

Peak Bamboo Benefits



Peak Bamboo Bling. We've already got Peak coffee mugs available, and soon we'll have Peak T's and hats. For everyone ordering any quantity of Peak Bamboo, we'll be including a coupon for a free mug with your next Golden Witch tool & component order. Order the mug, apply the coupon to the cart, and the cost of the mug disappears, but we can still see which color mug you prefer. While Supplies Last. If we run out of mugs, don't despair, we'll have more made.

Vintage Guide Set. This is pretty cool. No matter the size of your order, we're going to reward you with a vintage guide set, and a traditional rod taper. Our choice of taper & guide set, and we're going to start with some spinning and casting tapers, which are the perfect way to use up extra bamboo from the butt-ends of culms that have been used to make flyrods. Initially the tapers will be harvested from the 1953 edition of Herter's classic manual. The guides will be harvested from the Golden Witch vintage guide collection. Supplies Will Last!

Rod Tube Kits or Cap Sets. Everyone ordering bamboo will get the chance to sample one of our rod tube kits or cap sets at 10% off. While supplies last. We may run dry. We do intend to run another batch in 2017.

DVD Instruction. Everyone ordering bamboo, one culm or many, will receive this coupon. If you don't have the GW DVDs on Making Bamboo Blanks and Finishing Bamboo Rods, now's your chance to pick them up at discount. With the coupon, individual titles will be \$10.00 off; the set of two will be \$25.00 off. Supplies Will Last. If we run out, we'll have more produced.

Discounted ACW Components. For everyone, we'll be issuing 15% off coupons good on select parts by Arcane Component Works. Basically, if we have the parts made, or if they're vintage, you can take 15% off those parts on your next order through Golden Witch. Subtle limitation here: if we make the parts in-house, there's no discount because we're already behind the eight ball on time. This means the coupon does not apply to agate and

agate guides or ACW hook tenders that are made in house; thanks for your understanding! But you can save big by stocking up on ACW grips, ferrules, winding checks, vintage hook tenders, and so forth. While Supplies Last. Because ACW parts go in and out of stock constantly, we're not offering any rainchecks...what we have in stock, you can save money on.

Discounted Cork. If you order 10+ sticks of bamboo, you'll receive a coupon for 25% off one factory-packed retail bag - that's 250 rings - of natural cork in your choice of A+, A, A-, or B grade cork. If you order 20+ sticks, we'll sweeten that deal to 35% off one bag of cork in A+, A, A-, or B grade. While Supplies Last...and supplies are quite limited. If our cork exporter can handle the volume, we'll do rain checks, but we're not making promises yet. We do have another load of cork coming in early spring of 2017.

Planing Forms. Golden Witch has been working with Genuine Bellinger to offer this pair of coupons. If you order 10+ culms, you can save \$50.00 on a Bellinger Planing Form ordered through our website. Order 20+ culms and you can save \$100.00. Be patient...the forms must be crafted and shipped, but Bellinger shouldn't run out. We'll say: some restrictions apply, just in case we run up against restrictions.

Discounted Bash Tickets. That's right, The Big Bamboo & Glass Bash is coming to town in September of 2017. Three days of bamboo, fiberglass, and graphite pandamonium. Woohoo! Speakers, demonstrations, benefit raffles, casting lessons, water, fish, rods, food, live music...and lots and lots of rodmakers milling around talking about craftsmanship. We have thousands of clients and only room for four hundred rodmakers, so you'll want to sign up for tickets soon. They'll be available for sale in March. Save your bamboo receipts. Every culm you buy is worth \$5.00 off the price of your ticket.

