



PRODUCT CATALOG

LURES | HOOKS | RIGS | COMBOS



Innovation. Technology. Passion.

Matzuo America® is committed to continuous product improvement and innovation. Our success could not be achieved without the efforts of our passionate development team made up of dedicated, hard-core anglers, pro staff, engineers and product designers who work tirelessly to produce the most innovative and cost effective fishing products on the market today. The key factor in fulfilling the Matzuo America® brand promise is to provide tournament quality tackle at an unparalleled value.





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**COMBOS
RODS
LINE**

A close-up photograph of a person's hand holding a fishing lure. The lure is white with a blue and yellow patterned body and a black hook. The hand is positioned over a clear plastic tray containing several other fishing lures of various colors and designs. The background is a blurred blue surface.

M **MATZUO**
AMERICA®

RED SERIES FIBERGLASS SPINNING COMBOS

- 2 Ball bearings
- Aluminum spool
- 2-piece medium action fiberglass rod blank
- IPS Inverse reel seat
- Split Grip cork handle
- 5+1 Ceramic guides



MODEL	PART #	REEL SIZE	BEARINGS	ROD SIZE	ACTION	PIECES
MZ230/602MS2	5718-0254	30	2	6ft	MEDIUM	2
MZ230/662MS2	5718-0039	30	2	6ft 6in	MEDIUM	2

RED SERIES IM6 GRAPHITE LIGHT FINESSE COMBOS

- 5+1 Ball bearings
- Aluminum spool
- 2-piece IM7 rod blank
- Split grip cork handle
- 7+1 Ceramic guides



MODEL	PART #	REEL SIZE	BEARINGS	ROD SIZE	ACTION	PIECES
MTZRLS502UL	5718-0617	10	5+1	5ft	ULTRALIGHT	2
MTZRLS562UL	5718-0618	10	5+1	5ft 6in	ULTRALIGHT	2
MTZRLS602LT	5718-0619	20	5+1	6ft	LIGHT	2
MTZRLS662LT	5718-0620	20	5+1	6ft 6in	LIGHT	2
MTZRLS702LT	5718-0621	20	5+1	7ft	LIGHT	2

RED SERIES IM7 GRAPHITE SPINNING COMBOS

- 5+1 Ball bearings
- Aluminum spool
- 2-piece IM7 rod blank
- Exposed split grip
- 7+1 ceramic guides



MODEL	PART #	REEL SIZE	BEARINGS	ROD SIZE	ACTION	PIECES
MTZ206101ML	5718-0248	30	5+1	6ft 10in	MEDIUM-LIGHT	2
MTZ20721M	5718-0251	30	5+1	7ft 2in	MEDIUM	2

RED SERIES IM7 GRAPHITE BAITCAST COMBOS

- 3 Ball bearings
- 6.8:1 Gear ratio
- Aluminum spool
- 1-piece IM7 rod blank
- Exposed split grip
- 7+1 ceramic guides



MODEL	PART #	BEARINGS	ROD SIZE	ACTION	PIECES
MTZBC3681M	5718-0248	3	6ft 8 in	MEDIUM	1
MTZBC372MH	5718-0251	3	7ft 2in	MEDIUM HEAVY	1

RED SERIES IM7 GRAPHITE TELESCOPIC TROLLING ROD

- 6-Section IM7 graphite blank
- Aluminum oxide guides
- Graphite reel seat
- Stainless steel cushioned hood
- Triangle criss-cross EVA handle and foregrip



MODEL	PART #	ROD SIZE	ACTION	SECTIONS
MTZ-TRL76MH	5718-0636	7ft 6in	MEDIUM HEAVY	6

BRAIDED LINE

Designed using Ultra HMWPE high molecular weight polyethylene delivering a super strong line with a minimal profile.

