

IFTD NEWS

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IFTD UPDATE



The countdown continues with an advanced preview from one of the sector's most ambitious reel makers.

Reels

Mayfly puts new reels at the heart of its IFTD plans

The owner of the Abel and Ross Reels brands is winning new customers by accelerating the rate it brings designs to market.

This year's IFTD show in Orlando promises to be another significant step in the irrepresible rise of the Abel® and Ross Reels® fly fishing brands.

Both have gained major momentum since being acquired by **Mayfly Outdoors** and driven by new strategies that have reinforced their premium status and stimulated new product development.

New product releases will be at the heart of Mayfly's presence at the most important fly fishing trade show of the year. "For us, IFTD will be about new products more than anything else," says Mayfly President David Dragoo (above right).

"Abel is now driven by product developers whose goal is new and compelling product releases delivered on time. This is the heart of the company. We have directed the team to stay true to making products at a level of quality that no other can match, all made in the USA. That's not easy."

Abel has four new product lines for IFTD 2017: the **Super Series**, **Mooching**, **Model SDF** and **Abel saltwater pliers**. In March

it re-released the Super Series complete with a quick-change spool. The reel's seven new sizes are all currently available for shipment.

The all-new SDF (Sealed Drag Fresh) is the brand's first freshwater sealed drag model and the first designed exclusively by Abel. All packaging for Abel's new product lines has also been overhauled and a new website was launched in May.

At Ross Reels, progress can be measured by its latest catalogue. Not one item in its pages was there in 2014. "We're proud of that," says Dragoo. "We now have products with less moulded parts, made on our precision CNC machines."

"This process spawned the **Evolution R** Series and its return to the saltwater market. We now have a tested, proven, solid product in the **Evolution R Salt**, complete with a massive, carbon fibre disc drag that is fully sealed.

"The design is unlike anything else on the market. Dealer and customer feedback has been very positive."

Abel and Ross will occupy differentiated areas



in the same booth space at IFTD, with Mayfly preferring to defer any significant changes until the show returns to Denver in 2019, a move that gets its wholehearted approval.

"We have never been fans of the July timing," admitted Dragoo. "But we have attended to support AFFTA and the fly fishing industry. Many of our authorised dealers have had to miss IFTD because it is their busiest month of the year. Who can blame them? It's great to see AFFTA move to a better location and time of year, particularly as it is returning to our home state."

ROSS REELS



ABEL REELS



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