

Maurice Sporting Goods Building Momentum with Industry Support

Northbrook, IL – August 17th, 2018 – Maurice Sporting Goods, LLC, one of North America’s largest distributors of outdoor sporting goods attended the 2018 ICAST show in Orlando, FL last month. Maurice associates were in attendance showcasing brands, meeting with customers and talking to vendors about how to grow their mutual businesses through Maurice Sporting Goods, LLC. The senior leaders of Maurice considered the show a huge success.

“The future of this company is extremely bright,” emphasized Keith Jaffee, Maurice’s Chairman. “The team at Maurice is dedicated and truly motivated to win. We’ve set ourselves up for a successful back half of the year and are gaining momentum as we depart ICAST. I definitely learned more about this industry while in Orlando.”

“We’re really excited about the opportunities for the future. We had some great conversations with key customers as well as many of our most important vendor partners,” said Jory Katlin, CEO.

Industry leaders such as American Fishing Wire have continued to support Maurice.

“Our singular focus at AFW is consumer satisfaction, and achieving this requires having a strong network of key distributors and retailers. For over 25 years Maurice Sporting Goods has been a long term partner of ours consistently helping us meet this objective,” stated Mike Shields, President of American Fishing Wire.

“Admittedly 2017 was a challenging year for many of us, but despite the heavy industry consolidation, AFW and Maurice were able to find a mutual way forward that is rapidly expanding sales and creating new opportunities for the future.”

Holly Williams, Vice President of Cablz, commented on the value that Maurice provides her company.

“As a small company it was difficult to grow our distribution quickly. Our relationship with Maurice has not only aided Cablz in growing quickly, they have put us into accounts that we would not have been able to get into on our own. It’s not uncommon for companies to struggle at times, the difference is how companies react and move forward. We are very pleased with the direction, and progress Maurice has made over the past months, and look forward to growing our business together in the future.”

Additionally, Maurice represents a wide portfolio of outdoor brands that were on display at ICAST and are notable in the marketplace. Building brands and products that the consumer wants while creating profit for the retailer has long been an integral part of the Maurice program.



Maurice took home some hardware from the show with Rivers Edge winning the award for “Best New Footwear” with their take on fishing sandals.

“The meetings we had at our booths and with our customers were extremely positive,” said Rodney Womack, SVP Sales & Marketing. “South Bend, Shoreline Marine, Matzuo, Danielson and Rivers Edge remain committed to delivering innovative products to our customers that sell through at retail. I’m proud of the team and the direction our company is heading into 2019.”

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About Maurice Sporting Goods, LLC

Maurice Sporting Goods, LLC is owned by Middleton Partners, an active investor of private equity in real estate and operating company opportunities offering returns that exceed industry or sector comparables. Maurice supplies products in the fishing, hunting, outdoor recreation, marine and outdoor gift categories, serving mass retailers and independent dealers throughout the United States and international markets. Maurice operates a portfolio of sourcing and manufacturing companies containing recognizable brands such as Shoreline Marine, South Bend Fishing Tackle, Rivers Edge Outdoor themed gift products, Danielson and Matzuo fishing products. Please visit our website to learn more or to sign up to become a dealer at www.maurice.net.

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