

**GOOD TOUGHNESS + STIFFNESS**

# FUJI FISHING

## FISHING ROD HANDLE

### AVIENT SOLUTION

Edgetek™ Glass-Filled Thermoplastics

### WHY AVIENT?

- Offered customized formulation that balanced toughness and stiffness to pass customer's specific mechanical test
- Provided strict quality control and quick response which helped the customer meet its deadline and get to market faster

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### KEY REQUIREMENTS

- Good aesthetics with easy processing
- Good toughness modified to work in low temperature environment
- Excellence stiffness and durability
- Good quality control