maple reel seat and matching silk wraps.



NFC LMX 9' 6WT | \$415

NFC cyan Iconoglass featuring clear silk wraps, matching stuble strip guide, and black aluminum tube seat.



Warranty

Every Monarch rod is covered by our original owner lifetime warranty. This warranty covers failure due to defects in material or workmanship of our product. This warranty is limited to repair and replacement of the rod or blank and does not cover direct, indirect, consequential, incidental or any other type of damage resulting from the use of the product. This warranty does not cover fire, theft, missing rod sections, intentional breakage, modification or customization of the finished rod, or damage during the assembly of a blank into a finished rod.

The Monarch Fishing Company reserves the right to determine whether to repair or replace or charge for any Monarch product covered by this warranty and the right to replace any discontinued models with comparable models when necessary. Colors and components may vary between original and replacement parts. This Policy applies to the original owner only and may not be transferred to another person.

Bottom Line - We will always do our very best to get you back out on the water fishing our gear again as soon as possible.

Surefit Ferrule System

Owing to the refined choice of blanks used for Monarch rods, most models feature technology that makes their ferrule system so precise that breakages can be addressed simply by sending out the replacement part right away.

Bamboo rods typically take longer to repair than graphite and fiberglass models due to their unique and organic materials. To remedy this most bamboo models ship with a spare tip section to keep the angler fishing in the unfortunate case of a broken rod.

Return & Exchange Policy

Repairs are a huge priority for us and we do everything in our power to return the rod promptly. Average repair time is 4~6 weeks. On some older models where parts need to be made and custom fit it can take 6~10 weeks. Please inform us if you need the rod sooner. We will work hard to expedite the repair and get it back to you as quickly as possible. We make every effort to match the original color of your rod blank when building replacement parts, but slight color variations are a possibility. This has no effect on action or structural integrity.

Shipping charges for international repairs or expedited returns will be addressed and billed on a case by case basis. International Customers: please clearly mark all custom forms that you are shipping an item back for repair; Warranty / Repair / No Commercial Value. We will refuse shipment on all packages not clearly stated as United States customs charges duty for unmarked packages.





Thank you!

Thank you for taking the time to read through this brochure. I hope you saw something that inspired you to go fishing. If you have any questions or are interested in something you see please reach out to us using one of the outlets below.

Monarchfishing@gmail.com

Monarchfishingco.com

IG: @monarchfishing

