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ABEL AUTOMATICS & ROSS REELS TAKE HOME 2016 IFTD AWARDS

ORLANDO, Florida – Over 255 industry attendees at the International Fly Tackle Dealer (IFTD) cast their vote on favorite new products debuting in 2016. It was fly reel manufacturers Abel Automatics, Inc. and Ross Reels who took top prize in their respective categories. Abel, known for its legendary reliability and high-end finishes, took home Best New Fly Reel in the Saltwater category for its all-new [SDS](#) series of fly reels.

Likewise, Abel's sister company Ross Reels took home the top award for Best New Fly reel in the Freshwater category with its new click-and-pawl [Colorado LT](#).

Held annually in July, the American Fly Fishing Trade Association (AFFTA), in conjunction with IFTD, awards the trophies. Voting occurs in a secure space separate from the manufacturers. Results are then calculated by code, ensuring the integrity of the vote and keeping winners in suspense until the very end. This year, AFFTA Vice-chair Michael White announced the winners at the annual "Party at the Pond" event on Thursday, July 14th.



Abel SDS size 9/10 pictured in the Redfish artistic graphic.



Colorado LT pictured in size 3/4 in platinum finish.

"It's an honor to win any IFTD award," said Jeff Patterson, EVP of Abel. "Our sincerest thanks go out to our dealers and media."

The awards are even more meaningful since these were the first two products made in collaboration by the two factories.

Patterson added that "each location played an integral part. It's a team effort and ours is very strong. In many ways, this validates it."

The Abel SDS will be available in January 2017 and can be pre-ordered through any Abel Reels authorized dealer or by visiting www.abelreels.com. Pricing is expected to begin at \$895 for a 7/8 weight.

The Ross Reels Colorado LT is currently available at any Ross Reels authorized dealer. Customers can visit www.rossreels.com for the most up-to-date information. Pricing begins at \$285 for 0/3 weight.