



Greenlee REEL-X Fish Tapes

March 31, 2021

Introduction

Greenlee® | REEL-X™ Steel Fish Tapes

Business Group: Pipe and Electrical



REEL FAST. REEL EASY.

The **Greenlee REEL-X Steel Fish Tapes** allow you to fish up to 2X faster with anti-bind case design. The free-spinning interior reel reduces friction making it easier to use and allows you to open the case to clean or change the quick-change reel cartridge.

Features + Benefits

- Anti-Bind Case designed to reduce fatigue
- Free-spinning interior reel for faster fishing
- Easy-open case for cleaning or changing reel cartridge
- Storage Lock contains fish tape during transport
- Set case on the ground to free-up both hands for fishing
- Durable, laser-etched measurement markings allow you to measure and fish in one step
- Replacement tapes available in quick-change reels



Fish up to 2X Faster with New Case Design

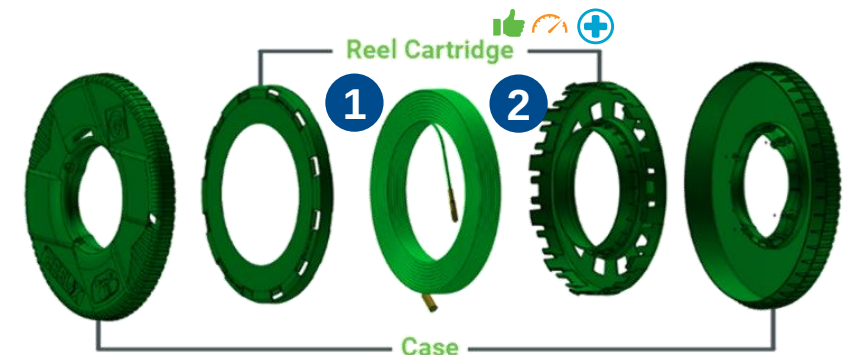
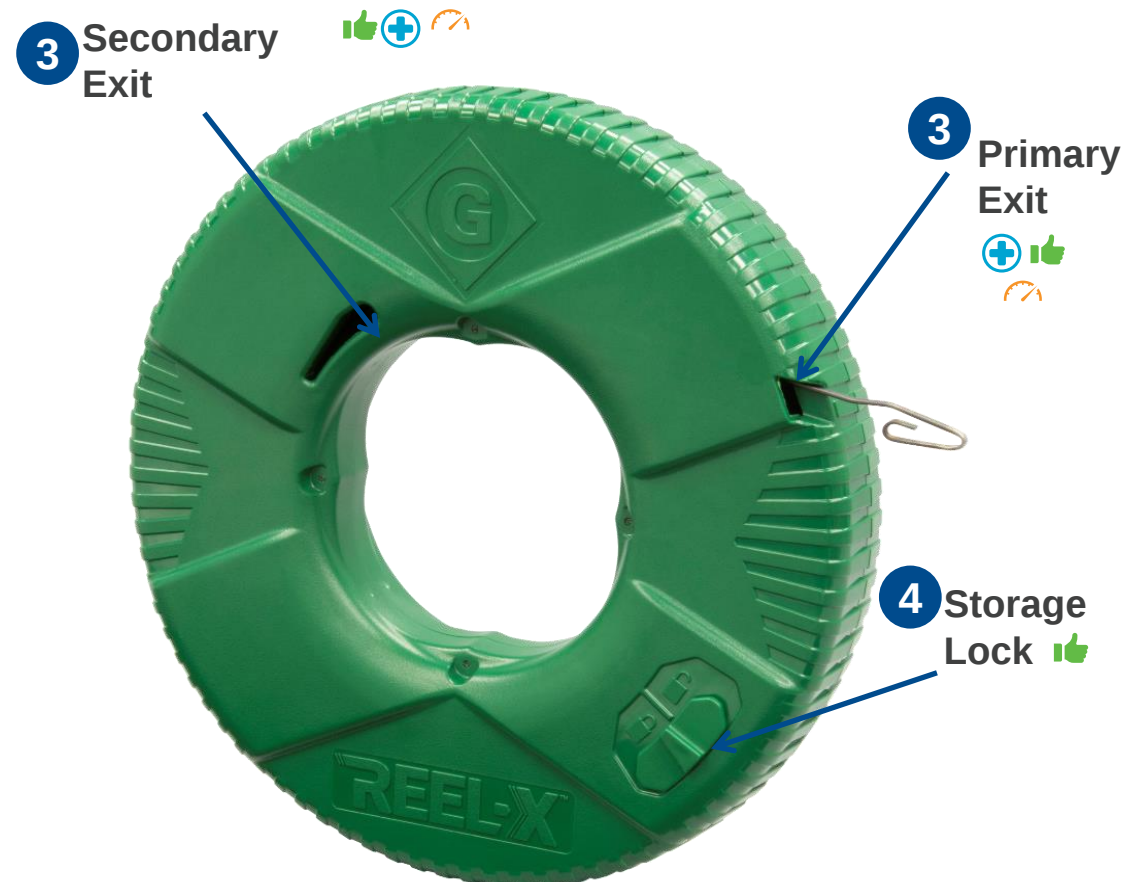