Golden Witch. Yes, we're going to do the unthinkable for our Peak Bamboo clients. If you're a long-time GW client, you know we don't



discount, we don't do sales, we don't send out a daily plague of breathless emails stuffed to the gills with hyperbole...we're just here when you need rodmaking supplies. Well, we're going to break our no-discount rule in a grand fashion and offer a one-time coupon for a blanket discount on your next GW order. The discount will be 10% off merchandise. It will max out at a particular dollar amount, so in that sense some restrictions will apply. 1-10 culms will earn a coupon good for 10% off, up to a \$50.00 discount. 10+ culms will earn a coupon good for 10% off, up to \$100.00. Limited to in stock products. Please don't be cruel and order ten agate guides. No matter what you order, please be patient...I think we're about to get very busy and there's one full-time, in-house, craftsman here at GW.

Peak Bamboo Decals. These are small vinyl decals featuring the Peak Bamboo logo: culms in leaf green, outlined in silver. If you've handled enough old rods, surely you've come across some emblazoned "Genuine Tonkin." We prefer the subtle to the garish, so these are text-free and quite small. A minor symbol attesting to a truth worthy of a little ballyhooing: this rod is made with Peak Bamboo. We had three sizes made. The bulk – thousands of them – are in our standard, small, size with a logo image that is roughly 0.200" from the bottom to the apex of the logo; the actual decal is a hair larger since there is some clear vinyl surrounding the logo. We'll be supplying one of these decals per high-graded A or A+ culm that you order. They're our mark of quality that you can apply at your discretion. Please be careful as we only issue one decal per high-graded culm and replacements are not available. However, if you know you'll be making particularly tiny rods, or particularly large rods, you may request – PRIOR TO SHIPMENT – that we sub in our extra-small or medium decals for a couple of your decals. Extra-small logo images measure about 0.160" and medium logo images measure about 0.290". We only had a few hundred of the outlying decal sizes produced, so while you're welcome to have a few, please only request them if you'll need them. If you know you won't use these decals at all, please tell us and we'll save them for another rodmaker. That said, we sincerely hope you'll consider applying these to your rods, especially if you sell your tackle. These stickers will indicate to anglers that this rod, your rod, is crafted from genuine Peak Bamboo!

Peak Bamboo Hangtags. These are sweet. Designed by Matt. Printed on luxuriant bamboo fiber paper. We send you one hangtag per high-graded A+ or A culm ordered. String them up and loop them through the stripping guide of your finished rods. They offer you a way to alert each rod recipient, whether that's a client or a gift or donation recipient, that your rod – now their rod – was crafted with the finest bamboo. These tags were created as Peak ephemera. Each year we plan to issue a different hangtag, allowing the tag to become a marker for which year the bamboo in the rod was harvested.

Peak Bamboo Rodmakers' Map. This map and accordion list of contact info is for YOU. All of you. We're very inclusive. We want the big players. We want the newest newbie who has merely thought of casting a bamboo rod, or making one. If you share your basic contact info, we'll put you on the map. "To what purpose?," you may ask. Well, if you know where you are, relative to other rodmakers and anglers, you can get in touch...to talk about bamboo, to go fishing, to make a rod, to go in together and split the dreadful expense of shipping Tonkin Bamboo. There are so many reasons to know about other makers, restorationists, students, instructors, dealers, anglers, and the merely curious. Yes, this may help our business, but it will help the cause even more. The cause? Yes. The cause that is bamboo rodmaking, that is angling with classic tackle, that is history, understanding, appreciation, that is the very experience of slow fishing. This doesn't preclude fast rod actions or faster fishing action. Slow fishing is broadly encompassing, but it starts by picking up – or making – a rod that took one or two weeks to make, appreciating the nuances of bamboo from the level of craft details to the mastery of casting rods that range from accessible to sophisticated, to the joy of catching, and of releasing. And, rarely, the joy of eating a meal caught with honor. There is also, with slow fishing, the comfortable knowledge that no matter what your political persuasion, you are fishing with a rod that is made sustainably, from a renewable resource. Bamboo. It's the way to catch fish. More info at: peakbamboo.com/resources/rodmakers-map/.

