

# New Model Information

## OG2100 Newbie

To put it frankly 「Newbie」 stands for beginner.  
We want to welcome all new anglers to the fish grip world!!



### ■ About us

It's been 10 years since we first introduced our 2507 ocean grip! Undoubtedly we are the pioneers in the fish grip manufacturing world.

We have been nominated several times for design awards and also have won the 2009 「Good Design Award」 here in Japan. Our 「OceanGrips」 have also been ranked #1 from 2007~2013 by prestigious Japanese fishing magazine 「Lure Magazine Salt」. Thanks to all the above awards, the Japanese fishing community have grown to understand and appreciate the value of our grips.

### ■ Value

Until now, our OceanGrips were unfortunately priced out of reach for many anglers. The cause of that was all the R&D that was involved into creating what is now known as the worldwide leader in fish grip innovation! Our OceanGrip. After all those years of research, we are now finally able to offer a reasonably priced model! 「Newbie」 is not only great for new anglers, but will also suit the demands of even today's top pros!

### ■ Sales Point

Affordable grip that will protect both the angler and his catch. That's our new series of grips! Newbie2100.

**OG OceanGrip 2100 Newbie**  
WORLD STANDARD FISH GRIP

OCEAN GRIP OG2100 Newbie  
COLOR : SN (SHOT NAVY) / SR (SHOT RED) / SS (SHOT SILVER)  
LENGTH : 210mm / WEIGHT : 97g

**Retail Price(JPY) : ¥9,800**

