

Royal Coachman - The Symbol of Quality since 1977



History

Welcome to Royal Coachman.

Royal Coachman is a specially as a dry fly, the most famous fly in the world and that was a reason why I chosen the name of this fly to be the trade mark of my company registered in 1977.

While talking about flies everybody could remember the name of my company.

In age of 38 I opened a shop in 1980 in more or less in middle of Stockholm City, close to the water there a potential customer could test his rod before he or she would decide to buy it. It was only 200 meters to the one of many water channels existing

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