

- Press Release -

YUKI ITO has won a GOOD DESIGN AWARD 2023.

 **GOOD DESIGN AWARD 2023**

YUKI ITO

Founder of Megabass, which set the standard for lure design and innovation in Japan. A worldwide angling personality and renowned product designer, Yuki Ito has won over 200 Good Design Awards from the Japan Institute of Design Promotion (formerly the Ministry of International Trade and Industry), one of the most prestigious awards in the industry.

□ Good Design Award: Over 20 years of award-winning history, with more than 200 award-winning products.

□ Among the three most prestigious design awards in the world, selected annually in Europe:

iF Design Award: Winner for four consecutive years (2018, 2019, 2020, and 2021)

Red Dot Design Award: 2022, for the Destroyer P5 and Cookai, which were the first fishing rods in the world to win this award. They were exhibited at the Red Dot Design Museum in the historic Zollverein heritage site in Essen.



Award Winner

DESIGNED by

Yuki Ito



Megabass®
DESTROYER
Orochi X10
ORGANIC FIBER | HIGH PERFORMANCE ROD
Product name : OROCHI X10 series

product info



ITS ENGINEERING
GORHAM®
PAT.
Product name : GORHAM series

product info



What is the Good Design Award?

The Good Design Selection System has, since its inception in 1957, continued to recognize and promote the kinds of product designs that best represent Japan to the world. These design awards are given annually, and recognized globally, with many Japanese and non-Japanese companies and groups participating. The aim is to put design to work solving social issues and topics. The "G-Mark" that is the symbol of the award is widely recognized as a mark that distinguishes products that are well designed.

<http://www.g-mark.org/>



GOOD DESIGN

Award-Winning Product Details



Megabass®

DESTROYER
Orochi X10
ORGANIC FIBER • HIGH PERFORMANCE ROD

OROCHI X10 series



● X10 ORGANIC FIBER COMPOSITE BLANKS

The world's first bass rods harnessing organic fibers derived from sustainable cellulose microfibrils has arrived. The high vibration control characteristics of the organic "X10" fiber suppresses the blank's axial shake, limiting unwanted blank reverberations after casts and rod work to improve angler connectivity and control. Lastly, the organic "X10" fiber is lighter than conventional carbon and has superior impact resistance to improve rod durability. By using high performance sustainable materials as rod materials, Megabass has drastically reduced the amount of chemical fibers and CO2 in the production process.



Megabass®

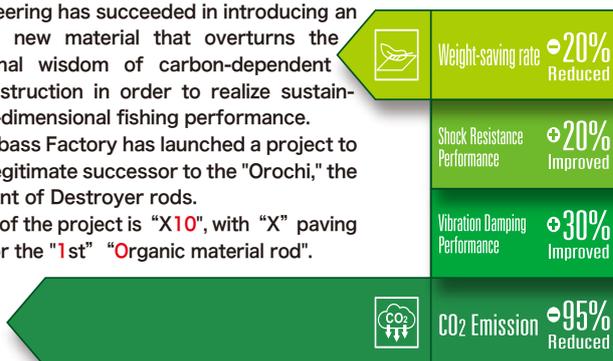
Feel the Force of Nature.

X10 ORGANIC FIBER PERFORMANCE

ITO Engineering has succeeded in introducing an innovative new material that overturns the conventional wisdom of carbon-dependent blank construction in order to realize sustainable, high-dimensional fishing performance.

The Megabass Factory has launched a project to create a legitimate successor to the "Orochi," the patron saint of Destroyer rods.

The name of the project is "X10", with "X" paving the way for the "1st" "Organic material rod".



Weight-saving rate



Shock Resistance Performance



Vibration Damping Performance



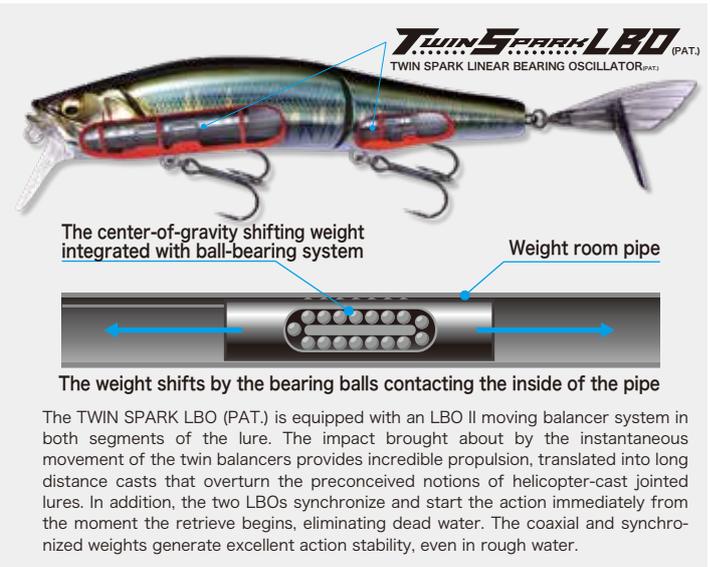
CO2 Emission

*This is the performance ratio when comparing the same amount of carbon fiber to organic fiber.

Award-Winning Product Details



“Gorham,” meaning “tree of the universe,” is a new type of surface feeding bait that awakens the instincts of distant, neutral targets. GORHAM’s articulated body is equipped with two synchronized LBO II (PAT.) systems in each section. This patented moving balancer system significantly improves flight posture and cast distance, while providing optimal swimming balance for immediate action startup. As a result, GORHAM’s attack range is dramatically increased, bringing far-off targets within easy reach. A dynamic, ultra-wide rolling wake action calls targets to GORHAM from greater distances, inspiring frenzied surface attacks. The unique RAMBLE TAIL provides an erratic disturbance that triggers the instincts of hesitant surface feeders. GORHAM opens the door to new topwater potential, triggering bites from otherwise dormant targets.



Keep Clean, Recycle

Megabass Factory uses recycled resin composite molding in consideration of reducing environmental impact.

