

REELS

REEL CARE

ACCESSORIES



With our Reel Care product line, Ardent has established a whole new category in the tackle industry. And we're making sure our dealers benefit along the way with industry-leading brands like Reel Butter and Reel Kleen. Attractive, eye-catching packaging. And in-line, end cap, countertop and freestanding merchandiser applications, featuring informative, easy-to-read how-to brochures. The time is right for a new category in the tackle industry. And new opportunities for tackle dealers.



REEL BUTTER® GREASE

A high-performance synthetic product specifically designed for fishing reels, Ardent Reel Butter Grease protects components long after the competition has broken down. It prevents corrosion while easily bonding to all the working parts of any model fishing reel.

Specifications:

- 100% FULL SYNTHETIC GREASE
- BONDS TO BRASS, STEEL AND PLASTIC
- RUST INHIBITOR PREVENTS CORROSION
- UV TRACER
- PATENTED SUPER-SMOOTH ADDITIVE



REEL BUTTER® OIL

A high-performance synthetic product specifically designed for fishing reels, Ardent Reel Butter Oil penetrates critical components like bearings, shafts and wear points. Plus, it has extremely high surface tension to reduce wear and noise.

Specifications:

- 100% FULL SYNTHETIC OIL
- SUPER LOW VISCOSITY
- COMPATIBLE WITH ALL MATERIALS
- ANTI-GUMMING AGENT
- CONSISTENT TEMPERATURE PERFORMANCE



REEL BUTTER® BEARING LUBE

Ardent Reel Butter Bearing Lube utilizes the latest in lubrication engineering technology. It is designed to penetrate deep into ball bearings and roller bearings for a complete flush of dirt and foreign debris, as well as thorough lubrication. Unlike graphite-based lubrication, Reel Butter Bearing Lube does not contain tiny graphite particles that contribute to bearing noise and performance issues. Reel Butter Bearing Lube provides maximum lubrication and corrosion protection for all bearing applications.

Specifications:

- 100% FULL SYNTHETIC BEARING LUBE
- PENETRATES BEARINGS FOR MAXIMUM PROTECTION
- FLUSHES OUT DIRT & DEBRIS
- ULTRA LOW VISCOSITY
- CORROSION PROTECTION



REEL BUTTER® LUBRICATION PACK

Convenient refill pack includes 1-oz. bottles of Reel Butter Oil, Reel Butter Grease and Reel Butter Bearing Lube. Provides complete lubrication system in a single package.



LINE BUTTER™ CONDITIONER

Ardent Line Butter Conditioner is the next generation in line management and protection. Line Butter is engineered to maximize line performance and castability for all types of line — fluorocarbon, monofilament and braid. Available in 2-oz. and 4-oz. spray bottles.

Specifications:

- CONDITIONS ALL TYPES OF LINES
- IMPROVES CASTING DISTANCE
- MINIMIZES MEMORY AND TWIST
- PROTECTS FROM UV LIGHT
- REDUCES BACKLASH



REEL KLEEN® CLEANER

Ardent Reel Kleen Cleaner is a chemically-engineered solvent specifically developed for regular cleaning of fishing reels. It dissolves old grease and dirt for easy cleaning and will not damage internal parts, like some cleaners can. The special formula ensures it dries clean — leaving only a protective barrier. And thanks to special corrosion inhibitors, you can count on Reel Kleen Cleaner to provide complete protection of internal components. Available in 2-oz. and 16-oz. bottles and a 6-oz. aerosol can to blast dirt and debris from fishing reels or other equipment.

Specifications:

- CLEANS ALL REEL PARTS
- DISSOLVES DIRT AND GREASE
- CONTAINS CORROSION INHIBITORS
- DRIES CLEAN



REEL GUARD® CORROSION INHIBITOR

Ardent Reel Guard Corrosion Inhibitor is a breakthrough in chemical engineering that inhibits corrosion on saltwater equipment. By dissolving sodium, potassium, and other hard-water minerals, it significantly reduces the onset of galvanic corrosion in saltwater environments. Spray Reel Guard on reels, rod guides, and marine equipment after a day on the water, and let dry. No scrubbing, no rinsing — let Reel Guard Corrosion Inhibitor work for you. Available in 2-oz. and 16-oz. spray bottles.