Peak Bamboo Professional Rodmaker's Map. This is your map. Own your corner of the world, your niche in this expanding market. If you support



Peak Bamboo, then we support you. This list will be populated by invitation only, but earning your invite is easy. Anyone who purchases ten culms will receive an invitation to join the pros. That does mean we're entirely open to serious hobbyists alongside the makers who earn their living entirely through the angling arts. Whether you're a rodmaker or a rodmaking instructor, whether you make a few rods and guide when your waters aren't frozen, or you restore rods, or deal in vintage tackle, this is your page. We see the business end of bamboo as a two-way street. You need bamboo and we support our families by selling it. You need to sell bamboo, or classes, or your guide services, or your restoration talents – and we will help you to keep your business days busy. When Peak Bamboo advertises "inside" the industry, we're trying to sell Tonkin to folks like you. But when we advertise "outside" the industry, we're doing our level best to intrigue non-bamboo anglers into sampling the pure pleasure that is a bamboo fishing rod. And we are ecumenical in this regard. Flyrods? Heck yes. But Spinning and Casting Rods? Of course. Surf Rods? Spey Rods? Switch Rods? Yes. Where it's legal, try a tickle stick crafted from bamboo to catch a lobster for your dinner. Ultralight tackle to the beefiest triple-built thing you can make with bamboo, it's all good. Bamboo represents the only sustainable material from which fishing rods are currently and regularly made. We like fish. We like water. We don't care about your politics, but we know every good angler wants a better experience on the water. That demands care, for waters, for fish, and for the tackle we use. Join us. We'll help you sell bamboo rods, bamboo angling, bamboo rodmaking classes, restoration services, you name it. The world of bamboo is not a zero sum pie where every rod sold by every other maker deprives you of a sale. That's old-school thinking, and it's wrong. The world of bamboo is a vast blue ocean, with a few thousand folks in the know, and literally millions of anglers who simply are not aware. Help us open their eyes to the pure pleasures of slow fishing, fishing with rods that took time to make, and demand care. Slow fishing, sure, but so often the action is fast and the fishing is faster – there's no angling challenge that a bamboo rod isn't up to. These are rods that offer finesse and power in equal measures. Rods that are unique because every culm from which every rod ever made is unique, and because each rod is made individually, by a man or a woman

invested in a craft that demands training to master, and passion to pursue. Peak Bamboo will help you share your passion. More info at: peakbamboo.com/resources/rodmaking-professionals-map/ .

Peak Bamboo Advertising. You're going to have to trust us on this one, initially, but this trust falls under a rubric I like: trust but verify. Within 2017, you'll be able to verify. For the serious hobbyists and the professionals, this may be the single most important thing we'll be doing on behalf of our clients. Peak Bamboo is heading out into the general angling press with a limited, though we expect consequential, advertising budget. While we'll advertise "bamboo for sale" in the rodmaking press, our main focus will be "Bamboo Rods For Sale" in the angling press. Whose rods? Your rods! Really. This is our conception of how business should work: as a profitable partnership. When you buy bamboo from us, we re-invest. We will invest not only in our bamboo supply business (you'll need more Tonkin from the 2017 or 2018 harvest and we'll be bringing in more loads, traveling to China, and adding warehouse space), but we'll also invest in the bamboo fishing industry. Peak intends to help rodmakers to promote their wares as well as to promote bamboo as the ultimate fishing tool: powerful, resilient, & sustainable. When you lodge your rodmaking practice on the Peak resource maps, you make yourself available to anglers, both local and distant. If you're on the Pro map, you can truly advertise yourself – your tackle, your particular skills, your preferences – and link to your own website where you can present the full monty to intrigued anglers. Turnabout being fair play, we'd absolutely love it if, upon acquiring your Peak Bamboo, and assuming you're pleased by what we deliver, you'd promote your shop as a rodmaking house that relies on Peak material. We truly want to help you grow your business so that we can sustain our business. You might say this is the opposite of a vicious circle. It's a conducive circle, a circle that feeds off great material resources, great craftsmanship, and great enthusiasm...of suppliers, of makers, and of anglers.

