Rico is a household name among single reed players around the world. Since the company’s inception, they have moved from importing several hundred reeds for Frank di Michele to sell to his friends, to being among the largest manufacturers in the industry. This document traces the history of the company from its inception 1928 to when it was sold to J. D’Addario & Co. in 2004. Through interviews, document reviews, and data gathering, this document will explore the history of the company, the owners and managers, the products, and the events that led to the company being acquired by D’Addario.