



ORVIS®

PRESS KIT
SPRING 2014
ORVIS.COM/FLYFISHING

Welcome to the Orvis press kit for 2014. It's been an exciting year for us, with Helios 2 rods selling even better than their introductory year, and the new Silver Sonic waders selling so well that we've been repeatedly out of stock. It's also interesting to see other companies copy our Sling Bag design, and it's flattering because we introduced that type of fishing bag to the market many years ago. Our latest version, the Guide Sling, was very difficult to keep in stock this year. We've been busy on many other fronts this past year.

- We taught more than 12,000 people to fly fish this year, 90 percent of them through our free FF101 classes at dealers and retail stores on Saturday mornings. Most of these people are new to fly fishing, so these classes benefit everyone in the industry.
- We started a web page called Carp Central (www.orvis.com/carp), which is full of basic instructional information, information on other sources of carp information, and had a carp photo contest that got almost 200 photos and videos submitted, with over 3,000 votes for best photos.
- We will donate five percent of our pretax profits to conservation causes in 2013. Our major programs are the 1,000 Mile Campaign for culvert remediation and a program to repopulate Chesapeake Bay with native oysters to encourage more of these filter feeders, which will help clean up this important spawning and nursery estuary for striped bass and scores of other species.
- Our free online Learning Center (<http://howtoflyfish.orvis.com>) has experienced a steady growth in traffic. Recent additions to the Learning Center are entire chapters on Basic Fly Casting, Urban Fly Fishing, and selecting equipment.
- Our Blog, Orvis News (<http://www.orvis.com/news/fly-fishing>) and our Facebook page (www.facebook.com/orvisflyfishing) have been growing in strength and engagement.

I want to personally thank members of the press for supporting our products, educational efforts, and conservation projects. Fly fishing is a tiny industry and if we are to have an effect on our future we need the synergy of working together. I hope you have a great 2014 season.

Tom Rosenbauer
Marketing manager, Orvis Rod & Tackle
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SILVER SONIC CONVERTIBLE WADER

FEATURES IMMEDIATE DELIVERY

- Features the patented Orvis Sonic-Seam® technology
- Main wader is made of durable 4-layer nylon fabric
- Upper is a lighter weight 4-layer nylon
- Innovative suspension system allows easy conversion to waist-highs
- Highly water-resistant front zippered pocket with a flip-out waterproof interior pocket
- Attached gravel guards feature a quick-drain panel
- Strategically placed lower leg seams run up the back of the wader
- Easy adjusting wader belt included
- In overcast/taupe
- Expanded sizes, now including extra long
- Outer shell: 100% nylon
- Imported

5H5E | *men's* | **\$259**

6X0P | *women's convertible wader* | **\$259**



NEW SILVER SONIC ZIPPERED WADER

FEATURES SEPTEMBER 2013 DELIVERY

- Feature a full-length front YKK zipper
- Main wader is made of durable 4-layer nylon fabric
- Constructed with the patented Orvis SonicSeam sonic-weld technology
- Two highly water-resistant front zippered pockets with a waterproof interior pocket
- Zippered handwarmer pockets
- Self-fabric gravel guards with a quick-drain panel
- Strategically placed lower leg seams run up the back of the wader
- Easy adjusting wader belt included
- In overcast/taupe
- Expanded sizes, now including extra long
- Outer shell: 100% nylon
- Imported

7C99 | **\$395**



NEW SILVER SONIC GUIDE WADER

NEW SILVER SONIC WADER PANT

FEATURES JANUARY 2014 DELIVERY

- Up to 300% more abrasion resistant and 40% more puncture resistant than Silver SonicConvertible Top waders
- Lower features a high-density 4-layer breathable nylon, while the upper is the same 4-layer nylon used in the Silver Sonic Convertible Top lowers
- Kangaroo-style handwarmer pocket with YKK water-resistant zippers
- External storage pocket with tool dock
- Y-style padded yoke suspenders
- Flip out interior pocket and removable waterproof pocket
- Attached self-fabric, reinforced gravel guards with quick-drain panel
- Anatomically correct, sculpted neoprene booties
- Strategically placed lower leg seams run up the back of the wader
- Easy adjusting wading belt included
- In overcast/taupe
- Expanded sizes, now including extra long
- Outer shell: 100% nylon
- Imported

