

RAISE YOUR SKILLS

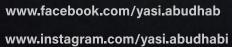




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United Arab Emirates Abu Dhabi

# THE FOUNDER Salem AI Mehairbi

Salem Al Mehairbi, the founder and chief designer of YASI, was born in Abu Dhabi the capital of the United Arab Emirates. Salem grew in a large family from a tribe known as seafarers.

Salem's father was one of the most known fishermen in all GCC region which made him the most suitable person to become the private captain of H.H Sheikh Zayed bin Sultan Al Nahyan "Former President of the United Arab Emirates" (may God have mercy upon him) for many years.

His hunger for the sea since childhood led him to gain as much information from his father as possible, learn all of the fishing art, develop his skills at a young age, and became one of the most known commercial fishermen in the region.

Salem's passion for fishing encouraged him to keep developing his skills and led him to travel to many countries to share knowledge and discover advanced fishing techniques. And after several trips to Japan and many hours in the sea with famous Japanese anglers, Salem decided to combine his experience in the sea







# DESIGN & DEVELOPMENT

After many trials and prototypes, our lures were created from our experience and knowledge to mimic the natural bait action, shape, and color, to ensure that our products are effective and reliable.

With fishing in mind, we are always eager to create and satisfy the market needs, and we are looking for new ideas and concepts, from there we take our CAD software followed by simulating the hydrodynamic of the lure using the hydrodynamic modeling software.

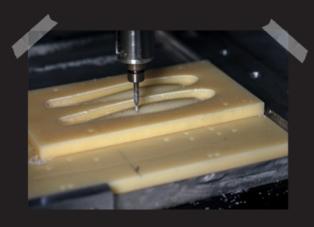
Once the design passes the theoretical modeling test, we start printing the concept using high-resolution 3D printers to test the live functionality of the design.

keeping in mind the angler's needs we hand over the prototype to our testers to ensure that our idea is functional and effective.

Once approved we start the CNC cutting of ABS sheets which is the same materials as the master product to conduct more aggressive field testing where it might take weeks or months to fine-tune the prototype to achieve our desired goal.











Prand Yasi is based in Abu Dhabi, United Arab Emirates & founded by Salem Almehairbi (year). He is from one of the most renowned fishing family in the UAE, he was raised in a professional fishing Family and under the guidance of his father Captain Saeed Mohamed Al Mehairbi, who was one of the renowned fishermen in UAE.

His knowledge and great understanding of the emirates waters which is also backed up by the studies he has been pursuing for many years to build the best gears and equipment matching the UAE fishing environments, as we all know that every place has its own and unique requirements.



Al Dhafra

CASTING SERIES

Al Yasat

JIGGING SERIES

At Yasat 600 Sim)

BARBORROSSA

BARBORROSSA

TROLLING SERIES

VH51

Al Dhafra

**CASTING SERIES** 

# TZ SERIES

# YASI AL Dhafra | CASTING SERIES

### TZ SERIES

With casting in mind came the Al-Dhafra TZ, the first to hit the product line, purely designed & developed by Yasi team.

Al-Dhafra TZ has been equipped with the latest carbon fiber with Nano Technology materials available in the Japanese and international market today, and assembled with the incomparable Fuji guides...the (Fuji Torzite)...to go line in line with the rods characteristics by further enhancing its performance & giving it the highest sensitivity while fishing.

Yasi team has conducted many extensive tests to juice the limits out of the rods backbone & went beyond that and more over the past 20 months of developing the Al-Dhafra Blank series We are proud to say Al-Dhafra blanks are considered the best in its class of Light Cast series locally.

Considering fishing needs, Yasi team came up with series of rods to cover a wide range of the fishermen's requirements.

# ADF TZ 70 ADF TZ 79 ADF TZ 80 YHSI ADF-797Z Length: 79' Line: PE 0.5-1.5 Line: WO Mex brights for the page 10 and 10 an

### TZ SERIES ADF 70 - TZ



	- 1				<u> </u>			
			De	scriptions				
Model	Length	Lure Weight	PE Line	Guide	Real Seat	Suitable Real Size	ROD Weight	Section
ADF70-TZ	7 ft / 2.13 M	15G MAX	0.8 ~ 0.4	Fuji TZ	Fuji Vss	2500~1000	75G	4 &2 PCs
REGUL	AR ACTION	FUJI TOR	ZITE GUIDE	ES FUJI	VSS REEL	SEAT	EVA HA	NDLE
					NAS.			

