

Argentina

# Aire Libre

& AVENTURAS A PLENO

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## 10 CONSEJOS DORADOS

Diez ideas para pescar dorados con mosca. Además, spinning y baitcast en Puerto Piracuacito y Río Hondo.

## 10 IDEAS TARARIRAS

Diez sugerencias para pescar tarariras y primera salida a San Pedro. Además, las claves para capturarlas con mosca.

## PATAGONIA FREE

Sus bellas flores, la isla de los Estados, Caviahue nevado y buceo con hielo.



## ¿EN TIERRA O ASFALTO?

Entrevistas:

- Bailarín de tango.
- Increíble viajero.



PRODUCTOS (pesca con mosca) NOVEDADES



# A NEW *argentine* REEL

OIDESIGN STUDIO DEVELOPED A POWER DRAG FLY REEL INTENDED FOR LINE WEIGHTS SEVEN AND HIGHER. AFTER AN INTERVIEW WITH IGNACIO ORDOÑEZ, FLY CASTER AND MENTOR OF THE PROJECT, WE FOUND MANY ADVANTAGES.

**Néstor Saavedra**

Ignacio Ordoñez' two vocations are merged in one single profession. Ignacio is an industrial designer specializing in design project management, who graduated from the University of Buenos Aires and the Technical University of Milan and, in addition, loves fly fishing.

After spending many hours in river banks and lake shores and in front of a drawing board, Ignacio sketched an innovation for one of the most characteristic fishing items: a new drag for fly reels. In turn, such innovative idea gave rise to further improvements.

In his studio located in Coghlan, in the City of Buenos Aires, we talked about such innovation in Argentina, a rather still and stable market in terms of local production.

With four years of research and four prototypes, the project involved producing a new fly reel. It is basically a new drag mechanism with greater power than usual compared with similarly sized reels.

"Contributions have already been made to traditional dragging systems, such as those made by reel manufacturer STH, located in Junín de los Andes, Argentina. In the past,

STH created a self-regulated oil and turbine system. Our improvement, however, is different, because it increases the dragging power, adds wide-range drag adjustment features and is based on mechanical engineering."

Large arbor reels have a central shaft and a side drag, which is generally made of cork ("an excellent product due to its light weight, compression capacity, thermal characteristics, etc."). "Based on such features, in our reel, the drag is located in a new position with the purpose of preventing power from leaking and reducing friction." The dragging action, instead of occurring on the side of the reel, occurs on the expanded axis by opposing forces in the same direction, and not perpendicularly. This is about a premium product with a very powerful dragging system, intended for mid-size and large-size reels, with line weights seven and higher.

"At present we have prototypes in place and we are patenting both the design and the invention. In addition, after taking part in several project contests, we were given three awards: design, aesthetics and technological innovation awards, all of which provided us with resources for funding prototype development and produc

>>THE FATHER.  
IGNACIO ORDOÑEZ  
DESIGNED THE PROJECT  
AND MANAGES EACH  
SINGLE STEP.



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#### ON THE TABLE

Mr. Ordoñez brought a couple of dismantled reels and his "gem," and arranged them on the working table to explain the design basis of each item.

Patagonia Fly Fishing Company was created in early 2007 with the purpose of producing and selling Correntoso products, including this new reel. The reel is expected to be marketed in early 2008.

It will be machined from 6061 aluminum solid bar stock, with outstanding properties for the reel spool and cassette. "We will use 6262 aluminum for salt-water models because this specific alloy improves the reel corrosion resistance properties. All materials used to manufacture the reel have been certified under ISO 9000 standards." The design allows the reel to have a greater load capacity relative to other similar reels (it has a greater cassette diameter and the spool lacks in walls), and a solid structure with standard weight.

