

Náutica: nueva DINA de Regnicoli



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*Pesca
con mosca*

- ✓ BONEFISH y TARPON en Venezuela
- ✓ CARPA con ninfas y secas
- ✓ NUEVO REEL NACIONAL

CALIBRES

17 HMR

17 Remington

Belleza en un

22 HORNET CUSTOM

El mejor momento para equiparse

CAMPING

OFERTAS EN INDUMENTARIA, CARPAS Y ACCESORIOS

Argentina
\$7.50



(Recargo por envío
al interior \$ 0,20)

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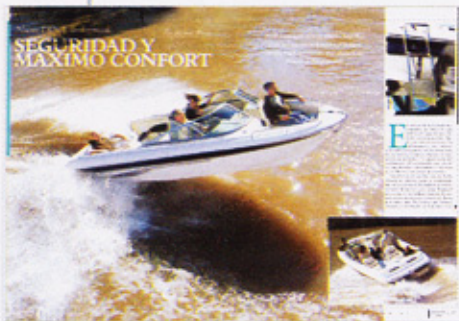
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STRENGTH AND EFFICIENCY MADE IN ARGENTINA

Diego Flores



Fly angler and industrial designer, Ignacio Ordóñez created a new fly reel that promises to give rise to new technology paradigms. This article describes the creation of an ambitious project filling Argentineans with pride.



Ignacio Ordóñez is a happy man. Beyond his academic vocabulary and look, Ignacio smiles all the time. He handles his new reel prototype (its name is currently undergoing a registration process) with extreme affection, as if it were his son. Ignacio dismantles the reel and shows us its component parts, which amaze us due to their originality and design. As general director of design studio OIDESIGN - Grupo de Soluciones, Ignacio is close to materializing his long-standing dream: to mass-produce a novel high-end fly reel, intended to compete with the global giants playing in the segment, on an equal basis. This is a story worth telling.

A fruitful path

How did fishing come to your life?

Fishing has always been with my family. We went fishing from place to place, depending on the season, searching for different species such as dorado, pejerrey and, needless to say, trout. Fly fishing has always been of particular interest to me and, if my memory serves me well, when I was seven my father gave me one of his fly fishing practice devices for casting on the lawn. I remember several summers spent with my family, fly fishing in the south of Argentina. Then, when I grew up, I used to go backpacking with my brothers, looking for remote rivers. Those were great moments.

Let's talk about a different side of your history: the university

A few years later, I began to study Industrial Design at the University of Buenos Aires. Gradually, my enthusiasm for this

career became as big as my enthusiasm for fly fishing. It is interesting how the mind combines all aspects of a person, even though they derive from different experiences. In the long term, all experiences became one. It was in 1999 that students were asked to perform an analysis on one product of our own choice. Naturally, for the assignment to have an additional incentive, I decided to work with reels. Without even realizing it, I was becoming an angler with a special critical perspective regarding products, which was the result of my professional studies blended with my passion for fly fishing. Such work gave me very important thoughts: a few conclusions and the basic improvements that, in my view, should be made to reels over the next few years.



I suppose you looked at many products with a critical eye during the process...

That is right; I have analyzed different reel types, models and brands. I have studied strange reels and, gradually, I began to consider certain reels as the first step towards development. It was like a triggering event. In 2003 I designed, and subsequently adjusted and improved, a new fly reel, and also analyzed the existing products thoroughly. I inquired anglers and then reengineered the product and, step by step, the idea became a product and then the product turned into a project. Needless to say, an ambitious project such as this one requires big investments, both in terms of money and time. Nevertheless, even with promising models, drawings and technical descriptions in place, the project thwarted because of insufficient money resources.

How did you overcome such economic issue?

In those days the term "incubator" had started to circulate in universities, entrepreneur meetings and, naturally, in newspapers. "Project incubators" are institutions that receive, direct, and analyze different types of projects. The assessment stage is long, demanding and thorough. Finally, just a few of the submitted projects gain access to what is called "incubation": strategic assistance in the different aspects of the proposal, such as technology, marketing, export issues, as well as financing.

Just like any individual venture, I imagine the early stages of the project were not easy...

That is right. At that time, I was working as a professor, and there is much information circulating at the university. Although incubators had been working there for a couple of years, my proposal did not match the project profiles set by them. I had to have patience, since it was a matter of time. It was clear that the independent search of

investors would not yield any results. Finally, after finding a technological innovation project incubator and obtaining information about it, I decided to take the chance. However, there were other aspects of the project that needed to be improved.

What is your view about the selection process?

The hard assessment process took one year and a half, and finally our project was selected for incubation. There were actually 4 selected projects, out of a total of 200. It was unbelievable. The project was assessed by important experts in the business, administrative and technology areas. I would like to extend my gratitude to all people working with Baitec (Buenos Aires Innovación Tecnológica) and P.R.U.E.V.E. (Programa Universitario de Estímulo a la Vocación Empresaria), a program depending on the Government of the City of Buenos Aires, for their work and professionalism.

An important factor that is not directly related to technological innovation, and that was very helpful for the project to be selected, is the key feature of being a project with an exporting profile. As regards fly fishing, Patagonia is a place of international renown.

Despite our enthusiasm about the completion of the assessment process, this was nothing but a new beginning. We had worked hard, but it was time for working even harder. We were waiting for the financing allocated to the project to be credited in a difficult country in terms of stability. When the funds were finally credited, we started to work on intellectual property rights registration and production activities.

I would like to thank the unconditional support of the people that accompanied me during these years, who helped me and encouraged me to achieve my goals. None of this would have happened without the assistance and support of my parents, my

brothers, my wife, and my relatives and friends. I will be forever thankful to them.

Now that you have the polymer prototype, what is in store for this new and promising fly reel?

At present we have the first prototype ready; it is made up of molding materials and has been tested and analyzed by fly anglers. Subsequently, it will experience a redesign and adjustment process based on the contributions made by all people that added value to and collaborated with the project, with the purpose achieving the best-quality product, not only in terms of technology, but also as to versatility, comfort, functions and all aspects important to fly anglers.

It is now clear that this reel will boost many current parameters even further...

The new large arbor reel is characterized by its size and load capacity, both greater than in any of the other existing reels. It has a self-supporting structure making it virtually indestructible, a very important factor for fishing dorados or the violent salt-water species. The 18 bearings provide the reel with an extremely smooth operation. Its award-winning highly-engineered dragging system exceeds by over 50% the dragging power of the most powerful reel, with smaller size and accurate, wide-range, drag adjustment features. The reel has a high-strength porcelain line guard, with a low friction coefficient and high durability. In addition, it has other secondary, but equally important, characteristics.

Ignacio and I decided to maintain a veil of mystery until the arrival of the first metal prototypes, which will be tested with a demanding fly fishing trip. This story will continue in the next match against large dorados or brown trouts in the challenging Patagonian waters. ■