

Subject: : Gear Talk

Topic: : Orvis to Acquire Ross/Scientific Anglers

Re: Orvis to Acquire Ross/Scientific Anglers

Author: : Pontus

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URL:

I agree that the statements in the article make it sound that way, but one of the big focuses of what he was saying was Sci Angler's innovation in lines, leaders, and tippetts. Orvis is acquiring a lot of patents with this deal. I don't know if we'll see rebranding, but I would think they'll definitely take advantage of those. SA might continue to be the innovator, but I would expect at least a textured line series from Orvis in the near future.