2Y97 | \$379

FEATURES APRIL 2014 DELIVERY

- Features the patented Orvis Sonic-Seam technology
- Made of durable 4-layer nylon fabric
- Cut as waist-high
- Highly water-resistant front zippered pocket with a flip-out waterproof interior pocket
- Attached gravel guards feature a quick-drain panel
- Strategically placed lower leg seams run up the back of the wader
- Easy adjusting wader belt included
- In overcast/taupe
- Outer shell: 100% nylon
- Imported

8R6G



WOMEN'S SILVER SONIC CONVERTIBLE TOP



FEATURES | IMMEDIATE DELIVERY

- A wader built specifically for women
- Sizing has been revised and expanded to provide better overall fit for women
- Tested on a wide variety of body types
- Featuring the patented Orvis SonicSeam technology
- Main wader is a durable 4-layer nylon
- Upper is a lighter weight 4-layer nylon
- Innovative suspension system allows conversion to waist-highs without removing suspenders
- Highly water-resistant zippered front pocket
- Flip-out interior waterproof pocket
- Attached gravel guards feature a quick drain panel
- Strategically placed lower leg seams run up the back of the wader
- Easy-adjusting wader belt included
- In overcast/taupe
- Outer shell: 100% nylon
- Imported

6XOP | \$259



"The waders are an amazing fit... I haven't had a pair of waders fit me in the 16 years I've been fly fishing and these are absolutely perfect."

**— Amelia Jensen,
Orvis ELOG Guide**

REVAMPED WADING BOOT PROGRAM



Renovating the Orvis Wading Boot Program

For several years, we targeted 2014 as the year we would completely reinvent the Orvis wading boot program. Our goal during this process was not to make new boots just for the sake of making them, but to create a flagship set of products comparable to the Helios 2 rods and Silver Sonic waders.

This entailed researching emerging sole technologies, conducting several rounds of field tests, and taking a critical look at the successes and failures of our previous boots. Ultimately, after some trial and error, a little old-fashioned experimentation, and quite a bit of engineering, we believe we have succeeded in developing the three best wading boots Orvis has ever produced: the T3 Guide, the Pivot, and the entry-level Encounter.

Introducing JStep Sole Technology

For the soles of the new T3 Guide and Pivot, we partnered with JStep, a sole manufacturer that specializes in anti-slip rubber compounds and tread patterns. Their clients include companies in the commercial oil industry, where traction is often a matter of life and death. We will be the only fly-fishing company using JStep, and we are excited about the performance and potential of this new technology.

Both the T3 Guide and Pivot will utilize the JStep Rock Hyrax sole, a soft and sticky rubber compound developed to combat wet, mossy rock. The tread features a cross-cut octagonal pattern with alternating beveled surfaces, designed to grip the smooth, rounded rocks found in water. Realizing durability is just as important as stability, we fortified the soles with high-abrasion outsoles to stand up to riverside hikes and thick brush.

NEW T3 GUIDE WADING BOOT

FEATURES | APRIL 2014 DELIVERY

- Designed from the ground up to be extremely durable
- Revolutionary outsole is constructed of JStep Hyrax rubber compound and will cut through the snot and algae on river bottoms
- Durable Helcor® Rebar rubber sidewalls and toe cap are reinforced internally with a layer of mesh and will withstand multiple seasons of wear and tear
- Molded toe cap offers great protection and is glued and stitched down
- High-density synthetic mesh fabric holds up to abrasion and dries quickly
- Completely lined on the interior to minimize wear on the wader
- Sole will accept PosiGrip Screw-In Studs if an added level of traction is desired
- In granite/black
- Men's whole sizes 7-15; 4 lbs. 3 oz. in size 10
- Imported

6Y7C | \$219



NEW PIVOT WADING BOOT

FEATURES | APRIL 2014 DELIVERY

- Boa Closure System pairs a durable and lightweight dial with aircraft-grade stainless steel laces to provide smooth, even closure
- Revolutionary outsole is constructed of JStep Hyrax rubber compound and will cut through the snot and algae on river bottoms
- Upper is constructed of a durable synthetic microfiber
- Scratch rubber provides enhanced sidewall, toe, and heel protection
- Molded rubber toe cap
- Injection-molded EVA midsole for comfort
- Sole will accept PosiGrip Screw-In Studs if an added level of traction is desired
- In brown/dusky olive
- Men's whole sizes 7-15; 3 lbs. 11 oz. in size 10
- Imported

