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THE ALL-NEW ABEL SDF



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SEALED DRAG FRESH

MODEL SDF

COLORADO, USA



THE AWARD-WINNING SDF ISN'T JUST A PRETTY REEL...
IT'S THE BEST TROUT REEL WE'VE EVER SEEN.



SEALED DRAG FRESH



Far left: hand-anodising at Abel. Left: Ross Evolution R Salt. Below: Ross Evolution LTX and Gunnison.

Abel and Ross Reels continue to out-perform the market

Mayfly Outdoor brands, Abel and Ross Reels, are on a roll. Over the last 12 months, the Montrose, Colorado manufacturer has released more than nine new fly reels, introduced a range of pliers, and seen a hefty increase in pre-season orders. In 2017 they were up 37% and are expected to exceed that figure in the next cycle.

This has been achieved against a backdrop of increasing international growth.

Craig Baker, Mayfly Outdoors VP Business Development, told *Angling International*: “Abel and Ross are really letting their products do the talking and this has been reflected in our performance. The new introductions are driving growth and reinforcing the brands.”

“While there are a few studies out there showing market growth, we don’t believe that the fly fishing gear industry is growing much faster than the rates of the fly fisherman population and inflation. The brands that are doing a good job with product design, messaging and delivery are those that are winning in their respective categories.”

“People in this industry are attracted to excellent

products, and that is what we aim to deliver.”

Baker added that consumer reaction indicates that the brands are on the right track. “We consistently hear comments like ‘Ross is back’ and ‘that new Abel SDF is the best reel I have ever seen’. Dealers are also consistently telling us that we are one of the few reel companies that can be counted upon to deliver on time.”

Over the last year Mayfly Outdoors has invested heavily in its equipment and processes to ensure it is able to deliver better product more efficiently with very little loss of production. “We can justify the financial outlay as we have two brands and benefit from the economies of scale that come with the increased volume of having them in one factory.

“Many product components are being produced in a single machining operation as opposed to multiple operations, which are susceptible to error and tolerance issues. Abel has also greatly improved its hand-anodising process, allowing for better delivery and even more intricate and realistic artwork.”

The focus at Mayfly remains firmly on product development and spring 2018 will see exciting launches from both brands. Ross is retiring the Evolution LT and replacing it with a ‘super-cool’ LTX version which will make its debut alongside the all-new Gunnison. It has been reborn as a ‘retro classic’ and is said to be a ‘heavy-duty bruiser’ that is ready for any adventure. In a stealth black finish, it has been designed to perfectly balance long rods and be more appealing to those seeking a more substantial reel.

From the Abel stable comes the flagship SDF, a sealed drag freshwater reel that comes in a variety of native finishes, including brook, brown and rainbow trout. Limited editions are also in the pipeline that will follow in similar suit to the Johnny Cash and The Grateful Dead editions.

Mayfly’s domestic market is currently its biggest, but the group is looking globally and sees opportunities across the world, including Europe, Japan, Australia and New Zealand. “With international dealers reaching out to us daily to become distributors and authorised dealers, we are looking forward to greatly expand our footprint,” added Baker.



Products driving growth at Mayfly Outdoors

ROSS

- Evolution LTX **New for 2018**
- Gunnison **New for 2018**
- Evolution R/Evolution R Salt
- Colorado LT

ABEL

- SDF – IFTD and *Fly Fisherman* magazine award winner
- SDS
- Super Series
- Native Trout Series graphics



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