Met Customer Requested Needs



Key Product Features

- 1 Free-Spinning Reel**
 - Reduces Friction for Faster Fishing
 - Eliminates Binding
- 2 Quick-Change Cartridges**
 - Replace tape quickly
 - Case opens easily to clean dirt/debris
- 3 Multiple Exits**
 - Secondary Exit frees-up hands
- 4 Storage Lock**
 - Keeps fish tape contained during transport
- 5 Measurement Markings**
 - Fish & measure in one step



Speed 
Ease-of-Use 
Comfort/Ergonomics  3

SKU Detail & Pricing

Catalog No.	Model #	Description	UPC	Pk Qty	Material	Length (ft)	Width (in)
FTXS-65	52087554	FISHTAPE X, STEEL-65'	783310046912	1	Steel	65	1/8"
FTXS-65BP	52087555	FISHTAPE X, STEEL-65' (BP)	783310046929	3*	Steel	65	1/8"
FTXS-125	52087556	FISHTAPE X, STEEL-125'	783310046936	1	Steel	125	1/8"
FTXS-125BP	52087557	FISHTAPE X, STEEL-125' (BP)	783310046943	3*	Steel	125	1/8"
FTXS-240	52087558	FISHTAPE X, STEEL-240'	783310046950	1	Steel	240	1/8"
FTXS-240BP	52087559	FISHTAPE X, STEEL-240' (BP)	783310046967	3*	Steel	240	1/8"
FTXS-100W	52087560	FISHTAPE X, STEEL-1/4"X100'	783310046974	1	Steel	100	1/4"
FTXSS-65	52087561	FISHTAPE X, STAINLESS-65'	783310046981	1	Stainless	65	1/8"
FTXSS-125	52087562	FISHTAPE X, STAINLESS-125'	783310046998	1	Stainless	125	1/8"
FTXSS-240	52087563	FISHTAPE X, STAINLESS-240'	783310047001	1	Stainless	240	1/8"
RFTXS-65	52087570	FISHTAPE X,RPLCMNT STEEL-65'	783310047070	1	Steel	65	1/8"
RFTXS-125	52087571	FISHTAPE X,RPLCMNT STEEL-125'	783310047087	1	Steel	125	1/8"
RFTXS-240	52087572	FISHTAPE X,RPLCMNT STEEL-240'	783310047094	1	Steel	240	1/8"
RFTXS-100W	52087573	FISHTAPE X,RPLCMNT 1/4"X100'	783310047100	1	Steel	100	1/4"
RFTXSS-65	52087574	FISHTAPE X,RPLCMNT SS-65'	783310047117	1	Stainless	65	1/8"
RFTXSS-125	52087575	FISHTAPE X,RPLCMNT SS-125'	783310047124	1	Stainless	125	1/8"
RFTXSS-240	52087576	FISHTAPE X,RPLCMNT SS-240'	783310047131	1	Stainless	240	1/8"