- Superior strength
- Low-Vis Green
- 4 carrier braid



MODEL	MZ-BL-15	MZ-BL-20	MZ-BL-30	MZ-BL-40	MZ-BL-50	MZ-BL-65
PART #	5718-0481	5718-0484	5718-0487	5718-0491	5718-0494	5718-0497
LB TEST	15	20	30	40	50	65
DIAMETER	.18mm	.23mm	.28mm	.33mm	.36mm	.41mm
YARDS	150	150	150	150	150	150

LURES



M **MATZUO**
AMERICA®

NED STYLE RIGS

- Proven to catch multi-species of fish anywhere easily
- Pre-rigged contoured finesse head with matching body
- Easy to fish, just cast out and let sink, then slowly work back
- Ideal for use in weeds or any structure



Weedless style hook



MODEL	MZMFR116	MZMFR18	MZMFW116	MZMFW R18
LENGTH	3 in (1.18 cm)	3 in (1.18 cm)	3 in (1.18 cm)	3 in (1.18 cm)
WEIGHT	1/16 oz (1.77 g)	1/8 oz (3.54 g)	1/16 oz (1.77 g)	1/8 oz (3.54 g)
WEEDLESS	NO	NO	YES	YES

MODEL	PART #	MODEL	PART #
MZMFR116-BB	5718-0509	MZMFR18-BB	5718-0522
MZMFR116-BR	5718-0511	MZMFR18-BR	5718-0525
MZMFR116-CN	5718-0506	MZMFR18-CN	5718-0519
MZMFR116-GP	5718-0500	MZMFR18-GP	5718-0513
MZMFR116-SM	5718-0503	MZMFR18-SM	5718-0516

WEEDLESS

MODEL	PART #	MODEL	PART #
MZMFW116-BB	5718-0537	MZMFW18-BB	5718-0552
MZMFW116-BR	5718-0540	MZMFW18-BR	5718-0555
MZMFW116-CN	5718-0534	MZMFW18-CN	5718-0549
MZMFW116-GP	5718-0528	MZMFW18-GP	5718-0543
MZMFW116-SM	5718-0531	MZMFW18-SM	5718-0546



-BB Black / Blue



-BR Black / Red



-CN Cinamon



-GP Green Pumpkin



-SM Smoke

TOKYO RIGS

- Excellent alternative to jigs and dropshot rigs
- Excels whenever bass are keying on bottom presentations
- Excellent rigged with creatures and crawfish plastics
- Glass bead creates attractive clicking noise



1/8 OZ (3.54G)

MODEL	MTZ-TR2PK-181/0	MTZ-TR2PK-182/0	MTZ-TR2PK-183/0	MTZ-TR2PK-184/0
PART #	5718-0624	5718-0625	5718-0626	5718-0627
HOOK SIZE	1/0	2/0	3/0	4/0

1/4 OZ (7.08G)

MODEL	MTZ-TR2PK-141/0	MTZ-TR2PK-142/0	MTZ-TR2PK-143/0	MTZ-TR2PK-144/0
PART #	5718-0628	5718-0629	5718-0630	5718-0631
HOOK SIZE	1/0	2/0	3/0	4/0

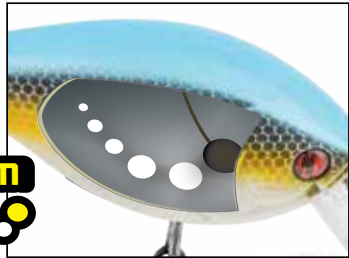
1/2 OZ (14.1G)

MODEL	MTZ-TR2PK-121/0	MTZ-TR2PK-122/0	MTZ-TR2PK-124/0	MTZ-TR2PK-124/0
PART #	5718-0632	5718-0633	5718-0634	5718-0635
HOOK SIZE	1/0	2/0	3/0	4/0

FURIKO SQUARE BILL CRANKBAIT



- Square bill creates an erratic action perfect when Bass are aggressively feeding in shallow water
- Large resonating knocker utilizes a brass plate creating a variety knocks in different pitches
- Pendulum technology: life-like rocking motion, slow rising action while paused
- Shallow diver



Featuring PENDULUM Technology

MODEL	MZPCB25	MZPCB30
DIVE DEPTH	2-5' (.6-1.52m)	4-6' (1.2-1.82m)
HOOK	#4 X-Strong Rd. Bend	#2 X-Strong Rd. Bend
WEIGHT	7/16oz (12.4g)	3/4oz (21.3g)
LENGTH	2 1/2" (6.3cm)	3.0" (7.5cm)
COLOR	000, 001G, BGGH, CCRW, CHBG, MS, OLS, SBK	



