

Subject: : Gear Talk

Topic: : Retail store brand differences...

Re: Retail store brand differences...

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URL:

I do know that Loomis and St. Croix, at one point at least, made many of the Cabela's branded rod line.

And ebro stated, sometimes it's extremely obvious. For instance, in boots, it'll say right on the product description something like "Cabelas by Danner".

The truth is that most of the Cabela's branded stuff is the same way. Whether Danner puts it's name on a product like this is decided in commercial agreements at higher levels, and I'm sure there's plenty of give and take. But even if it doesn't say it, every single Cabelas branded product is "Cabelas by _____." And that _____ is very likely a brand that Cabelas already carries in that line of product.

Cabela's doesn't go around the supply chain of the name brands for it's products. It goes through the the name brands to get it's products, and in return, offers those name brands the advantage of sales space in Cabelas stores, catalogs, etc.