

Subject: : Paflyfish General Forum

Topic: : Rod and Reel Brands

Re: Rod and Reel Brands

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URL:

After getting into fly fishing a few years ago, I made it a point to try to learn as much about the gear I use as possible. I have been a 25+ year bass fisherman (including tournaments for the past 5 years) and the trend in bass fishing is gear, gear, brand, brand, sponsor, etc. It is all driven off of marketing that my reel is better than yours because it casts 72 feet instead of 71 and my rod is bigger and better than yours because it has carbon fiber scrim technology, etc. The same goes for fly fishing from what I have witnessed so far, but only on a more gentleman aspect. You have your winstonites, orvis crew, sage devotees, etc.

In the end, it comes down to what you like. I like to buy and try a lot of stuff and sometimes get busted on or criticized because I do so. But I like it and I do catch fish on all of the gear that I have. We are all susceptible to brand image and marketing, but I bet if we took the labels off of the gear we were using and just tested it for what it was, many would be amazed what they like vs. what they think they should like because of what magazines and websites tell us!

Just my opinion...