

2 GREAT BRANDS COMING TOGETHER TO MAKE A NEW POWERHOUSE IN OUTDOOR RETRACTABLE PRODUCTS



RETRACTABLE
FISHING PRODUCTS



RETRACTABLE
OUTDOOR PRODUCTS



RETRACTABLE OUTDOOR PRODUCTS

We are excited to announce that beginning July 9th, 2019, Boomerang Retractable Fishing Products and T-Reign Retractable Outdoor Products will merge to become **Boomerang Retractable Outdoor Products**.

- **Expanding Brand Power** – With more products under the same brand, it will be easier for fishermen, hunters and other outdoor enthusiasts to find and confidently use the line cutters and gear tethers that help ensure they have the best day doing what they love.
- **Simplified Brand Management** – For our channel partners, the merger will make it easier to manage our full line of outdoor products both in store and online. To help make this pain free, we will not change the SKUs or UPC codes on our products.

What Comes Next – Starting July 9th, the majority of T-Reign Retractable Gear Tethers will begin shipping under the new Boomerang brand. The re-imagined Boomerang Gear Tether packaging will be sure to grab attention on store shelves and catch the eyes of fishermen who already love their Snips, Zingers, Nippers and other Boomerang products.

Keep Pulling – All the former T-Reign products will still be made by our parent company, West Coast Corporation, and bring the entrepreneurial spirit and +70 years of American know how that invented KEY-BAK® retractable key reels proven to last 1-million pulls.

More to Come – Other products, such as the ProCase, ProHolster and Integrated Carabiners will move to the new Boomerang brand at a later date. Until then, they will remain a T-Reign child brand of Boomerang Retractable Outdoor Products.

For More Information – Please contact Brittany Hall, brittany@wcc-mfg.com