Sexy Shad
MZPCB25-000 / 5718-0610
MZPCB30-000 / 5718-0610



Sexy Ghost
MZPCB25-001G / 5718-0195
MZPCB30-001G / 5718-0213



Bluegill
MZPCB25-BGGH / 5718-0207
MZPCB30-BGGH / 5718-0225



Chartreuse Blue Black
MZPCB25-CHBG / 5718-0198
MZPCB30-CHBG / 5718-0216



Mirror Shad
MZPCB25-MS / 5718-0299
MZPCB30-MS / 5718-0317



Oil Slick
MZPCB25-OLS / 5718-0210
MZPCB30-OLS / 5718-0228



Chilli Craw
MZPCB25-CCRW / 5718-0201
MZPCB30-CCRW / 5718-0293



Silver Black Back
MZPCB25-SBK / 5718-0204
MZPCB30-SBK / 5718-0222



Life-Like Rocking Motion. Slow Rising Action while paused.



KINCHOU SHAD

- Perfectly balanced
- Floats at rest
- Chambered body
- Resonating stainless steel rattles
- Super sharp Matzuo® black nickel Angle Grip treble hooks



Realistic flared "bloody red" gills

MODEL	SMSS5	SMSS7	SMSS9
DIVE DEPTH	3-5' (1-1.5m)	4-8' (1.2-2.4m)	7-12' (2.1-3.7m)
HOOK	#6 Treble	#5 2x Strong Treble	#3 2x Strong Treble
WEIGHT	1/4oz (7.1g)	3/8oz (10.6g)	1/2oz (14.2g)
LENGTH	2 1/4" (5.7cm)	3" (7.6cm)	3 1/2" (8.9cm)



-BBASS
Baby Bass



-BG
Bluegill



-NWLYE
Natural Walleye



-FRT
Firetiger



-GSHSD
Ghost Shad



-NPR
Natural Perch



-RTBER
Rootbeer



-PURCT
Purple Chartreuse

MODEL	PART #
SMSS5-BBASS	5718-0100
SMSS5-BG	5718-0103
SMSS5-GSHSD	5718-0115
SMSS5-NPR	5718-0109
SMSS5-NWLYE	5718-0106
SMSS5-RCRAW	5718-0112
SMSS5-RTBER	5718-0118
SMSS5-SHAD	5718-0393

MODEL	PART #
SMSS7-BBASS	5718-0498
SMSS7-BG	5718-0495
SMSS7-FRT	5718-0492
SMSS7-GSHSD	5718-0124
SMSS7-NPR	5718-0489
SMSS7-NWLYE	5718-0501
SMSS7-PURCT	5718-0284
SMSS7-RCRAW	5718-0121
SMSS7-RTBER	5718-0127
SMSS7-SHAD	5718-0486

MODEL	PART #
SMSS9-NPR	5718-0507
SMSS9-NWLYE	5718-0305
SMSS9-PURCT	5718-0510
SMSS9-SHAD	5718-0504



-RC
Red Craw



-SHAD
Shad



TOURNAMENT CRANK

- Excellent walleye trolling bait
- Deep diver
- Resonating stainless steel rattles
- Super sharp Matzuo® red chrome treble hooks
- Floats at rest



Stainless steel bearings create high resonating rattle



MODEL	TC149	TC148
DIVE DEPTH	6-12' (1.8-3.7m)	8-16' (2.4-4.9m)
HOOK	#6 Treble	#4 Treble
WEIGHT	1/4oz (7.1g)	3/8oz (10.6g)
LENGTH	2 1/2" (6.4cm)	3" (7.6cm)



