



# Ross bridges past and future with super-light Colorado LT

The iconic brand is bristling with confidence thanks to a 40% sales lift and a stream of on-the-mark launches.



Above, below and right: the Colorado LT combines design tech and close attention to detail.

**R**oss is staking its claim for the top. That's the message coming from the iconic fly fishing manufacturer after it recorded almost 40% sales growth in 2015.

It's a trend that is continuing at a rapid pace in 2016. And right at the heart of the resurgence is a renewed focus on product development that has seen the introduction of five new products in the last 18 months.

A strategic decision to return the 43-year-old brand to its roots, a renewed focus on US made products and improved delivery have also accelerated the revival of a business that was bruised but not beaten after changing hands in late 2013.

Its acquisition by **Mayfly Outdoors** just 24 months ago was the big turning point. Confident in the resilience of the Ross brand and impressed by its design and manufacturing expertise, Mayfly has judiciously combined reputation with innovation to bring the brand back to prominence.

"Ross has always been a pillar of the fly fishing industry, known for quality and reliability," said Bart Larmouth, Sales Manager. "Now our focus is on innovation, a return to the original branding, and our small company roots. These changes have reinvigorated the business."

## REASONS FOR SUCCESS

- More compelling product launches
- Return to original branding/small company roots
- Renewed focus on delivery
- Improved rapport with dealers
- Simple functionality from high-tech machining
- Reels designed and made in the USA

The new philosophy is perfectly captured by Ross's latest release, the **Colorado LT**, which astutely bridges the gap between past and future. The large arbor model is not only the lightest in the Ross line-up, but also in the industry, despite the absence of plastic.

The strong, fully-machined aluminum frame and spool are paired with a distinctive handle machined from canvas phenolic rod – an industry first. The material, found in the handles of high-



end knives, further reduces weight while improving grip when wet.

While the Colorado LT acknowledges the company's original click and pawl reel, in its ruggedness and signature all-metal clicker, it also brings modern, aesthetic design and componentry to the party.

The Colorado LT is elegant yet simple. Its 15 parts are all designed, machined, and assembled at the company's facility in Montrose, Colorado. The Colorado state flag milled into the frame and a mountain silhouette on the anodised clicker cover pay homage to heritage.

The Colorado LT is the latest in a flurry of new reels introduced since the beginning of last year, including the Animas, with its liquid smooth and powerful drag system, the Cimarron II, an affordable USA-made large arbor model with a proven drag, the Rapid, an affordable large arbor model with an enclosed disc drag and the Eddy, a strong and reliable starter reel.

"We are focused on making unique, high-quality products here in the United States that highlight the expertise of our design and production teams," explained Larmouth. "Dealers and consumers are responding very well to all the new products we are releasing. We are fortunate to be based in Montrose, Colorado, an outdoor mecca that serves as a perfect research lab."

"The Colorado LT is just a taste of what is to come. We will continue to constantly release new product. Our vision is to be the pre-eminent fly reel brand and the first name that consumers look for in the fly shop."

## WANT TO TALK TO ROSS REELS?

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