6Y7A | \$179



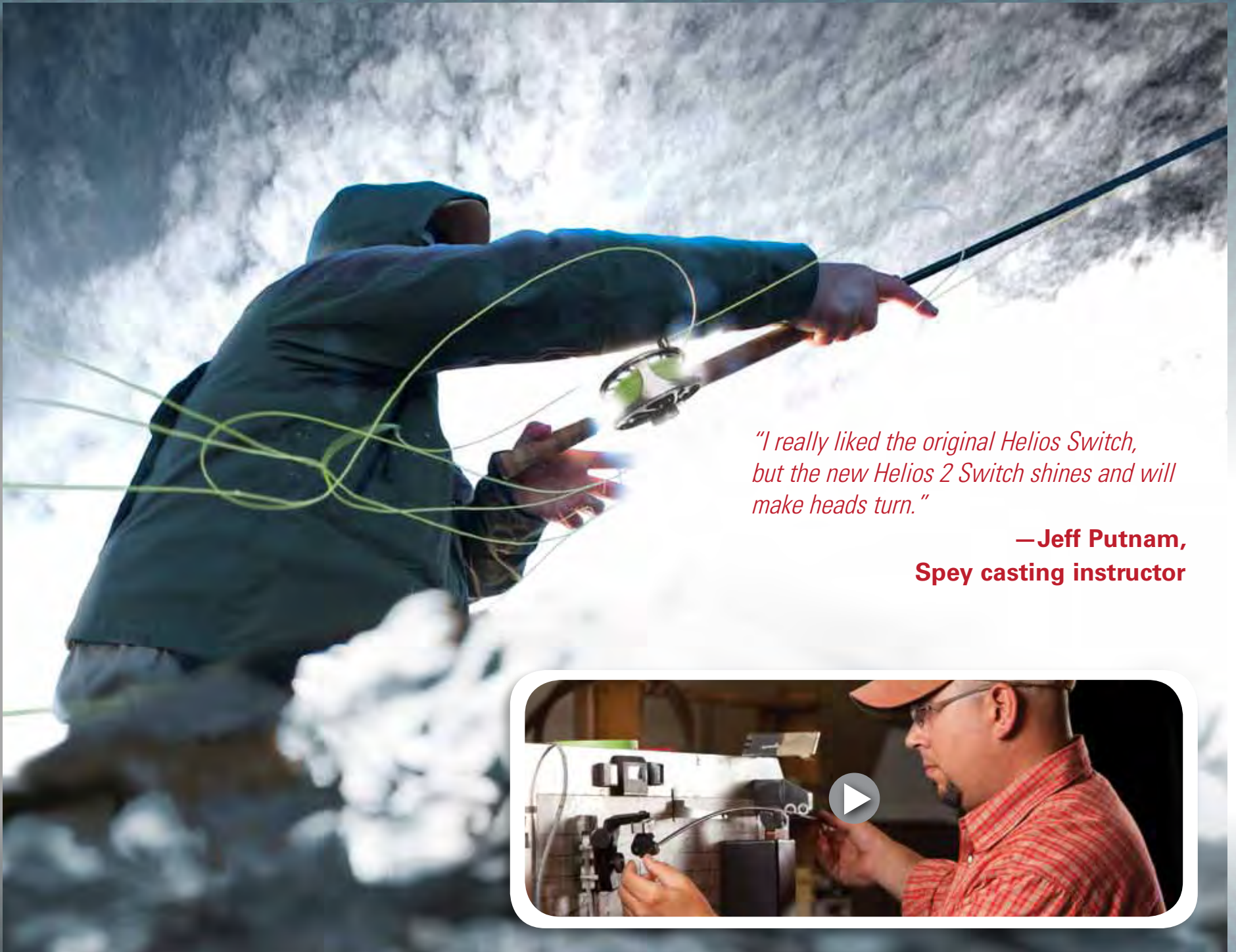
ENCOUNTER BOOTS

FEATURES | JANUARY 2014 DELIVERY

- Developed to meet the needs of the novice angler
- Built using a welted construction that forms a wide, rigid base
- Webbing loop eyelets allow laces to tighten easily and evenly
- Scratch rubber toe cap protects the reinforced toe box from abrasion and impact
- Durable felt sole for traction
- All-synthetic upper remains durable and minimizes spread of invasive species
- Screened drainage holes keep out debris
- Fully lined for additional comfort
- Men's whole sizes 5-15
- Imported

8R7X | \$79





"I really liked the original Helios Switch, but the new Helios 2 Switch shines and will make heads turn."

