

*TREASURED  
TACKLE  
HOUSES*

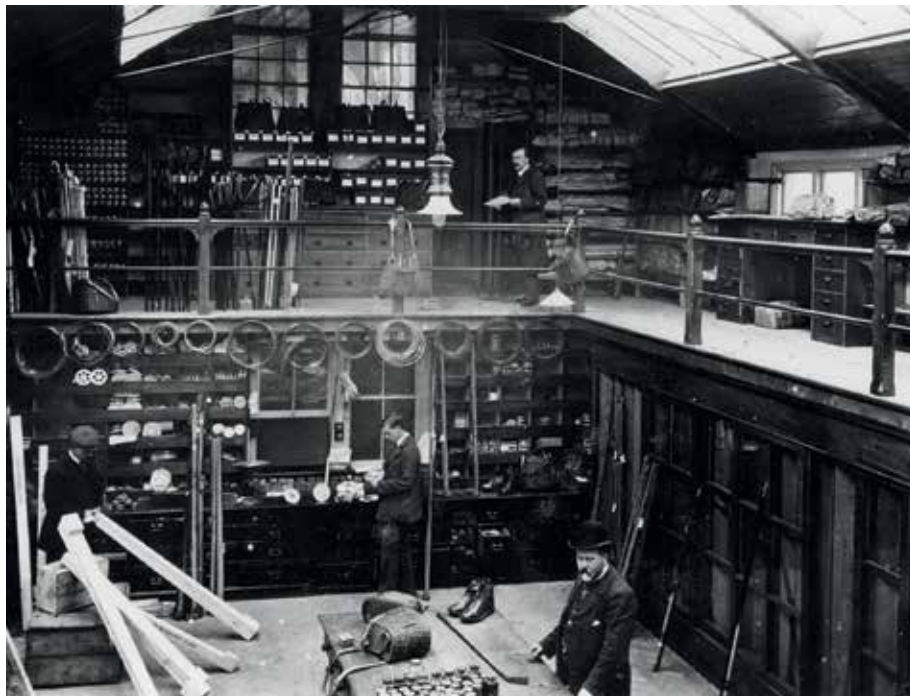


# Grant Ottignon- Harris

*MANAGING  
DIRECTOR,  
HARDY AND  
GREYS  
PURE FISHING*



Grant Ottignon-Harris, the Managing Director of Hardy and Greys, is the steward of the world's most famous fly fishing brand and legacy. Needless to say, in an era of intense global competition and innovation in the fly tackle development, he is a very busy man.



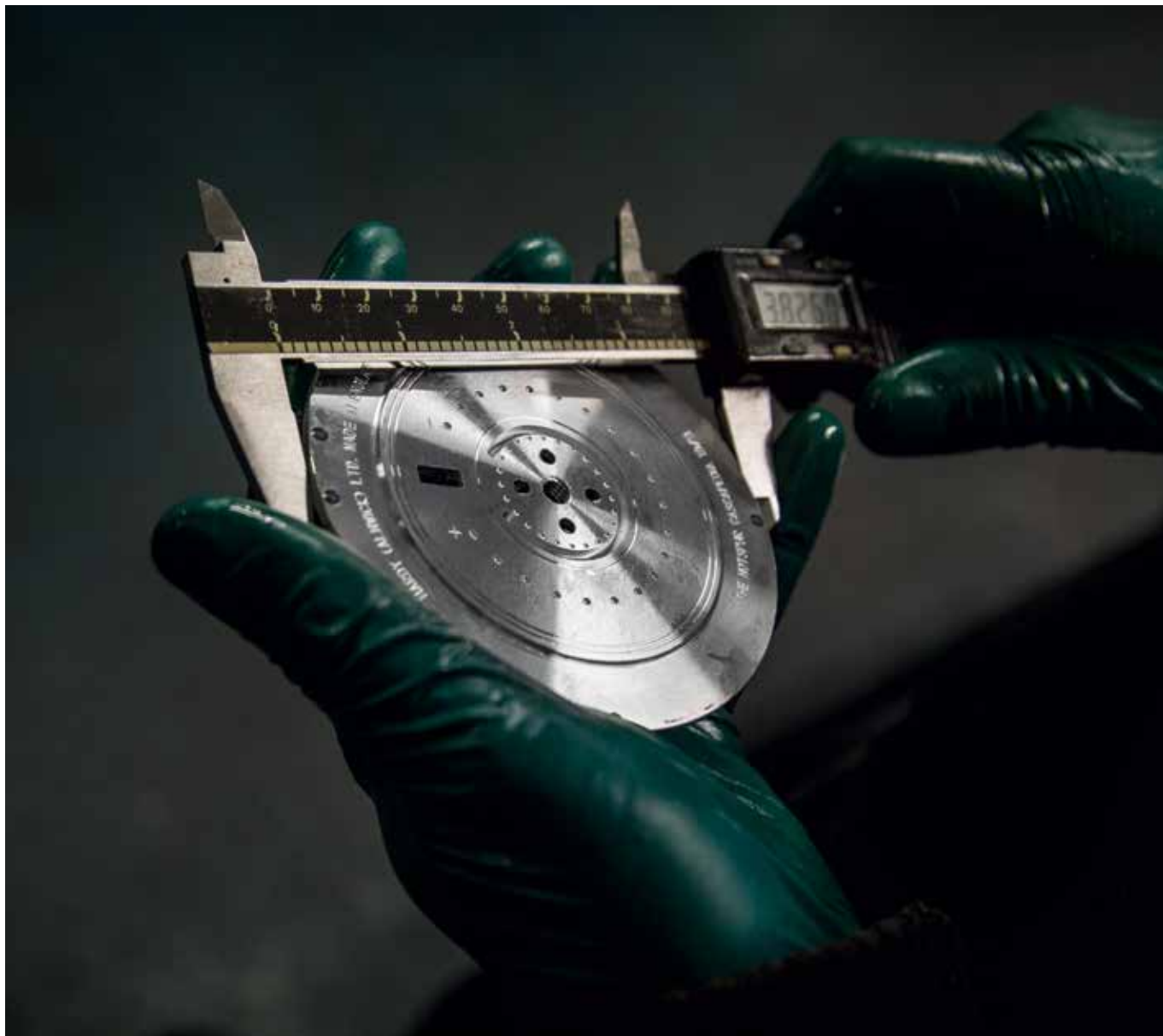
Hardy's, founded in 1872, has produced the widest variety of fly fishing tackle in the world, from rods to reels, to flies, leaders, landing nets and every manner of accessory imaginable.

