

Subject: : Gear Talk

Topic: : Orvis to Acquire Ross/Scientific Anglers

Re: Orvis to Acquire Ross/Scientific Anglers

Author: : CLSports

Date: : 2013/5/3 15:25:52

URL:

When a company buys another company its general intent is to diversify their product line and gain more of the market share from the competition in order to expand their business.

From what I understand they will continue to operate the SA and Ross brands under their own umbrella as before. I do not see much merging of product lines here. At least not right away . . .