**— Jeff Putnam,
Spey casting instructor**

NEW HELIOS 2 SWITCH RODS

★ Made in Manchester, Vermont

FEATURES | OCTOBER 2013 DELIVERY

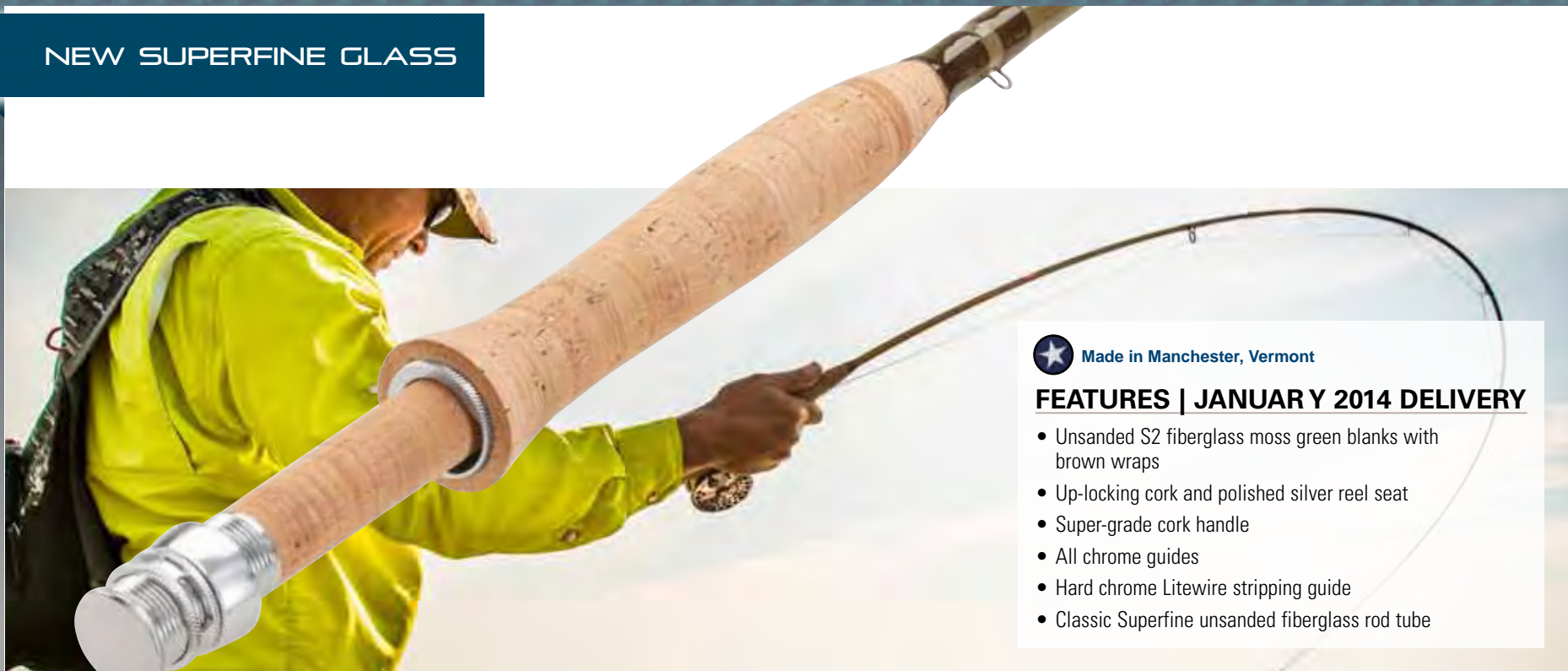
- Tapers tuned to transfer energy along a smoother curve
- Proprietary material integrated into the tip increases impact strength and dampening
- A 20% reduction in swing weight compared to Helios
- Midnight blue blanks with accenting wraps
- Crushproof REC Recoil® guides
- SiC stripping guide with titanium frame
- REC reel seat with black nickel skeleton and carbon insert
- Ferrule alignment dots
- Super-grade cork handle and fighting butt with cork composite trim
- UV-inhibiting paint coating
- Carbon rod tube