### CASTING SERIES

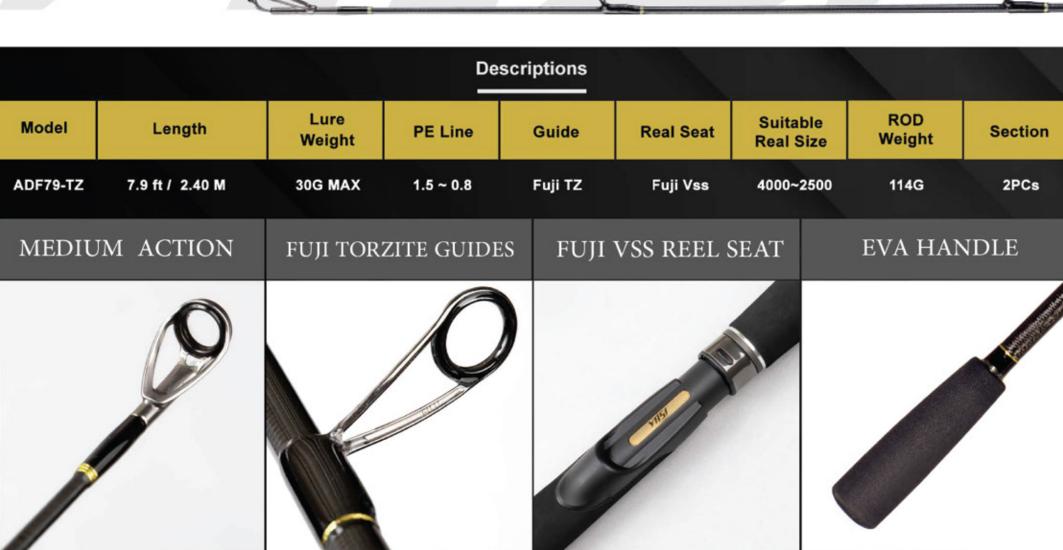
### TZ SERIES ADF 77 - TZ



			Des	scriptions	100			
Model	Length	Lure Weight	PE Line	Guide	Real Seat	Suitable Real Size	ROD Weight	Section
ADF77-TZ	7.7 ft / 2.34 4M	25G MAX	1.2 ~ 0.6	Fuji TZ	Fuji Vss	3000~1500	100G	2PCs
REGUL	AR ACTION	FUJI TOR	ZITE GUIDE	s FUJI	VSS REEL	SEAT	EVA HA	NDLE
					THE STATE OF THE S			

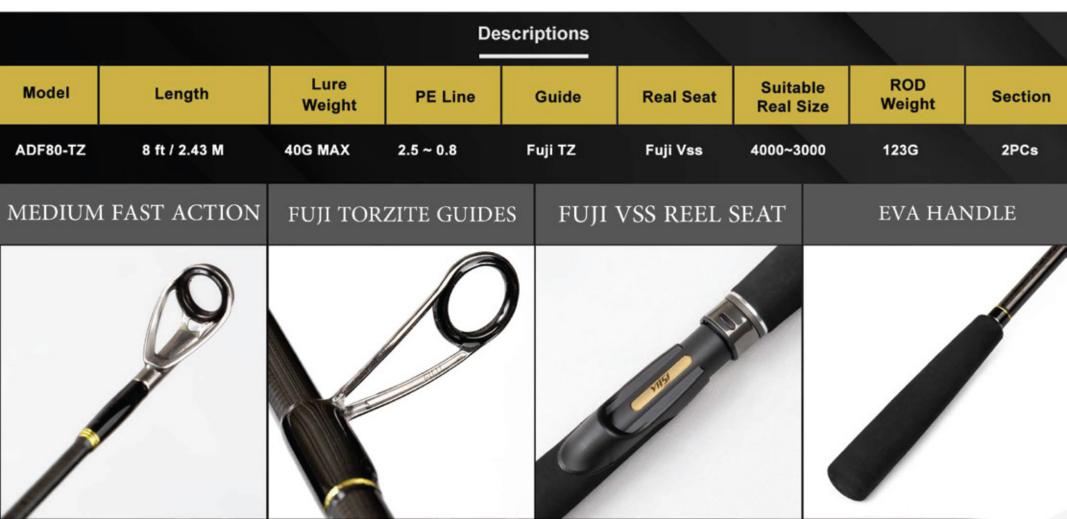
### TZ SERIES ADF 79 - TZ





### TZ SERIES ADF 80 - TZ







**CASTING SERIES** 

**SHORE GAME** 



### SHORE GAME

Al-Dhafra shore cast & shore jigging are designed with a different and special bent curve for fishing from the beach. Where the Yasi Team built and strengthen the rod backbone to help the angler to cast and reach the highest distance possible. As also known that the shore game is horizontal fishing requires the special rod composition and bending with certain degree of curvature, so it was added touches and build the structure of the rods head in the front to increase the percentage of the hookup rate of the fish and help the angler to fight and control the fish to bring it easily to the land.

Al-Dhafra Shore Cast were supplied with Japanese Fuji Guides Frame. This type gave the rod a high casting distance and sensitivity performance. we have introduced several sizes of light fishing, including heavy fishing to meet the needs of the anglers in north and west of the state.