-000 Sexy Shad



-PR Perch



-CHBOB Chrome Blue/Orange Belly



-NWLYE Natural Walleye



-FRT Firetiger



-PUS Purple Shad



-GS Golden Shiner



-PKZ Pink Zombie

MODEL	PART #
TC148-CHBOB	5718-0518
TC148-FRT	5718-0310
TC148-GS	5718-0402
TC148-NWLYE	5718-0290
TC148-PUS	5718-0313

MODEL	PART #
TC149-000	5718-0362
TC149-CHBOB	5718-0343
TC149-FT	5718-0296
TC149-NWLYE	5718-0260



-TPR Tiger Perch

KINCHOU MINNOW



Realistic flared
"bloody red" gills



NANO KINCHOU MINNOW

KINCHOU MINNOW

KINCHOU PIKE/MUSKIE

MODEL	SMDS5	MODEL	SMDS7	SMDS9	SMDS11	SMCS11	SMCS14	SMCS18
DIVE DEPTH	2-4' (0.6-1.2m)	DIVE DEPTH	4-8' (1.2-2.4m)	4-12' (1.2-3.7m)	10-20' (3.0-6.1m)	6-10' (1.8-3.0m)	6-10' (1.8-3m)	8-12' (2.4-3.7m)
HOOK	#10 Treble	HOOK	#6 2x Strong Treble	#6 2x Strong Treble	#4 2x Strong Treble	#4 2x Strong Treble	1/0 2x Strong Treble	5/0 front, 3/0 rear 5x Strong Treble
WEIGHT	1/8oz (3.5g)	WEIGHT	1/4oz (7.1g)	5/16oz (8.8g)	5/8oz (17.7g)	5/8oz (17.7g)	1.1oz (31.1g)	3oz (85g)
LENGTH	2" (5.1cm)	LENGTH	2 3/4" (7cm)	3 1/2" (8.9cm)	4 1/2" (11.4cm)	4 1/2" (11.4cm)	5 1/2" (14cm)	7 1/2" (19.1cm)

- Perfectly balanced
- Floats at rest
- Chambered body
- Resonating stainless steel rattles
- Super sharp Matzuo® black nickel Angle Grip treble hooks

The Kinchou is excellent for walleye, bass and pike in trolling and casting applications. Diving depths range from 2 to 20 ft, depending on size and style, (see chart above) and available in 5 different sizes.

PIKE/MUSKIE KINCHOU MINNOW

- Complete through-wire construction
- Perfectly balanced
- Floats at rest
- Chambered body
- Resonating stainless steel rattles
- SMCS14 features 2X strength black nickel Matzuo® trebles with HD hardware
- SMCS18 features 5X strength black nickel Matzuo® trebles with HD hardware

KINCHOU PIKE/MUSKIE

MODEL	PART #	MODEL	PART #
SMCS14-BRSK	5718-0245	SMCS18-BRSK	5718-0490
SMCS14-BUMB	5718-0242	SMCS18-BUMB	5718-0533
SMCS14-LOON	5718-0493	SMCS18-GSTN	5718-0536
SMCS14-MUL	5718-0502	SMCS18-LOON	5718-0539
SMCS14-NPR	5718-0314	SMCS18-NPR	5718-0530
SMCS14-RH	5718-0499	SMCS18-SHAD	5718-0527
SMCS14-SHAD	5718-0239	SMCS18-YWSP	5718-0381
SMCS14-YWSP	5718-0496		

NANO KINCHOU MINNOW

KINCHOU MINNOW

MODEL	PART #
SMDS5-267	5718-0383
SMDS5-DS48ND	5718-0398
SMDS5-EPR	5718-0306
SMDS5-GSTN	5718-0334
SMDS5-NPR	5718-0392
SMDS5-NWLYE	5718-0395
SMDS5-PD	5718-0386
SMDS5-SBK	5718-0380
SMDS5-TPR	5718-0389

MODEL	PART #
SMDS7-267	5718-0403
SMDS7-DS48ND	5718-0421
SMDS7-DS53	5718-0474
SMDS7-EPR	5718-0309
SMDS7-GSTN	5718-0406
SMDS7-LLSP	5718-0517
SMDS7-M510	5718-0508
SMDS7-NPR	5718-0415
SMDS7-NWLYE	5718-0418
SMDS7-OLS	5718-0312
SMDS7-PD	5718-0409
SMDS7-SBK	5718-0400
SMDS7-TPR	5718-0412

MODEL	PART #
SMDS9-267	5718-0427
SMDS9-BSNB	5718-0016
SMDS9-CHRP	5718-0024
SMDS9-CMAG	5718-0032
SMDS9-DS48ND	5718-0445
SMDS9-GCOS	5718-0028
SMDS9-GGOBY	5718-0430
SMDS9-GSTN	5718-0433
SMDS9-HYPR	5718-0020
SMDS9-NPR	5718-0439
SMDS9-NWLYE	5718-0442
SMDS9-OLS	5718-0423
SMDS9-RUST	5718-0036
SMDS9-SBK	5718-0424
SMDS9-TPR	5718-0436