FEED YOUR ADDICTION

Rod Name and Flex Index	Item#	Length	Line Weight	Pieces	Rod Weight	Price
Helios 2 115-4 Tip Flex	7A88	11'	5 wt.	4	4¼ oz.	\$895
Helios 2 116-4 Tip Flex	7A89	11'	6 wt.	4	4¾ oz.	\$895
Helios 2 117-4 Tip Flex	7A9A	11'	7 wt.	4	4⅞ oz.	\$895
Helios 2 118-4 Tip Flex	7A9C	11'	8 wt.	4	5½ oz.	\$895
Helios 2 119-4 Tip Flex	7A9E	11'	9 wt.	4	5¼ oz.	\$895

NEW SUPERFINE GLASS



 Made in Manchester, Vermont

FEATURES | JANUARY 2014 DELIVERY

- Unsanded S2 fiberglass moss green blanks with brown wraps
- Up-locking cork and polished silver reel seat
- Super-grade cork handle
- All chrome guides
- Hard chrome Litewire stripping guide
- Classic Superfine unsanded fiberglass rod tube



Rod Name and Flex Index	Item#	Length	Line Weight	Pieces	Rod Weight	Price
Superfine Glass 703-3 Full Flex	8T75	7'	3-wt.	3	2 oz.	\$395
Superfine Glass 764-4 Full Flex	8T76	7'6"	4-wt.	3	2½ oz.	\$395
Superfine Glass 805-3 Full Flex	8T77	8'	5-wt.	3	2¾ oz.	\$395