ACDhafin ADF85 - 35G

Al Dhafra ADF95-50G



# SHORE GAME JIG MASTER ADF85 -35G



			Descri	ptions			
Model	Length	ROD Weight	Jig Weight	PE Line	Guide	Spinning Model	Section
ADF85 - 35G	8.5 ft / 2.59 M	138G	LURE 30G JIG 35G MAX	0.8 ~ 1.5	Fuji SIC	3000~4000	2 PCs
MEDIUM FA	ST ACTION	FUJI K SIC	TITANIUM	FUJI VSS F	REEL SEAT	EVA H	ANDLE
			O	Sales and Sales			



### SHORE GAME BULLET ADF95 -50G



			Descri	ptions		1	
Model	Length	ROD Weight	Jig Weight	PE Line	Guide	Spinning Model	Section
ADF95 - 50G	9.5 ft / 2.89 M	160G	LURE 40G JIG 50G MAX	1 ~ 2.5	Fuji SIC	3000~5000	2 PCs
FAST A	CTION	FUJI K SIC	TITANIUM	FUJI VSS	REEL SEAT	EVA H	ANDLE

# Al Dhafra CASTING SERIES MONSTER GAME

### COMING SOON

Yellowfin Tuna - 1286

Long Tail Tuna - 706



**CASTING SERIES** 

OFFSHOR GAME



### CASTING SERIES

### **OFFSHORE GAME**

AL DHAFRA OFFSHORE series: The LONGTAIL is our weapon to the big game field IN offshore and reef .casting

Using the highest Japanese quality TORAY carbon we have created a blank that has the highest level of sensitivity, power, castability as well

,the durability

For the handle we chose the best material reel seat from FUJI to give the angler the maximum comfort and confidence in every fight

Being in development since 2017 and tested to the extreme by the top anglers in the region, it proved to give you the full control in every

fight due to the well structured blank and guides alignment that resulted a perfect bent curve and a backbone that equally distributed

.throughout the rod

AL DHAFRA OFFSHORE LONGTAIL Tuna LongTail Tuna rod is equipped with SIC Ocean Guides and weight of 325 g, which makes it

ideal for lures, poppers, stickbaits weighing up to 90g which makes it the ultimate choice for boat and reef casting with enough power to