MODEL	PART #
SMDS11-267	5718-0451
SMDS11-ATF	5718-0148
SMDS11-BION	5718-0058
SMDS11-BSNB	5718-0040
SMDS11-CLR	5718-0315
SMDS11-CMAG	5718-0052
SMDS11-DS48N	5718-0512
SMDS11-DS53	5718-0480
SMDS11-EPR	5718-0462
SMDS11-GCOS	5718-0050
SMDS11-GGOBY	5718-0477
SMDS11-GSTN	5718-0454
SMDS11-HYPR	5718-0044
SMDS11-M510	5718-0460
SMDS11-MS	5718-0438
SMDS11-NPEN	5718-0151
SMDS11-NPR	5718-0463
SMDS11-NWLYX	5579-0254
SMDS11-PD	5718-0457
SMDS11-RUST	5718-0055
SMDS11-SBK	5718-0448
SMDS11-SCIS	5718-0047
SMDS11-TPR	5718-0236
SMDS11-WC	5718-0420
SMDS9-TPR	5718-0436

MODEL	PART #
SMCS11-001	5718-0483
SMCS11-CHBOB	5718-0488
SMCS11-DOR	5718-0485
SMCS11-GSTN	5718-0515
SMCS11-HST	5718-0287
SMCS11-NPR	5718-0514
SMCS11-NWLYE	5718-0378
SMCS11-RH	5718-0526
SMCS11-SHAD	5718-0387
SMCS11-TPR	5718-0375



-001 Stiletto



-DS48ND Chromatic Shiner



-NPEN New Penny



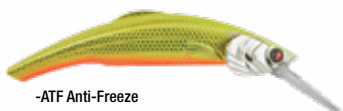
-267 Hot Steel



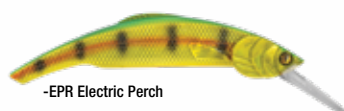
-DOR Dorado



-NPR Natural Perch



-ATF Anti-Freeze



-EPR Electric Perch



-NWLYE Natural Walleye



-BION Bionic Gold Fish



-GCOS Glass Cosmo



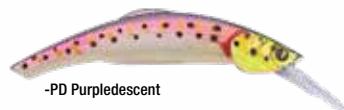
-OLS Oil Spill



-BUMB Bumble Bee



-GGOBY Goby Glass



-PD Purpledescent



-BRSK Brown Sucker



-GSTN Satin Glass



-RH Red Head



-BSNB Boisenberry



-HYPR Hypertension



-RUST Rusty Nail



-CHBOB Chrome Blue/Orange Belly



-LLSP Lemon Lime Spackle

GLOWS



-SBK Silver/Black Back



-CHRP Churple



-LOON Loon



-SCIS Sassy Cisco



-CLR Clear Halo



-M510 Lemon Steel



-SHAD Shad



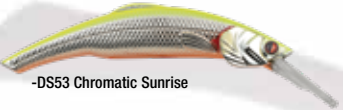
-CMAG Chic Magnet



-MS Mirror Shad



-TPR Tiger Perch



-DS53 Chromatic Sunrise



-MUL Mullet



-WC Watermelon Core

GLOWS

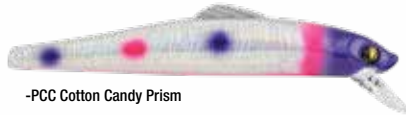


-YWSP Yellow Spots

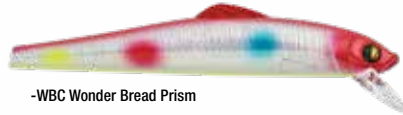
ZANDA SHAD



- The next generation of the popular Zander Shad dorsal fin
- Suspending and Diving body styles
- Highly reflective prism or matte finishes
- Super sharp, black nickel treble hooks
- The Shallow version suspends in 2-8' depths, while the Deep Diver can get down to 10-24'
- Excellent for use in larger lakes, deep weed lines and cover or simply deep trolling



