

Subject: : Gear Talk

Topic: : Orvis to Acquire Ross/Scientific Anglers

Re: Orvis to Acquire Ross/Scientific Anglers

Author: : PennKev

Date: : 2013/5/1 15:13:25

URL:

Quote:

wsender wrote:

Maybe this has something to do with Orvis discontinuing the BBS reels.

Doubtful. They just introduced a new traditional-looking reel this year.

However, I could see them leveraging the purchase to re-introduce a line of higher-end American made reels though. Or just rebrand some Ross models.

(Oh, crap. I just used the term leveraging. I need to get out of this office job.)