fight many species of fish such as long Tail Tuna, Mahi Mahi, AJ, GT

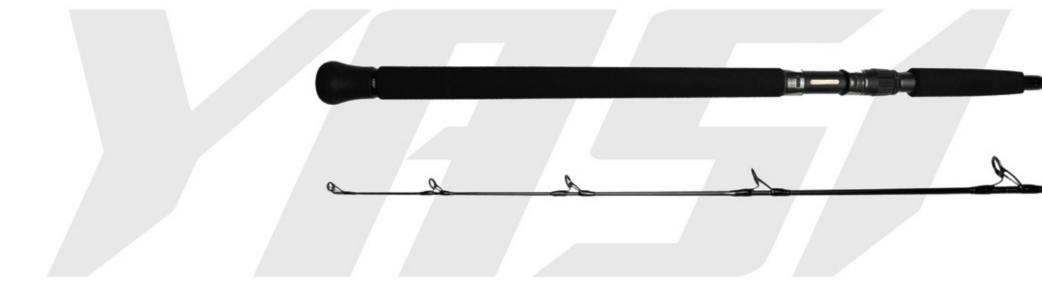
Al Dhafra 90G-ADF81LT

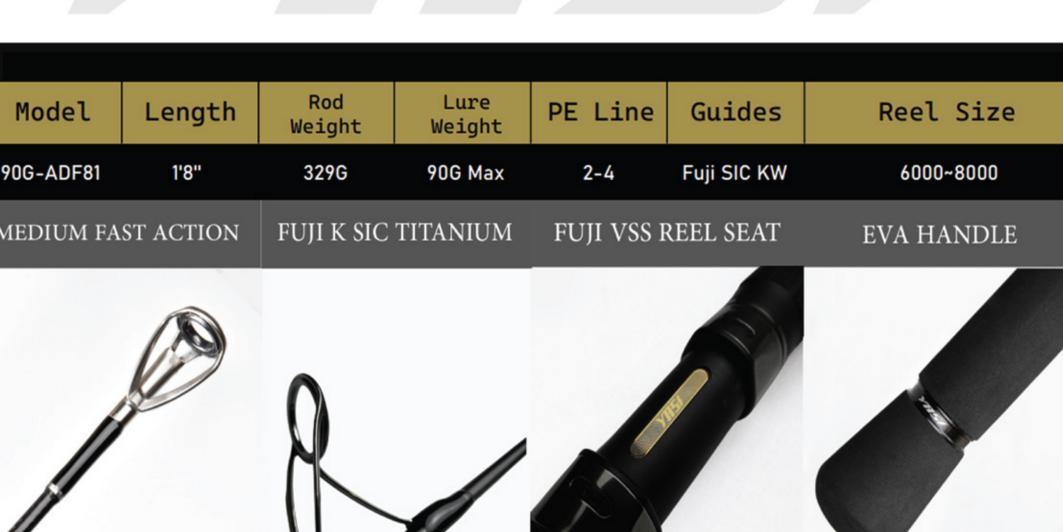
Al Dhafra 60G-ADF77KC



# CASTING SERIES 90G-

# OFFSHORE GAME 90G-ADF81LT

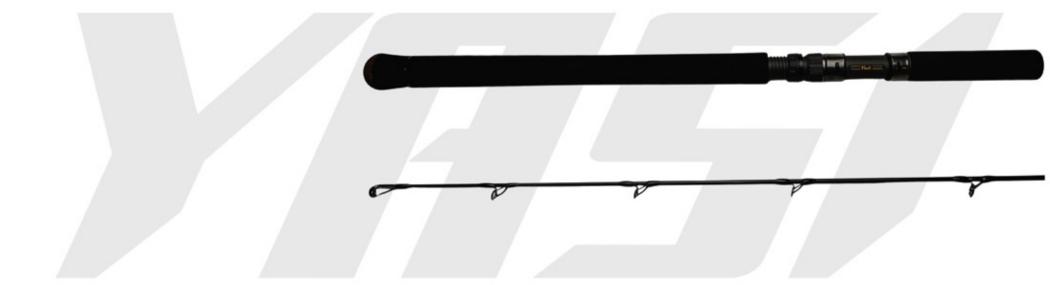


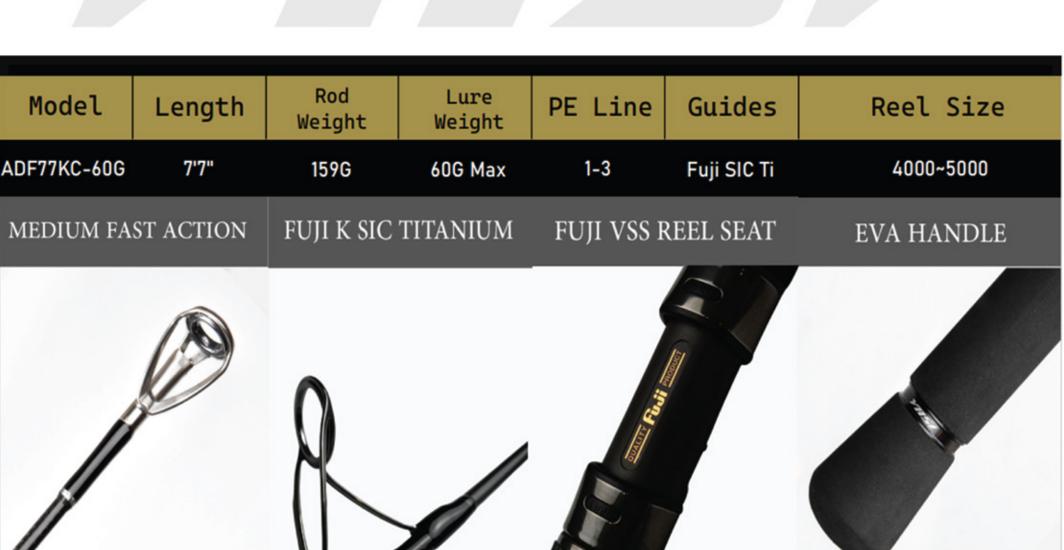




CASTING SERIES

OFFSHORE GAME
60G-ADF77KC







# Al Yasat

**JIGGING SERIES** 

### YH51

### Al Yasat

### JIGGING SERIES

Yes!! we have not forgotten vertical & slow jigging method. we have infused our wealth of knowledge of the Emirates sea's backed up by the studies we have been conducting for many months to build the best blank for jigging to match the UAE slow light jigging style of fishing.

Yasi Team was finally able to designed and developed a special rod that incorporates lightness & sensitiveness yet in its class. Proudly introducing (Al Yasat rod) which are manufactured from the highest quality carbon fiber materials and are unique to Emirati composition to give the best performance and consistency in jigging rhythm. Al Yasat come in two categories (Jigging) & (Slow Jigging), both types with several different sizes to correspond with varying depth and type of fishing needs. Ensuring all anglers needs are met and exceeded.

Al Yasat Light Jigging

Al Yasat Slow Pitch Jigging



# Al Yasat

**JIGGING SERIES** 

**Light Jigging** 



### SPINNING MODEL YS602 - 180G



### **Descriptions** ROD Jig Spinning Length Model PE Line Guide Section Weight Weight Model 1 PCs YS602-180G 6.2 ft / 1.88 M 93G 60G - 180G $1.0 \sim 2.0$ Fuji SIC **Spinning Model** FUJI VSS REEL SEAT FUJI K SIC GUIDES **EVA HANDLE**





SPINNING MODEL YS603 - 80G



### **Descriptions** ROD Jig Spinning Length PE Line Model Guide Section Weight Weight Model 86G 30G - 80G $0.8 \sim 1.5$ Fuji SIC **Spinning Model** 1 PCs 6.3 ft / 1.92 M YS603-80G FUJI VSS REEL SEAT FUJI K SIC GUIDES **EVA HANDLE**



SPINNING MODEL YS604 - 60G



### **Descriptions** ROD Jig Spinning Length Model PE Line Guide Section Weight Weight Model Fuji SIC 6.4 ft / 1.95 M 83G 20G - 60G $0.8 \sim 1.2$ **Spinning Model** 1 PCs YS604-60G FUJI VSS REEL SEAT FUJI K SIC GUIDES **EVA HANDLE**