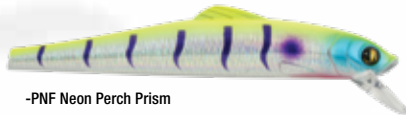
-PCC Cotton Candy Prism



-WBC Wonder Bread Prism



-PKZ Pink Zombie



-PNF Neon Perch Prism



-FRT Firetiger



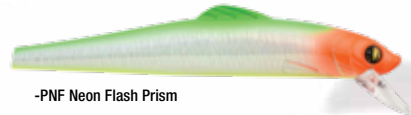
-PPL PurPearl Prism



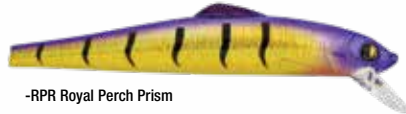
-GFL Green Flash



-GRP Royal Perch Glass



-PNF Neon Flash Prism



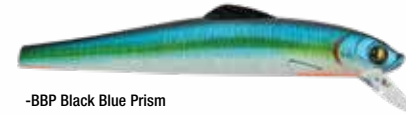
-RPR Royal Perch Prism



-GWE Walleye Glass



-PMP Purple Moon Prism



-BBP Black Blue Prism



-TPR Tiger Perch



-CON Convict



-GCP Citrus Perch Glass

MODEL	MZS9S	MZS9D	MZS11S	MZS11D
DIVE DEPTH	2-8' (0.6-2.4m)	10-18' (3.0-5.5m)	2-8' (0.6-2.4m)	15-24' (4.6-7.3m)
HOOK	Size 8	Size 8	Size 4	Size 4
WEIGHT	5/16oz (8.9g)	3/8oz (10.6g)	5/8oz (17.7g)	7/8oz (24.8g)
LENGTH	3 5/8" (9.2cm)	3 5/8" (9.2cm)	4 3/8" (11.1cm)	4 3/8" (11.1cm)

MODEL	PART #
MZS9D-CON	5718-0332
MZS9D-CON	5718-0272
MZS9D-FT	5718-0325
MZS9D-GCP	5718-0349
MZS9D-GFL	5718-0612
MZS9D-GRP	5718-0338
MZS9D-GWE	5718-0347
MZS9D-PCC	5718-0352
MZS9D-PKZ	5718-0269
MZS9D-PMP	5718-0341
MZS9D-PNF	5718-0322
MZS9D-PPL	5718-0329
MZS9D-PRP	5718-0335
MZS9D-TPR	5718-0344
MZS9D-WBC	5718-0318

MODEL	PART #
MZS9S-CON	5718-0302
MZS9S-FT	5718-0346
MZS9S-GFL	5718-0308
MZS9S-GRP	5718-0369
MZS9S-PCC	5718-0266
MZS9S-PKZ	5718-0401
MZS9S-PMP	5718-0407
MZS9S-PNF	5718-0360
MZS9S-PPL	5718-0404
MZS9S-PRP	5718-0411
MZS9S-TPR	5718-0363
MZS9S-WBC	5718-0263

MODEL	PART #
MZS11D-BBP	5718-0373
MZS11D-CON	5718-0391
MZS11D-FT	5718-0364
MZS11D-GCP	5718-0394
MZS11D-GFL	5718-0370
MZS11D-GRP	5718-0379
MZS11D-GWE	5718-0388
MZS11D-PCC	5718-0397
MZS11D-PKZ	5718-0358
MZS11D-PMP	5718-0382
MZS11D-PNF	5718-0361
MZS11D-PPL	5718-0367
MZS11D-PRP	5718-0376
MZS11D-TPR	5718-0385
MZS11D-WBC	5718-0355

MODEL	PART #
MZS11S-CON	5718-0432
MZS11S-FT	5718-0356
MZS11S-GFL	5718-0278
MZS11S-NPR	5718-0281
MZS11S-PNF	5718-0354
MZS11S-PPL	5718-0275

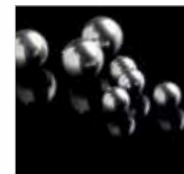


IKARI

- Loud resonating stainless steel rattles
- Slowly sinks in a parallel, wobbling motion
- Balanced for excellent action at all retrieve speeds
- Super sharp Matzuo® black nickel Angle Grip treble hooks



Realistic flared "bloody red" gills



Stainless steel bearings create high resonating rattle

MODEL	MTZ-38IK	MTZ-12IK
HOOK	#6 Treble	#4 Treble
WEIGHT	3/8oz (10.6g)	1/2oz (14.2g)
LENGTH	2 1/2" (6.4cm)	3" (7.6cm)



