



**FOR IMMEDIATE RELEASE**

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Contact: Lisa Johnson

Phone: 585-704-8358

Email: [ljohnson@finsfishing.com](mailto:ljohnson@finsfishing.com)

**FINS Braids Announces New ICEtamer Braid at ICAST**

**(Erlanger, KY)** FINS Braids, the leading American manufacturer of the world's best fishing braid is proud to introduce FINS ICEtamer Braid in the New Product Showcase at ICAST.

"FINS does it again with ICEtamer Braid! FINS utilizes a unique resin-saturation process to eliminate water absorption," said Killian Doughney, National Director of Sales of FINS. "FINS has created an Ice line that keeps your gear ice free in sub-zero temperatures."

[FINS ICEtamer Braid](#) is engineered for sub-zero fishing conditions. Zero water absorption is achieved by tightly braiding while using our FINS exclusive resin-infusion process. No water absorption eliminates icing issues.

- Performs as low as 50° below Zero
- Zero Water/ICE absorption
- Micro diameter exceeds tensile rating listed
- Round, firm profile resists: twist, wraps, and wind knots

Headquartered in Erlanger, KY, BBS Tech, LLC was founded in 1994. Over its history, BBS has designed and made braid for many major brands and is now the last remaining US-owned and based manufacturer of high-performance lines developed for serious anglers. BBS developed FINS, its own brand of ultra-high-performance braided fishing line after over 25 years of manufacturing the worlds most popular fishing braids. FINS provides a full range of situational fishing braid in various colors and tensile strengths that offer superior performance in any fishing experience.

For more information, visit [finsfishing.com](http://finsfishing.com) or contact us at (859) 317-5535.