

How a Nordic fly-fishing brand wins the US market

WHY THIS EXISTS

In early 2026 I built a full US market-entry strategy for **Loop Tackle**, the Swedish premium fly-fishing brand. Nobody commissioned it. I fish, I admire the brand, and I wanted to show what the first three stages of my Product Flywheel produce when you point them at a real company: **Truth** (what the market actually says), **Focus** (how to win), and **Build** (the roadmap). This is the condensed version.

STAGE 1 · TRUTH: WHAT THE MARKET SAYS

~50%

of the global fly-fishing market is the United States

~75%

of US fly fishing is Western-trout focused

2

brands dominate US trout: Orvis and Sage/Redington

\$25M+

the revenue that buys a top-3 US position

The hard truth: Loop is perceived in the US as a niche Nordic brand for salmon, steelhead, and two-hand casting. Beautiful gear, wrong conversation. **You cannot become the world's leading premium fly-fishing brand without winning American trout anglers.** And you cannot out-heritage Orvis on its home water.

STAGE 2 · FOCUS: HOW TO WIN

- **Premium first, then descend.** Enter at the top with a small, US-specific assortment. Build the technology story before chasing volume.
- **Win the fly shops.** 80 to 100 premium specialty dealers in 24 months. In this market, the shop wall is the brand.
- **Blend, don't hide, the DNA.** Nordic precision plus Western trout plus US-relevant conservation. Different beats better.
- **Target top 3 in the US** (\$25-35M by year 3-5), the required step toward global leadership.

THREE BRAND PILLARS

Regional Re-Launch

Nordic heritage, re-aimed at Western trout, backed by US conservation the angler actually cares about.

Beyond Specs

Anglers don't buy a "9'6" 5wt fast action." They buy the rod for their water. Application naming: 7X Euro, 7X Big Water.

One Tech DNA

One technology story carried across three price tiers, so every entry point tells the same brand truth.

STAGE 3 · BUILD: THE THREE-YEAR ROADMAP

YEAR	PRODUCT	BRAND + CHANNEL
Year 1 Relaunch	Small US-specific assortment of flagship 7X rods with trout-focused updates and application naming. Limited-edition trout graphics on the existing reel line.	Brand relaunch: Nordic heritage + trout focus + US conservation. Begin specialty dealer build-out and D2C improvements.
Year 2 Expand	7X line expansion. Tier 2 rods (\$600-800) carrying the same Tech DNA story. Reel expansion tied to new conservation editions.	Deepen the fly shop network, increase penetration per door.
Year 3+ Grow	Tier 3 rods (\$300-600) and entry reels (\$200-250) with honest feature differentiation. First category beyond rods and reels.	Expand dealer count and penetration on the strength of the new categories.

WHY THE SEQUENCING MATTERS

Every move protects the same two assets: **price integrity and shop trust**. Premium establishes the story, tiers extend it without diluting it, and no category expands until the dealer network can carry it. This is what "phased" means in practice: each year's launch creates the customer for the next year's.

This is what a **Flywheel Audit** produces.

Market truth, a sharp how-to-win, and a sequenced roadmap, built for your brand instead of a brand I admire from a distance. The full engagement runs Truth through Learn: the strategy work to set the roadmap, and the repeatable process that keeps it turning.
Product Strategy | Repeatable Process | Factory Ops | Built on AI.

Want this thinking pointed at your brand?

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