-BBASS
Baby Bass



-BRM
Bream



-CHB
Chrome Blue



-FC
Fire Craw



-GC
Green Craw



-GZS
Giz Shad

MODEL	PART #
MTZ38IKBBASS	5718-0073
MTZ-38IK-BRM	5718-0396
MTZ-38IK-CHB	5718-0130
MTZ-38IK-FC	5718-0076
MTZ-38IK-GC	5718-0067
MTZ-38IK-GZS	5718-0070
MTZ-38IK-LD	5718-0390
MTZ-38IK-PSS	5718-0384
MTZ-38IK-RC	5718-0064
MTZ-38IK-RU	5718-0079

MODEL	PART #
MTZ12IKBBASS	5718-0091
MTZ-12IK-BRM	5718-0328
MTZ-12IK-CHB	5718-0133
MTZ-12IK-FC	5718-0094
MTZ-12IK-GC	5718-0082
MTZ-12IK-GZS	5718-0088
MTZ-12IK-LD	5718-0311
MTZ-12IK-PSS	5718-0136
MTZ-12IK-RC	5718-0085
MTZ-12IK-RU	5718-0097



-LD
Laverdescent



-PSS
Pumpkinseed Sunfish



-RC
Red Craw



-RU
Rusty Craw



DORAGON MINNOW

- Five section body with 4 joints for realistic swimming action
- Highly detailed lifelike finish
- Black nickel Matzuo® hooks
- Sinks at rest



Jointed for natural swimming action

MODEL	MTZ-4	MTZ-6
HOOK	#6 Treble	#3 Treble
WEIGHT	7/16oz (12.4g)	1 3/8oz (39g)
LENGTH	4" (10.16cm)	6 1/2" (16.51cm)



-130 Pike



-19 Chub



-33 Natural Minnow



-144 Golden Shiner



-21 Silver Minnow



-36 Perch

MODEL	PART #
MTZ-4-130	5718-0586
MTZ-4-144	5718-0589
MTZ-4-19	5718-0566
MTZ-4-21	5718-0570
MTZ-4-32	5718-0573
MTZ-4-33	5718-0576
MTZ-4-36	5718-0580
MTZ-4-75	5718-0583

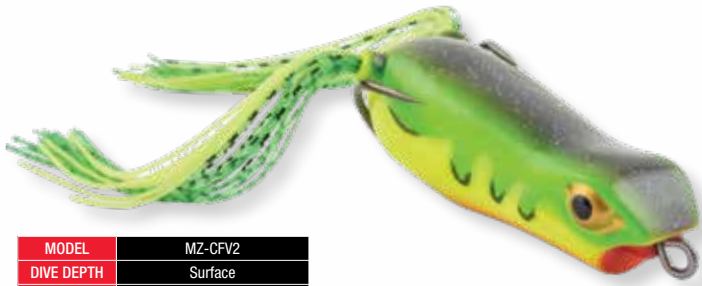
MODEL	PART #
MTZ-6-130	5718-0560
MTZ-6-144	5718-0563
MTZ-6-19	5718-0542
MTZ-6-21	5718-0545
MTZ-6-32	5718-0548
MTZ-6-33	5718-0551
MTZ-6-36	5718-0554
MTZ-6-75	5718-0557



-32 Tiger Minnow



-75 Rainbow Trout



KROAKER FROG

- Features a unique cupped mouth that spits a large plume of water when popped
- Enticing multi-strand legs and dual weedless black nickel Matzuo® hook



Unique cupped mouth for better popping action

MODEL	MZ-CFV2
DIVE DEPTH	Surface
HOOK	5/0
WEIGHT	5/8oz (17.7g)
LENGTH	2.5" (6.35cm)



-19 White



-28 Black



-28C All Star



-31 Natural Frog



-M10 Leopard Frog



-M28 Bull Frog



MODEL	PART #
MZCFV2-19	5718-0464
MZCFV2-28	5718-0461
MZCFV2-28C	5718-0467
MZCFV2-31	5718-0473
MZCFV2-BNE	5718-0470
MZCFV2-CG	5718-0475
MZCFV2-FFG	5718-0458
MZCFV2-M10	5718-0455
MZCFV2-M28	5718-0452