Specifications:

- SPRAYS ON – NO WASHING, NO RINSING
- DISSOLVES SALT AND MINERALS
- SHIELDS AGAINST SALT WATER
- SAFE FOR USE ON ALL EQUIPMENT



REEL KLEEN® CLEANING KIT

The Ardent Reel Kleen Reel Cleaning Kit provides the angler everything needed for complete reel maintenance. Regular reel maintenance is critical to high performance and long life in any model reel. Routine cleaning and proper lubrication ensures every model of reel performs at its peak capacity. The kit is conveniently sized to fit in a boat storage compartment or large tackle box.

Kit contains:

- REEL KLEEN CLEANER – 2 OZ.
- REEL BUTTER OIL – 1 OZ.
- REEL BUTTER GREASE – 1 OZ.
- CLEANING CLOTH
- 4 SYNTHETIC FOAM-TIPPED SWABS
- BRUSH
- SCREWDRIVER



REEL KLEEN® SALTWATER CLEANING KIT

The Ardent Reel Kleen Saltwater Cleaning Kit contains everything in the freshwater kit, plus Reel Guard Corrosion Inhibitor to reduce corrosion in harsh saltwater environments.

Kit contains:

- REEL GUARD CORROSION INHIBITOR – 2 OZ.
- REEL KLEEN CLEANER – 2 OZ.
- REEL BUTTER OIL – 1 OZ.
- REEL BUTTER GREASE – 1 OZ.
- CLEANING CLOTH
- 4 SYNTHETIC FOAM-TIPPED SWABS
- BRUSH
- SCREWDRIVER



REEL KLEEN® PROFESSIONAL PARTS CLEANING SYSTEM

Ardent takes reel care to the next level with this Professional Parts Cleaning System designed to clean dirty components more completely and efficiently. Use the wire basket to soak parts in Reel Kleen Cleaner and remove them from the parts tub without a mess. The kit also includes a brush, cleaning cloth and an 8-oz. bottle of Reel Kleen Cleaner, enough for 5–6 cleanings.

Kit contains:

- PARTS TUB
- WIRE BASKET
- REEL KLEEN CLEANER – 8 OZ.
- CLEANING CLOTH
- BRUSH

SWAB REFILL

Refill swabs for the Reel Kleen Cleaning Kit or Reel Kleen Saltwater Kit. These synthetic foam-tipped swabs are specially designed to not leave cotton or other fibers in the reel. 30 swabs per pack.





FREESTANDING DISPLAY

- APPROXIMATELY 2'W × 2'D × 7'H
- RUSTIC OAK FINISH STAND WITH BRUSHED METAL HEADER
- PRODUCT CAPACITIES:
 - REEL BUTTER OIL (32-48)
 - REEL BUTTER GREASE (16)
 - REEL BUTTER BEARING LUBE (16)
 - REEL KLEEN CLEANING KIT (24)
 - REEL KLEEN CLEANER (16-32)
 - LINE BUTTER CONDITIONER (16)
 - REEL CARE BROCHURES (400)
- ORDER THROUGH YOUR SALES REPRESENTATIVE



COUNTERTOP DISPLAY

- APPROXIMATELY 1.5'W × 1.5'D × 3'H
- RUSTIC OAK FINISH STAND WITH BRUSHED METAL HEADER
- PRODUCT CAPACITIES:
 - REEL BUTTER OIL (32)
 - REEL BUTTER GREASE (16)
 - REEL BUTTER BEARING LUBE (16)
 - REEL KLEEN CLEANING KIT (12)
 - REEL KLEEN CLEANER (16)
 - LINE BUTTER CONDITIONER (16)
 - REEL CARE BROCHURES (200)
- ORDER THROUGH YOUR SALES REPRESENTATIVE