

Douglas Outdoors

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FOR IMMEDIATE RELEASE

A FRESH LEGACY

Jim Murphy, former President of Hardy North America and founder of Redington, announces the founding of [Douglas Outdoors](#). This is a new partnership with the Barclay family, prominent conservationists and owners of the [Douglaston Salmon Run \(DSR\)](#) on the famed Salmon River, in New York. Douglas Outdoors will present two new fly rod ranges, a line of spin and casting rods, and two new fly reels at the annual ICAST/IFTD show on July 15 in Orlando Florida. This first product offering will feature the [Eclipse fly reel](#), the first to be made in the Douglas Outdoors factory in New York.

“We are in the process of building a new fishing rod factory here in New York State.” Murphy said, “We have hired a leading composites engineer to head the team. [Tom Murphey](#), formerly of the Air Force Research Laboratory in Albuquerque is not only a prominent scientist in the field, but is also the holder of two current IFGA records on fly. Tom will be applying the latest material science breakthroughs to fishing rod design. We will bring our first US Made rods to market in 2015.”

“[Douglas Outdoors](#) is committed to a dealer-centric program. Our focus will be on the independent dealers, and we will offer them products, programs, and support that will reflect on their key role in the fishing industry.” Murphy continued, “I look forward to presenting Douglas Outdoors to the industry and to offering a fresh legacy of tackle and services that anglers and dealers alike will find both new and familiar.”



Please contact Jim Murphy, President of Douglas Outdoors or John Boyle, Vice President of Sales if you require more information. They can be reached at 315-695-2000 or jmurphy@douglasoutdoors.com or jboyle@douglastoutdoors.com, respectively.