NEW ENCOUNTER ROD OUTFITS



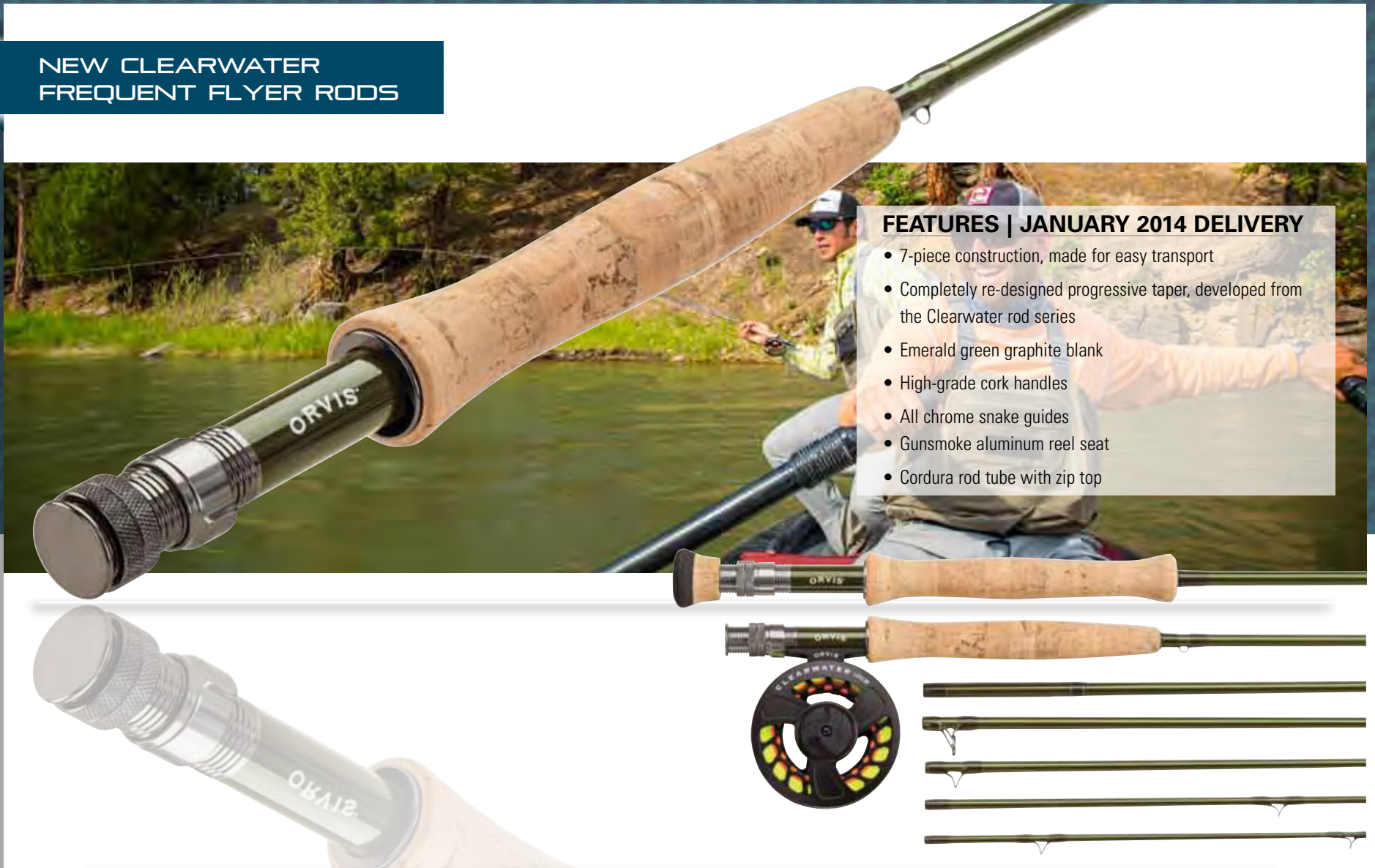
FEATURES | OCTOBER 2013 DELIVERY

- Outfit includes: Encounter rod & reel, weight-forward line, backing, and rod tube
- 5-wt. outfit receives Encounter II reel; 6- and 8-wt. outfit receives Encounter IV reel
- Spin/Fly Combo includes separate butt sections outfitted with fly and spinning reels; available January 2014



Outfit Name	Item#	Length	Line Weight	Pieces	Rod Weight	Price
Encounter 865-4	8P42	8'6"	5-wt.	4	3¼ oz.	\$159
Encounter 905-4	8P43	9'	5-wt.	4	3½ oz.	\$159
Encounter 966-4	8P44	9'6"	6-wt.	4	4 oz.	\$159
Encounter 908-4	8P45	9'	8-wt.	4	4¾ oz.	\$159
Encounter Spin/Fly Combo	8Y4P	7'	(Spin)2-6 lb., 1/16 - 3/16 oz.; (Fly)5-wt.	4	(Spin)3¾ oz.; (Fly)2¾ oz.	\$239

NEW CLEARWATER FREQUENT FLYER RODS



FEATURES | JANUARY 2014 DELIVERY

- 7-piece construction, made for easy transport
- Completely re-designed progressive taper, developed from the Clearwater rod series
- Emerald green graphite blank
- High-grade cork handles
- All chrome snake guides
- Gunsmoke aluminum reel seat
- Cordura rod tube with zip top

Rod Name

Item#

Length

Line Weight

Pieces

Rod Weight

Price

Frequent Flyer 865-7
Frequent Flyer 905-7
Frequent Flyer 906-7
Frequent Flyer 908-7

8P1A
8P09
8P1E
8P1G

8'6"
9'
9'
9'

5-wt.
5-wt.
6-wt.
8-wt.

7
7
7
7

3¼ oz.
3⅜ oz.
3½ oz.
4 oz.

\$235
\$235
\$235
\$255

NEW CFO REEL
MADE IN AMERICA



FEATURES | JANUARY 2014 DELIVERY

- Made in America
- Features the same click-and-pawl drag system as the original Orvis CFO
- Updated bar-stock aluminum frame and spool
- Easy conversion from left- to right-hand retrieve
- Rosewood handle
- In black nickel

Reel name	Item#	Dia.	Weight	Line Weight	Capacity	Reel
CFO I	9P4A	2¾"	3.2 oz.	1-3 wt.	WF2 & 50 yds. 20lb.	\$325
CFO II	9P4L	2⅞"	3.3 oz.	3-5 wt.	WF4 & 50 yds. 20lb.	\$335
CFO III	9P8R	3"	3.5 oz.	5-7 wt.	WF6 & 50 yds. 20lb.	\$349