The complexity and range of its line of reels alone is mind-boggling, from the smallest trout reels born of the chalk stream tradition to the largest salt water Zane Grey ocean reels designed to tame the largest billfish.

So, how does this iconic company keep up the high level of quality and stay relevant in an era of the most sophisticated global design and manufacturing dynamic in the history of the sport?

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1. Hardy company founder William Hardy 2. Hardy Managing Director L.R. Hardy 3. Hardy Chairman and Director Alan Hardy 4-5. Harold Hardy at Chicago Fly and Bait Casting Tournament 6. Hardy Bondgate shop in the early days 7-9. Hardy Museum, Alnwick 10.-11. Hardy Shop at 61 Pall Mall, London 12. Hardy Shop and Museum, Alnwick



In part, by returning to its roots: the design and manufacturing of fly reels with a rich aesthetic and design pedigree. The shop floor at Hardy's factory in Alnwick is indistinguishable from its earlier history in the nineteenth and twentieth centuries. The skilled master reel makers are still there, but they are now skilled in the use of the most advanced computer numerical control machinery, bringing production back from the Pacific and reclaiming the status of its British-made craft legacy.

Grant Harris is justly proud of a project to reintroduce the legendary Hardy Cascapedia salmon reel with a new Hotspur limited edition, named after Harry Hotspur, celebrating the 950th anniversary of the Percy family in England.

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1-7. Manufacturing the Hardy Hotspur Cascapedia 10/11 salmon reels in Alnwick factory 8. Fly fisherman with L.R. Hardy on the right 9. Sideplate with technical engineering specifications for Hardy Hotspur Cascapedia 10/11 salmon reel 10. Hardy Hotspur Cascapedia 10/11 salmon reel finished reel



1 | 2

1. Hardy Zephrus rod with Sintrix blank construction 2. Hardy Hotspur Cascapedia Limited Edition salmon reel lowest serial numbers

PHOTO CREDIT: Photos supplied by the Hardy Company



Model 001 of the Hardy Hotspur Cascapedia was donated to the Atlantic Salmon Trust and the Salmon and Trout Conservation for a charity auction and achieved a hammer price of 55,000 pounds—a world record. The auction, conducted by the Chairman of Sotheby's, raised over 100,000 pounds for salmon conservation.

Model 000 was provided to Prince Charles and 002 to King Harold in Norway, with 003 going to the Duke of Northumberland. By the way, 007 is also gone—with another handsome donation for conservation.

These shorter runs of limited edition reels, done properly, highlight the value of superior craftsmanship and legacy in the high end of the global fly fishing market.

Grant Harris started with Pure Fishing in 2011, having run the other leading U.K. fly fishing firm Farlows and Sport Fish U.K., a mail order and retailing company. His first job was with a small tackle shop in Guildford, Surrey, where he learned the art of selling all manner of gear for the country pursuits, including fly fishing and hunting.

He developed his professional career with global multinational companies like Coca-Cola, then joining the largest fishing tackle operation in the world, Pure Fishing, the owner of over 17 global tackle brands. Pure Fishing

acquired Hardy's and Greys in 2013, from its U.K. base in Redditch. He then moved the business to Alnwick in 2014 to be closer to the manufacturing and its leading brand.

Grant recognized the high value of the Hardy brand and its association with the great pioneers and innovators who founded and directed the company over the years. It is now the jewel of the global Pure Fishing brands.

Even though U.S. fly fishing tackle manufacturers have innovated over the years, Hardy's developed some very important new resin and SINTRIX® rod material working with 3M, which represented a major advance in the materials technology for rodmaking.

In developing SINTRIX® nanotechnology Hardy specialist composite engineers and rod designers spent over two years experimenting with different types and mixes of carbon fibers combined with varying levels of 3M® nano silica resin. The results yielded up to a 60% increase in strength and up to a 30% decrease in weight.

Hardy's has the skill base, technical ability, and the passion to bring some high tech manufacturing back to the U.K. and to Alnwick. In the U.K., there are also a great number of independent tackle shops manned by people who are very involved personally in fly fishing. The history of the Hardy's brand resonates with these retailers, who value its quality and high level of service.

Grant is dedicated to delivering superior customer service, even as customer buying behavior and needs continue to evolve. He values the retailers who cater to the most sophisticated fly fishermen who buy Hardy products.

He also recognizes that fly fishing tackle collectors remain important ambassadors for the Hardy's brand, both as fly fishermen and as custodians of the history of this great company.