



Ross Reels makes its resurgence

Five new models and a renewed commitment to customer service are pushing the iconic US fly reel brand back towards the top.

One of the premier fly fishing brands in the world has gone back to its roots and is on target to launch five new products in a 12-month period – its first wave of new development in over five years.

New life has been breathed back into **Ross Reels** following its acquisition by Mayfly Outdoors from Orvis in December 2013.

The Montrose, Colorado-based company is set to ship five new products in a year, including the new Cimarron II next month (January) and the recently-launched Animas, Ross Rapid and Ross Eddy reels.

Bart Larmouth, Sales Manager at Ross Reels, told *Angling International*: "Since Mayfly Outdoors' acquisition of the company, we have gone back to being a small, agile business and have seen our sales grow by almost 40% in 2015.

"This growth has resulted from both a strategic resurgence of the brand and a rebuilding of relationships with our dealers and consumers both at home and abroad."

It is a change that has not gone un-noticed by customers of the famous brand. Dave Johnson, owner of Crystal Fly Shop, in Carbondale, Colorado, said: "I have noticed Ross offering a more personal relationship with their dealers which extends on many fronts, including marketing, product development and customer service.

"The people who drive Ross really care about making its products great, helping dealers succeed and being an asset to the fly fishing community."

The newest offering from Ross – the **Cimarron II** – is an example of the company's pursuit of perfection (see top right). A bold new Frank Lloyd Wright-inspired porting delivers a light-weight reel, while maintaining both strength and rigidity. Both the frame and spool are machined from a solid piece of 6061 aerospace-grade aluminium alloy and are Type II anodised for a hard and durable finish.

Its proven Delrin® 500F, Teflon-impregnated drag system has been upgraded with new composite materials and stainless steel components, resulting in over twice the drag of its predecessor, the CLA. A new stainless steel thrust washer gives it the ability to withstand years of abuse while retaining a silky smooth start-up inertia that protects light tippets.

Central to the Cimarron II is an all new ruggedly designed square-shaped drag knob that provides a strong, positive grip in all types of fishing conditions. It is made from a precision-moulded, high-performance polymer designed to withstand years of abuse.

The machined Delrin® composite handle has an engineered hourglass shape for improved grip and control. The micro-grooved finish provides a tacky surface even in the wettest conditions. The spool hub and quick-release housing are now made of fully machined aluminium that is hard anodised for increased durability and ease in exchanging spools.

Launched earlier this year was the **Ross Rapid** – a high quality fly reel featuring a large arbor design that reduces line memory while also ensuring lightning-quick line pick-up.

Its enclosed, infinitely-adjustable, super-smooth Rulon® disc drag also protects the lightest of tippets, but at the same time has the reserves to stop powerful fish.

The reverse-tapered Delrin® handle yields a solid grip when coupled with the silent in-bound retrieve.

The **Ross Eddy** (below right) is described as a great value reel that has features typically found in higher-priced models. The large arbor design delivers an excellent line retrieval rate while also helping reduce the amount of line coil.

The Ross Eddy also features a proprietary AGP coating that ensures a lifetime of use even in the harshest conditions. The disc drag system is smooth, reliable and strong. "These attributes are rarely found in a value-priced reel," adds Larmouth.



From top: Three of the new Ross reels, the stylish Cimarron II, top quality Rapid and high value Ross Eddy.

CONTACT

Bart Larmouth, Sales Manager

Tel: +1 970-249-0606, ext 19 Email: bart@rossreels.com

Web: www.rossreels.com