

# Product Review: Ulrich Custom Rods

By: Jake Laubach

Fishing rods for every budget and every taste are available on the market; from mass-produced big-box store specials to one-of-a-kind customs. If a hand-crafted, custom-built rod is what you are after, you might want to give Jack Ulrich of Ashville, N.Y. a call. Ulrich is the owner and builder of Ulrich's Custom Rods.

Ulrich, a retired jeweler and avid fisherman ended his search for a better fishing rod by inventing his own. After deciding that cork and foam handles help to deaden the sensitivity of detecting a strike, Ulrich designed fishing rods with custom hardwood handles and fine-tuned guide placement to better transmit even the softest bite. The result was a line of custom fly, spinning and casting rods for freshwater and saltwater.

The review rod provided to us was a sleek, graphite, six-foot fly rod for number three line, suitable for fishing small mountain streams with thick vegetation that can make casting tricky. The rod is solidly built with an exceptional finish on the wrappings and careful placement of the rod's spine and guides. To support Ulrich's claims, I found that the hardwood handle does seem to transmit the

slightest tic of the line to your hand. Also, the grip, by virtue of the finish, seems to grasp back and keeps the rod firmly seated in your hand. The rod is well balanced with the fulcrum point falling just ahead of the reel seat. The wood handle is fine figured maple sporting a warm cherry stain and is pleasing to the eye. This rod not only looks beautiful, but also handles beautifully. Price: \$629

For information and ordering contact Jack Ulrich of Ulrich's Custom Rods at 716-763-3777, 1-800-255-RODS or on the Web at [www.ulrichcustomrods.com](http://www.ulrichcustomrods.com). 🎣

