



WILLIAMS
C u s t o m R o d s

Limited Lifetime Warranty

In the event your rod becomes damaged or broken, return it to Williams Custom Rods. This warranty covers the original owner against any defects in material or workmanship. It does not cover failure due to abuse or neglect. If the failure involves either the blank or a component the rod will be sent to that manufacturer for their inspection and adjustment according to their warranty. Once the rod is received back from the manufacturer, appropriate repairs can then be made. Components needing to be replaced, will be at their usual cost. Labor to repair the rod will be performed at 50% of the original cost. This warranty will be in effect for the life of the rod or the rod builder. Your satisfaction is guaranteed on both new rods and rod repairs, or your money back, for up to 30 days from time of delivery. A copy of this warranty and any applicable blank/component warranties will be supplied with delivery of your rod.

Please contact me and I will suggest materials to use to package your rod for shipping to help avoid further damage. Then ship the complete damaged rod in a disposable container, prepaid and insured directly to;

Williams Custom Rods
5478 Ridge Pointe Ct
Owensboro, KY 42301

Please include a brief message explaining the problem with the rod, your return address, daytime phone number and a check or money order in the amount of \$29 to cover return shipping and handling. (shipping charges are subject to change)

"This warranty does not apply to rods broken by airlines or freight carriers."

Rod damage may happen as a result of material failure. For instance, high-sticking (grabbing the blank above the grip), over-stressing (spooling up with heavier line than that for which the rod is rated) and over flexing the tip (dead-lifting fish into the boat while the rod is straight up and down) can damage rods. There's external compression (being crushed by rod locker lids, trunk and doors, or being stepped on) that can also do damage to rods. The manufacturer is well aware of these possibilities and is able to accurately diagnose them.