SPINNING MODEL YS605 - 30G



### **Descriptions** ROD Jig Spinning Length PE Line Model Guide Section Weight Weight Model YS605-30G 6.5 ft / 1.98 M **79G MAX** 10G - 30G $0.6 \sim 1.0$ Fuji SIC **Spinning Model** 1 PCs FUJI VSS REEL SEAT FUJI K SIC GUIDES **EVA HANDLE**



# Al Yasat

JIGGING SERIES

**Slow Pitch Jigging** 



### SLOW PITCH JIGGING YS600 - SJ 60G

# SPINNING MODEL YS600 - SJ 60G



### **Descriptions** ROD Jig Length Model PE Line Guide Section Reel Model Weight Weight YS600 - SJ60G 6 ft / 1.82 M 91G **60G MAX** $0.6 \sim 1.0$ Fuji SIC 1 PCs **Over Head** FUJI PTS REEL SEAT FUJI K SIC GUIDES **EVA HANDLE**



# SPINNING MODEL SLOW PITCH JIGGING YS601 - SJ 100G



			Descri	ptions			
Model	Length	ROD Weight	Jig Weight	PE Line	Guide	Reel Model	Section
YS601 - SJ100G	6.1 ft / 1.85 M	106G	100G MAX	0.8 ~ 1.5	Fuji SIC	Over Head	1 PCs
FUJI K SIC	GUIDES		FUJI PTS R	EEL SEAT		EVA H	ANDLE



# Trolling Game BARBORROSSA

# YASI Trolling Game

### **BARBORROSSA**

WITH GREAT SUCCESS IN OUR FLAGSHIP HIGH END ROD, WE DESIGNED BARBORROSSA RECORD BREAKER TO BE NEW ROD WITH THE NEW CHARACTERISTICS OF THE BEND CURNE.

THERE ARE 2 DIFFERENT MODELS TO MATCH THE LIVEBAIT AND LURE TROLLING FOR KING FISH AND BOTTON FISH LIKE BIG GROUPER, COBIA & OTHER SIMILAR SPECIES.

### **Categories**

BARBORROSSA TYR66 T

BARBORROSSA TYR70 L





## **Y** Trolling Game **BARBORROSSA**

TYR 66T

**Trolling Model** 



			Descriptions			
Model	Length	Weight	Mono Line	Guide	Recommended Reel Size	
TYR 66T - 60LB	6.6 ft ~1.98m	_	30LB ~ 60LB	Sea Guide SS304	Avit EXW 30/2	
	Spiral Guides	S	С	Guides	Cross Butt	
	8	Q	3	A Landing Street, Stre		



# **Y** Trolling Game BARBORROSSA

TYR 70L

**Trolling Model** 



			Descriptions		
Model	Length	Weight	Mono Line	Guide	Recommended Reel Size
TYR 70L - 40LB	7.0 ft ~ 2.10 m	_	20LB ~ 40LB	Sea Guide SS304	Avit LX G2 6.0 Single Speed
	Spiral Guide	s		C Guides	Cross Butt
	8	0		Selevis	

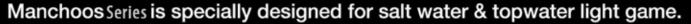




# MANCHOOS SERIES







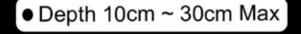
It has a unique and advanced action on the surface, specially when you slow jerk it or slow retrieve it, the lure will give you a treat live bait response.

You can target on surface orange spotted trivially species.

On the shore and shallow water you can target bream & other rock fish species.

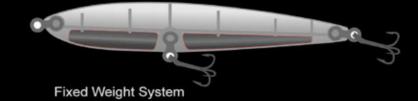
Achieve the highest performance we highly recommend matching this lure with a light casting rod not exceeding 15G as max lure weight.

#### TREVALLY TOP WATER GAME









Weight: 8G

Type: Sinking Pencil Center Balance Construction/Extreme Super Cast.

Hooks: 3X

Best Use: Trevally top water game.

Red

Chrome

# MANCHOOS SERIES Color Type



Pink

Sardine



**HEAVY SINKING** 



MAGNET 110 sw designed for salt water game targeting either fast moving fish on surface or bottom fish in shallow water.

Magnet has transfer weight mechanism to let the anglers reach the highest casting distance and the dynamic shape gives the lure dart action when twitch it or jerk it.

To achieve the highest performance we highly recommend matching this lure with a light casting rod, not exceeding 40G as max lure weight.

Depth ~140cm Max

Tight Wobbling / Rolling Action







Transfer Weight System

Weight: 18G

Type: Fast Sinking transfer weight super cast

Hooks: 3X #4

Action: High Rolling / Wobbling Action

## MAGNET 110 sw Color Type





#### **ROLLING ACTION**



Sills 125 sw is specially designed for topwater game, it has a shallow lip to give a natural smooth action, Specially when you slow jerk it or slow retrieve it, the lure will give you real live bait response.

You can target on surface King Mackerel, Bonito and Trevally species on shore and shallow water you can target rock fish species.

