

WARRANTY INFORMATION FOR YOUR SHAKESPEARE® PRODUCT

Shakespeare® warrants to the original purchaser that its Shakespeare® products are free from defects in materials or workmanship for a period of one (1) year from the date of purchase. Shakespeare® is not responsible for normal wear and tear, for products used commercially or for failures caused by accidents, abuse, alteration, modification, misuse or improper care.

There are no other express warranties beyond the terms of this limited warranty. In no event shall any implied warranties, including merchantability and fitness for a particular purpose, extend beyond the duration of the express warranty contained herein. In no event shall Shakespeare® be liable for incidental or consequential damages.

Some states do not allow limitations on how long an implied warranty lasts or the exclusion of limitation of incidental or consequential damages, so the above limitations or exclusions may not apply to you. This warranty gives you specific rights and you may have other rights which vary from state to state.

For instructions on requesting repair or replacement of your Shakespeare® product, please see [Reel Service & Warranty](#), [Rod Warranty](#), or [Tools & Equipment Warranty](#) below.

REEL SERVICE & WARRANTY

Shakespeare® warrants to the original purchaser that its rods are free from defects in materials or workmanship for a period of one (1) year from the date of purchase. Shakespeare® is not responsible for normal wear and tear, nor failures caused by accidents, abuse, alteration, modification, misuse or improper care.

We would like to help you maintain your Shakespeare® reel so that you may continue to fish with confidence. If you have an issue with your reel that requires service we suggest that you send it to one of our Shakespeare® Factory Service Centers for evaluation by a trained technician.

IN THE U.S.

Shakespeare® Customer Service
1900 18th Street
Spirit Lake, IA 51360
(800) 466-5643

IN CANADA

Aikman's Sporting Goods Repair
3010 Novar Rd., Mississauga, ON L5B 1S4
(905) 277-3595
Area Served: Ontario

Jay-Cee's Rod&Reel Repair
18th Street and Eastern Bypass

RR1 Site 115 Box 7, Brandon, MB R7A 5Y1
(204) 725-3217
Email: bill@jayceesrodreel.com
Web: www.jayceesrodreel.com/
Area Served: Manitoba

Mike's Reel Repair

108 31060 Peardonville Rd., Abbotsford, BC V2T 6K5
(888) 404-1119
Email: repairs@mikesreelrepair.com
Web: www.mikesreelrepair.com
Area Served: British Columbia

Stryker Rod & Reel

15044 Canary Dr., Surrey, BC V3R 4V1
(604) 585-6948
Email: strykerrodandreel@gmail.com
Web: www.rodandreel.ca
Area Served: British Columbia

Rockey's Tackle Repair

3 Royce Ave., Orilla, Ontario L3V 5H8
(705) 325-3526
Area Served: Ontario

The Reel Doctor

Unit # 3, 5408-53 Ave.
Edmonton, Alberta
T6B 3K1
(780)-431-0146
Area Served: Alberta

Country Rod Crafting

3709 Remora Place
NanOOSE Bay, BC V9P 9H1
(250)-468-5708

To help us best service your reel, please print out and complete a [Reel Repair/Replacement Form](#). Include the completed form when you send in your reel for repair. If you are requesting repair under warranty, please also send a copy of your dated receipt. Package your reel carefully to avoid damage. We suggest sending your reel via UPS, FedEx or insured mail and recording your tracking number.

RODS WARRANTY

Shakespeare® warrants to the original purchaser that its rods are free from defects in materials or workmanship for a period of one (1) year from the date of purchase. Shakespeare® is not responsible for normal wear and tear, nor failures caused by accidents, abuse, alteration,

modification, misuse or improper care. This applies to either rods purchased separately or as a combo unit.

Ugly Stik® warrants to the original purchaser that its rods are free from defects in materials or workmanship for a period of five (5) or seven (7) years, depending on the type of Ugly Stik®, from the date of purchase. Ugly Stik® is not responsible for normal wear and tear, nor failures caused by accidents, abuse, alteration, modification, misuse or improper care. This applies to either rods purchased separately or as a combo unit.

We do not offer repair or parts for rods. If your rod failed due to a manufacturing defect and is still under warranty, we will be happy to replace it with a new rod of the same or a comparable model. If your rod is within the original warranty period, we will need to inspect your rod to determine the nature of the defect. Please send the following items to shakespearecustomerservice@newellco.com. These easy steps will help us take care of your warranty claim as efficiently as possible:

- Photograph of rod clearly showing brand and model – directly above handle
- Photograph clearly showing the broken area(s) of the rod
- Copy of the dated receipt or proof of purchase
- A brief description of how your rod broke
- Your address and a daytime contact number

Rods under warranty will be replaced for a processing fee of \$9.95 US or \$10.55 CAD. We will contact you directly to take payment, which can be made by phone via credit card. In the event your rod is no longer manufactured or is currently unavailable, we will also give you a call to discuss your replacement options. Rods that do not qualify for warranty replacement may also be submitted for a discounted replacement. Please contact us directly for details at (800) 466-5643 .

TOOLS & EQUIPMENT WARRANTY

Shakespeare® warrants to the original purchaser that its tools and equipment are free from defects in materials or workmanship for a period of one (1) year from the date of purchase. Shakespeare® is not responsible for normal wear and tear, nor failures caused by accidents, abuse, alteration, modification, misuse or improper care.

We do not offer repair or parts for tools or equipment. If your product failed due to a manufacturing defect and is still under warranty, we will be happy to replace it with a new product of the same or a comparable model. If your product is within the original warranty period, we will need to inspect your product to determine the nature of the defect. Please send the following items to ShakespeareCustomerService@newellco.com. These easy steps will help us take care of your warranty claim as efficiently as possible:

- Photograph of product clearly showing brand and model
- Photograph clearly showing the broken area(s) of the product

- Copy of the dated receipt or proof of purchase
- A brief description of how your product broke
- Your address and a daytime contact number

Products under warranty will be replaced for a processing fee of \$9.95 US or \$10.55 CAD. We will contact you directly to take payment, which can be made by phone via credit card. In the event your product is no longer manufactured or is currently unavailable, we will also give you a call to discuss your replacement options. Products that do not qualify for warranty replacement may also be submitted for a discounted replacement. Please contact us directly for details at (800) 466-5643 .

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