Cross Reference

REEL-X Fish Tape Cross-Reference						
Type	Catalog Number		Material	Length	Width/Dia.	Notes/Changes
	Current	REEL-X				
Fish Tape	FTS438-65	FTXS-65	Steel	65	1/8"	
Fish Tape	FTS438-65BP	FTXS-65BP	Steel	65	1/8"	Bulk pack
Fish Tape	FTS438-125	FTXS-125	Steel	125	1/8"	
Fish Tape	FTS438DL-150	FTXS-125	Steel	125	1/8"	
Fish Tape	FTS438-125BP	FTXS-125BP	Steel	125	1/8"	Bulk pack
Fish Tape	FTS438-240	FTXS-240	Steel	240	1/8"	
Fish Tape	FTS438DL-250	FTXS-240	Steel	240	1/8"	
Fish Tape	FTS438-240BP	FTXS-240BP	Steel	240	1/8"	Bulk pack
Fish Tape	FTS438W-100	FTXS-100W	Steel	100	1/4"	
Fish Tape	N/A	FTXSS-65	Stainless Steel	65	1/8"	NEW
Fish Tape	FTSS438-100	FTXSS-125	Stainless Steel	125	1/8"	NEW Longer Length (125' v 100')
Fish Tape	FTSS438-200	FTXSS-240	Stainless Steel	240	1/8"	NEW Longer Length (240' v 200')
Replacement	RS438-65	RFTXS-65	Steel	65	1/8"	
Replacement	RS438-125	RFTXS-125	Steel	125	1/8"	
Replacement	RS438-240	RFTXS-240	Steel	240	1/8"	
Replacement	RS438W-100	RFTXS-100W	Steel	100	1/4"	
Replacement	N/A	RFTXSS-65	Stainless Steel	65	1/8"	New
Replacement	RSS438-100	RFTXSS-125	Stainless Steel	125	1/8"	New Longer Length (125' v 100')
Replacement	RSS438-200	RFTXSS-240	Stainless Steel	240	1/8"	New Longer Length (240' v 200')

Launch Assets

Email campaigns

Launch Essentials Email *(includes pricing, overview PPT and cross-reference guide)*

Dedicated Distributor and End User Emails

Videos

Demo

Overview *(coming soon)*

Collateral

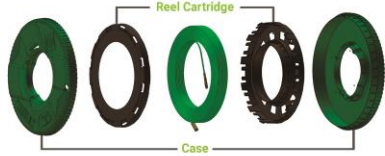
Updated Brochure





REEL-X
Reel Fast. Reel Easy.

Reel Fast.
Faster Fishing Starts Inside



Free-Spinning Reel

- Interior reel spins freely to reduce tape friction, speeding up your pull
- Eliminates binding and overcomes kinks

Quick-Change Cartridges

- Swap out reel cartridges to quickly replace tape
- Case opens easily to access reel and remove any dirt & debris



2x Faster
than compared with a traditional fish tape

Reel Easy.
See the Difference You Can Feel

Unique Case Design

Fatigue-reducing case designed to encourage holding the case closer to your body so you use less energy while fishing

Case designed to fit all users and fishing environments

Use Your Case, Your Way

Versatile, no-handle case design provides countless positions so you can hold the case how it's most comfortable for you

Fish faster when you hold the case between your legs or set it on the ground to free up both hands

Secondary Exit

Set your case on the ground to free up both hands while feeding into conduit or pulling

Laser-Etched Measurement Markings

Steel fish tapes have distance markings every 1', so you can measure and fish in one step

Primary Exit

Traditional exit allows for ambidextrous use of the case at any orientation or angle

Textured Grip

Ribbing along the edge of the case allows you to hold it securely at any angle

Storage Lock

Keep the fish tape contained within the case during transport



WHAT'S NEW?

Laser-Etched Measurement Markings

Steel fish tapes have distance markings every 1', so you can measure and fish in one step

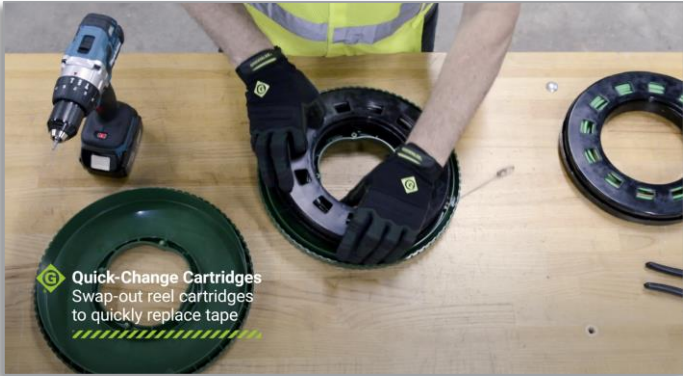
Reel Fast.

New, wide-brim case design allows you to fish faster and easily open to clean, remove debris or quickly swap reel cartridges.



Available in Steel & Fiberglass

[Check Out Your Options](#)



Quick-Change Cartridges

Swap-out reel cartridges to quickly replace tape