To achieve the highest performance we highly recommend matching this lure with a light casting rod, not exceeding 40G as max lure weight.

Depth ~ 60 cm Max

Tight Wobbling / Rolling Action







Transfer Weight System

Weight: 16G

Type: Slow Sinking transfer weight balance / super cast

Hooks: 3X #4

Best Use: Shallow & Water Game

## SILLS 125 sw Color Type



# ANCHOVY PEN

**Heavy Duty Body** 

Full Wire @7777777

**4X Hooks** 

**Topwater Action** 



#### ANCHOVY PEN 705

Weight 14 G

Length 70 mm

Type Fast Sinking

Hooks 4X # 10

#### ANCHOVY PEN 905

Weight 29 G

Length

Type

Hooks

90 mm

Fast Sinking

4X # 6

#### ANCHOVY PEN 1105

Weight 39 G

Length 110 mm

Type Fast Sinking

Hooks 4X # 4



ANCHL-WT 01 White Tiger



ANCHL-GS 02 Green Sardine



ANCHL-BLU 03 Blue Chrome









Type: Fast Sinking

Depth: 40cm ~60c















# **SNAPPY 77S** 10.5G

Yasi Snappy 77S is created for shore and inshore light casting game targeting top water and bottom fish in the shallow areas. The shape and weight of the lure will help you achieve the best casting distance and it's designed to be Slow Sinking buoyancy to attract the fish.

Snappy has a fixed ball bearing weight mechanism to give a fast response in action and the dynamic shape gives the lure high sharp drifting and darting action with Twitching or Jerking.

To achieve the highest performance we highly recommend matching this lure with a Light Casting Setup.

Slow Sinking

Depth: 40 - 70cm Max



Weight: 10.5G

length: 7.7cm

Type: Slow Sinking

Hooks: 3X #10

Depth: 40 - 70cm Max













# JIGS

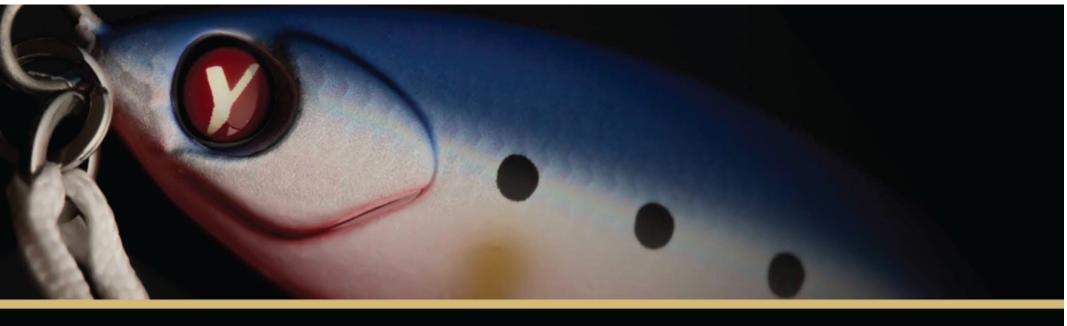


YAS

Semi Slow

Jig

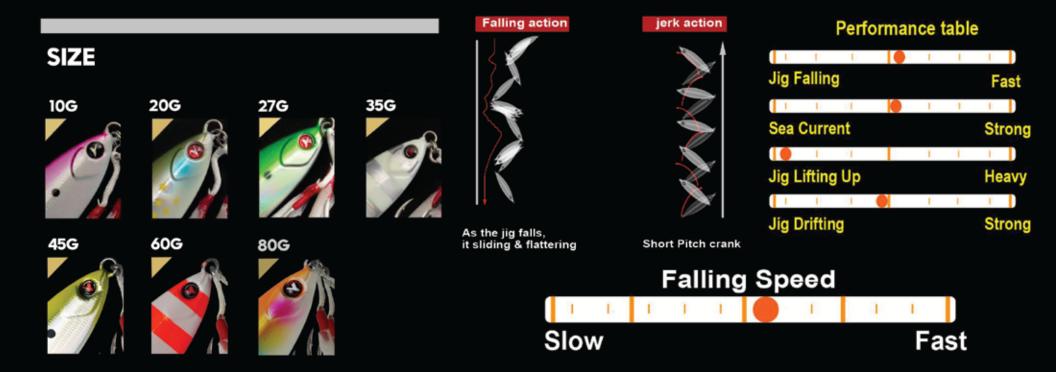




# YAS Semi Slow Jig

Yas Semi Slaw is designed to attract bottom fish mimicking a slow falling injured bait fish, mainly targeting grouper and Snapper species.

In slow pitch quarter and half crank it smoothly rise though currents. On the fall it has a sliding/wobbling motion followed by a smooth glide making it a very easy jig to be spotted.





