

## **St. Croix Rod partners with Idea Ranch to launch their new reel brand, SEVIIN.**

TULSA, OK. (July 11, 2023) – With seven decades of experience building the best fishing rods on earth, St. Croix knew it needed to make an impact when entering the reel market and partnered with Idea Ranch for its launch. Idea Ranch took SEVIIN from concept to the finish line. From naming to logo design, packaging to lending expertise in product development, Idea Ranch has meticulously crafted all brand and go-to-market elements of SEVIIN, setting a new standard in fishing reels.

“St. Croix is a legendary, leadership brand in the fishing industry. When they came to us wanting to start a new brand, we knew we had to hit this one out of the park,” said Idea Ranch’s Chief Creative Officer, Jeff Tolle. “It’s a rarity these days to get an opportunity to ideate from a clean sheet. We’re really proud of what SEVIIN represents and equally appreciative of the opportunity.”

St. Croix’s trust in the industry has been earned through die-hard persistence, honest innovation, and always placing anglers at the center of everything it does. SEVIIN is backed by that same legacy while also being meticulously engineered and purpose-built to help anglers conquer every species on every piece of water on the planet. A foundational offering in SEVIIN’s inaugural product launch for 2024 are the GF Series baitcasting reels which deliver an optimal balance of castability, smoothness, and comfort. Two series of spinning reels, the GS and GX series follow the GF launch, and finally a dedicated saltwater spinning line-up in the GSW series.

SEVIIN adds to Idea Ranch’s growing portfolio in outdoor recreation market. See our work for SEVIIN [here](#).

Embed Video: <https://vimeo.com/idearanch/review/842945816/63545be9c3>

### **About SEVIIN Reels**

Wherever and however you fish, the reel in your hand should help create better experiences. Born from St. Croix’s seven decades of design and manufacturing expertise, industry-leading customer service, and unbroken private ownership by the Schluter family dating back to 1977, SEVIIN reels are meticulously engineered and purpose-built to help anglers conquer every species on every piece of water on the planet. SEVIIN focuses on reels and reels only, designing and crafting products that improve the angling experience, regardless of the rods anglers choose. Seven seas, seven continents, seven days a week, SEVIIN reels are fueled by a collective love of fishing surpassed only by a passion to deliver the most reliable and advanced reels on the water. Learn more at [seviinreels.com](http://seviinreels.com).

### **About Idea Ranch**

Idea Ranch is a full-service advertising, public relations, and consumer insights firm headquartered in Tulsa, Oklahoma, with offices in Wichita, Kansas, and Durango, Colorado. The

firm has a diversified list of clients across the country and is an industry-leading marketing-communications company building brands in the outdoor recreation and passion sports sectors. For more information, please visit [idearanch.com](http://idearanch.com).