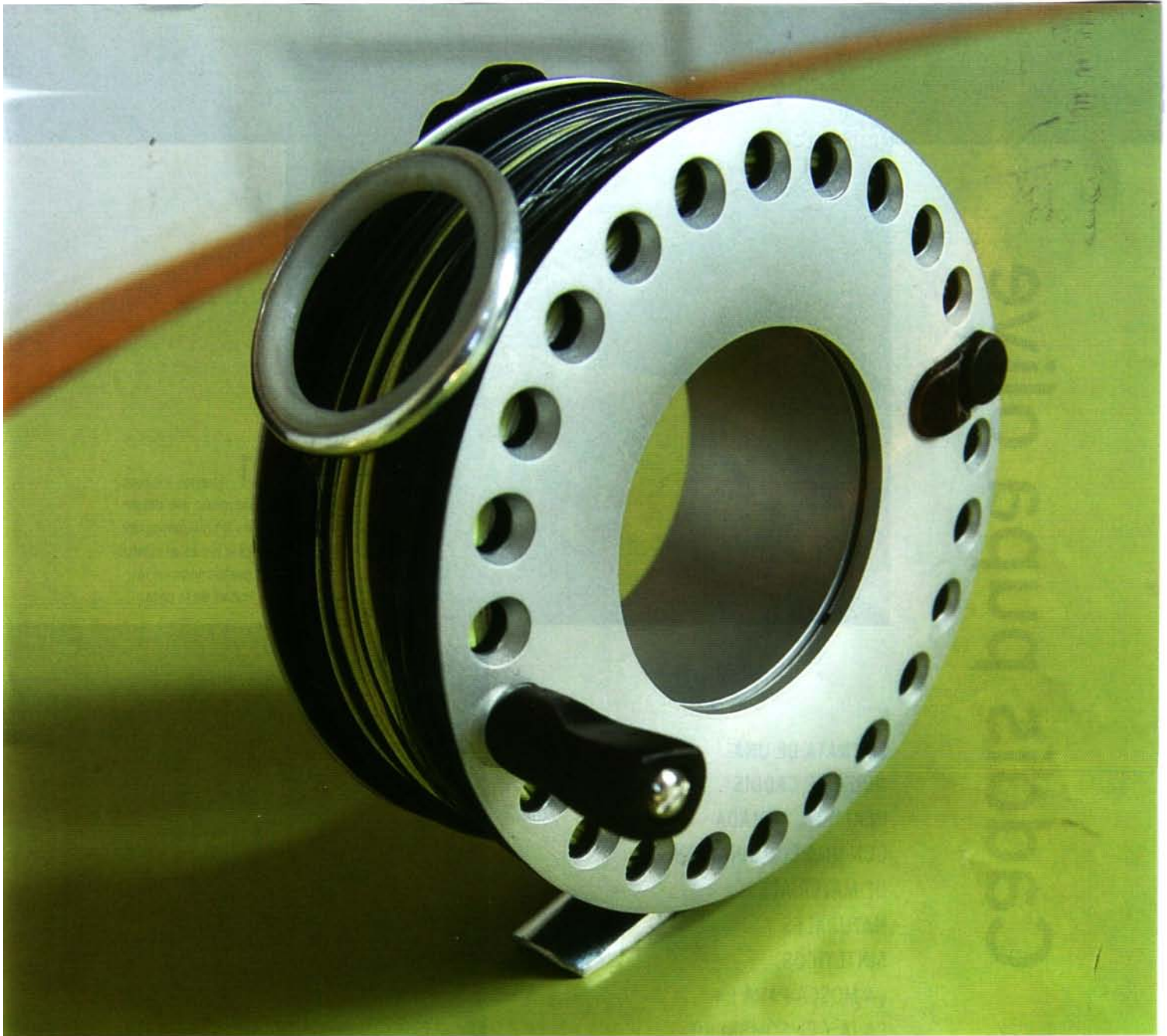
Considering the fact that the Argentine market lacks in innovation regarding these products because most of the high-end fishing equipment is imported into the country, this reel will certainly get the prize. In general, this reel has a solid structure and dragging system, and also features a hard anodized finish, which provides the reel with greater resistance to environmental conditions and impacts.

Some component parts such as hubs and actuators (handles and drag knobs) will be made of Delrin, a mechanically strong material used to replace engine gears, with self-lubricating characteristics and a low

#### TO SEE THE REEL IN DETAIL.

The reel prototype will be shown on October 3, 4 and 5 in the Centro Cultural Borges center (located on the corner of Viamonte and San Martín, phone # 5555-5359, in the Autonomous City of Buenos Aires), within the framework of the Innovar 2007 contest. The show is open to the public 10 am through 7 pm. Entrance is free.





<<THE SPOOL WILL BE LIGHT, BUT THIS SHALL NOT AFFECT THE OVERALL PRODUCT QUALITY.

< GREATER LINE LOAD CAPACITY.

friction coefficient. "We will also use alumina, a type of porcelain used by NASA and also by the textile industry in rings that are crossed by fibers at very high speeds." With a minimum friction coefficient and high strength after receiving a special treatment, such material is ranked second after diamond. "This is the material we will use in the line guard with the purpose of preventing the line from being damaged, since it will not experience any failure or wear caused by materials and the ring will not need to be replaced. As far as we know, we are not the only company producing fly reels, because STH has regrouped to continue its operations based in Neuquén and there is a company manufacturing a well-presented reel for line weights 4/5 in Bariloche. Our

product, however, is characterized by its innovative power drag and a few additional features we will explain later."

The launching of a product with these characteristics is primarily intended to show its quality and features. In the low-end product segment, "it is impossible for us to compete in the Asian market; on the other hand, as regards value-added projects, we can provide innovations and an outstanding quality level worldwide," said Mr. Ordoñez. This reel is intended to become a milestone in the history of Argentine fishing products and it will certainly arouse a great deal of interest."

+ PREMIUM NICHE. THE REEL HAS ALREADY BEEN GIVEN DESIGN, AESTHETICS AND TECHNOLOGY