# **YAS Semi Slow Jig**



# YA5 MAHI SLOW JIGS







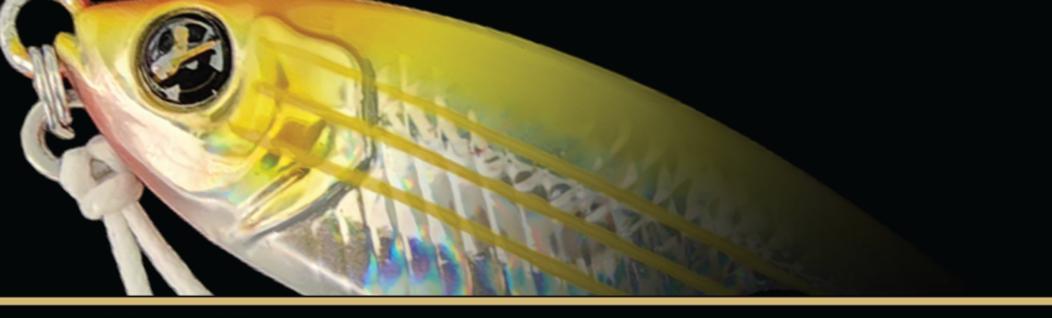








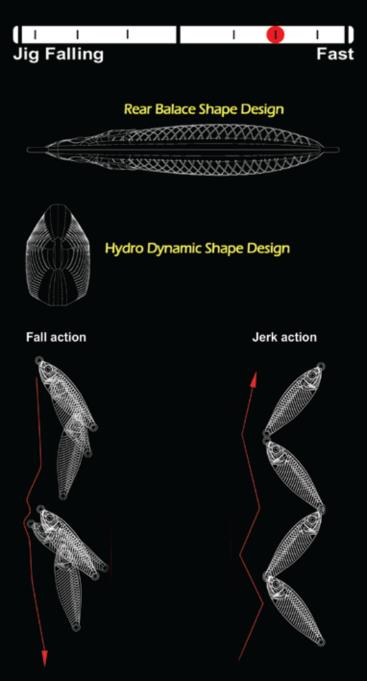
# GARFA METAL JIG



## **GARFA METAL JIG**

The garfah Jig is a small profile, compact shape can be used in a range of conditions especially in high currents due to its design It's shape has a flattering falling action that appears very much like a dead bait, The compact design f the garfah jig makes extremely good in high current to the high metal density and











# GARFA JIG QARG



QARJ - OBS

ORANGE BLACK SPOTY

Weight 30G, 50G 80G, 100G



QARJ - ST

SPOTTED TREVALLY

Weight 30G, 50G 80G, 100G



QARJ - SSG

SILVER STRIPES
CLOW

Weight 30G, 50G



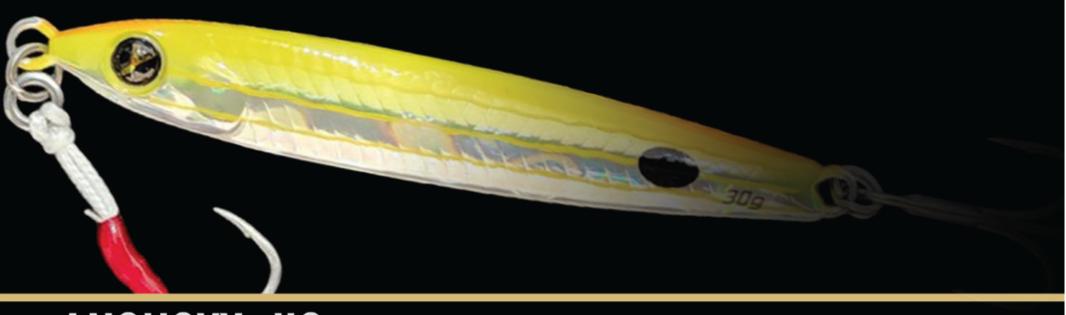
QARJ - GGG

GOLDEN GREEN
CLOW

Veight 30G, 50G





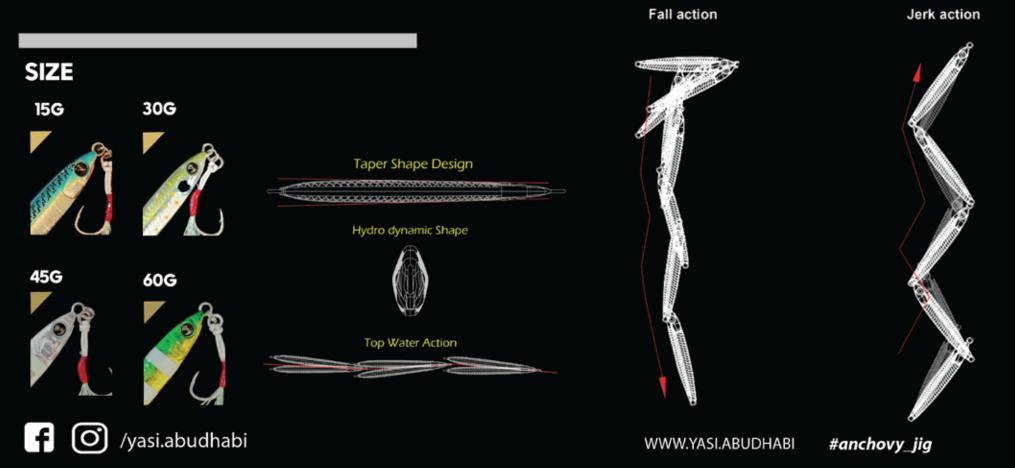


# ANCHOYY JIG casting & Jigging Games

Anchovy jig was created to mimic the natural bait fish and it is especially designed for shore/ offshore, jigging & casting games.

The taper rear balance weight creates a superb casting distance and wobbling action in every move even ith fast retrievals.

It is designed to have side to side rolling, and it wobbles its tails when jerking yet you can do fast and moderate jigging while off shore fishing.



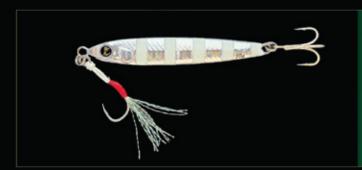




#### ANCHJ OBS

ORANGE BLACK SPOTY

Weight 15G, 30G,



#### ANCHJ ssg

SILVER STRIPES
CLOW

Weight 15G, 30G,



#### ANCHJ ST

SPOTTED TREVALLY

Weight 15G, 30G,



#### ANCHJ GS

**GREEN SARDINE** 

Weight 15G, 30G, 45G, 60G



#### ANCHJ BS

**BLACK SARDINE** 

Weight 15G, 30G,



#### ANCHJ

GOLDEN GREEN CLOW

Veight 15G, 30G,

## YASI LINES

Yasi development team spent many years of researching, studying and testing in collaboration with the best Japanese manufacturers to develop superior braided line using the newest technologies that gives anglers the confidence in any fish-fight.

The line is designed to suit both shore and offshore casting. Due to using the new fiber twist technology. Yasi lines proved to be super strong although being extremely thin. The new coating material used in manufacturing Yasi lines eliminates water absorption as well as anglers casting distance into new level. Yasi is using 100% natural pigment in the line coloring to avoid any pollution to our balance sea environment.

- Developed by Yasi
- Made in Japan

#### **AL YASAT**

Jigging Game

#### AL IASAI

Al yasat

#### Al Dhafra

Casting Game



# Al yasat

#### **AL YASAT Jigging Game**

### Descriptions

Yasi development team spent many years of researching, studying and testing in collaboration with the best Japanese manufacturers to develop superior braided line using the newest technologies that gives anglers the confidence in any fish-fight...

The fiber twist formula used in our line is a new technology that gives the braid an outstanding anti-abrasion to give it higher rock friction resistance during bottom jigging. The silky coating layer protects the line to give it a super smooth movement and durability that makes it extremely sensitive to any bite. Moreover, it adds tension without any stiffness that reduces the tendency to cling to the rod guides. As part of our social responsibilities, Yasi is using 100% natural pigment in the line coloring to avoid any pollution to our beloved sea environment.

- Developed by Yasi
- Made in Japan



Size	0.6	0.8	1.0	1.5	2.0
LB	14lb	17lb	22lb	30lb	35lb
Dia	0.07	0.09	0.12	0.16	0.20
Size	2.5	3.0	6.0	8.0	
LB	45lb	50lb	86lb	113lb	
Dia	0.22	0.26	0.40	0.42	

- #0.6 14LB 300 meter Diameter 0.07mm #1.5 30LB 300 meter
- #0.8 17LB 300 meter
- #1.0 22LB 300 meter
- #2.0 35LB 300 meter
- #2.5 45LB 300 meter

# Al Dhafra

#### **Casting Game Salt water**

#### White

### Descriptions

Yasi development team spent many years of researching, studying and testing in collaboration with the best Japanese manufacturers to develop superior braided line using the newest technologies that gives anglers the confidence in any fish-fight.

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- Developed by Yasi
- Made in Japan



Size	<b>0.6</b>	<b>0.8</b>	<b>1.0</b>	<b>1.5</b>	<b>2.0</b>
LB	14lb	17lb	22lb	30lb	35lb
Dia	0.07	0.09	0.12	0.16	0.20
Size	<b>2.5</b>	<b>3.0</b>	<b>6.0</b>	<b>8.0</b>	1
LB	45lb	50lb	86lb	113lb	
Dia	0.22	0.26	0.40	0.42	

- #0.6 14LB 300 meter Diameter 0.07mm
- #0.8 17LB 300 meter
- #1.0 22LB 300 meter

- #1.5 30LB 300 meter
- #2.0 35LB 300 meter
- #2.5 45LB 300 meter

#### **YASI PROTESTER TEAM**

YASI ProtesterTeam started as a family and what put them together is the love for fishing and loyalty for the brand, they are the backbone of YASI fishing. YASI Protester team plays an important role in the success of our designs and products.



**PAUL AJALTOUNI** 



HASSAN ZAWAD



ABDULRAHMAN HAMMOUD



SALEM AL FALAHI



JAWAD AL ISSA



**AHMED FATTANI** 





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United Arab Emirates Abu Dhabi