-BNE Banana Lime



-CG Clear Gill



-FFG Fire



NANO KROAKER FROG

- Designed to mimic a young frog that's bite-sized
- Features a unique cupped mouth that spits a large plume of water when popped
- Enticing multi-strand legs and dual weedless black nickel Matzuo® hook



Unique cupped mouth for better popping action

MODEL	MZ-CFNV2
DIVE DEPTH	Surface
HOOK	5/0
WEIGHT	5/8oz (17.7g)
LENGTH	2" (5.08cm)



-19 White



-28 Black



-28C All Star



-31 Natural Frog



-M10 Leopard Frog



-M28 Bull Frog



MODEL	PART #
MZCFNV2-19	5718-0440
MZCFNV2-28	5718-0437
MZCFNV2-28C	5718-0611
MZCFNV2-31	5718-0446
MZCFNV2-BNE	5718-0443
MZCFNV2-CG	5718-0449
MZCFNV2-FFG	5718-0434
MZCFNV2-M10	5718-0431
MZCFNV2-M28	5718-0428



-BNE Banana Lime



-CG Clear Gill



-FFG Fire

NANO CRANK



- Bite-sized for moderate sized or neutral game fish
- Highly reflective prism or matte finishes
- Super sharp black nickel treble hooks
- Floats at rest



Bite-sized baitfish, the size of a penny

MODEL	NC2	NC3
DIVE DEPTH	0-2' (0-0.6m)	0-3' (0-0.9m)
HOOK	#8 Treble	#10 Treble
WEIGHT	5/32oz (4.4g)	9/32oz (7.97g)
LENGTH	1" (2.5cm)	1 1/2" (3.8cm)

MODEL	PART #	MODEL	PART #
NC2-000	5718-0348	NC3-000	5718-0348
NC2-BLK/GLD	5718-0143	NC3-BLK/GLD	5718-0143
NC2-BTR	5718-0524	NC3-BTR	5718-0524
NC2-CHB	5718-0146	NC3-CHB	5718-0146
NC2-RT	5718-0417	NC3-GS	5718-0417
NC2-SHIN	5718-0149	NC3-RT	5718-0149
		NC3-SHIN	5718-0155



-000 Sexy Shad



-BLK/GLD Black Gold



-BTR Brown Trout



-CHB Chrome Blue



-GS Golden Shiner



-RT Rainbow Trout



-SHIN Shiner

NANO MINNOW



- Bite-sized for moderate sized or neutral game fish
- Highly reflective prism or matte finishes
- Super sharp Matzuo® black nickel treble hooks
- Floats at rest

MODEL	NM4	NM5
DIVE DEPTH	0-2' (0-0.6m)	0-3' (0-0.9m)
HOOK	#10 Treble	#8 Treble
WEIGHT	1/8oz (3.5g)	5/32oz (4.4g)
LENGTH	2 1/4" (5.7cm)	2 3/4" (7cm)

MODEL	PART #
NM4-000	5718-0353
NM4-BLK/GLD	5718-0340
NM4-BRM	5718-0337
NM4-CHB	5718-0171
NM4-EMSHIN	5718-0164
NM4-FRT	5718-0161
NM4-RT	5718-0316
NM4-SHIN	5718-0158
NM4-WTSAT	5718-0167

MODEL	PART #
NM5-000	5718-0357
NM5-BLK/GLD	5718-0189
NM5-BRM	5718-0174
NM5-CHB	5718-0186
NM5-EMSHIN	5718-0183
NM5-FRT	5718-0180
NM5-RT	5718-0319
NM5-SHIN	5718-0177
NM5-WTSAT-X	5579-0259



-000 Sexy Shad



-FRT Firetiger



-BRM Bream



-RT Rainbow Trout



-BLK/GLD Black Gold



-SHIN Shiner



-CHB Chrome Blue



-WTSAT White Satin



-EMSHIN Emerald Shiner

NANO POPPER



- Cupped mouth for maximum splash and noise
- Weighted and balanced for optimal casting
- Bite-sized for moderate sized or neutral game fish
- Highly reflective prism or matte finishes
- Super sharp Matzuo® black nickel treble hooks



Dressed Treble for added attraction

MODEL	NP2
DIVE DEPTH	Topwater
HOOK	#10 Treble
WEIGHT	3/16oz (5.3g)
LENGTH	2" (5.1cm)



-000 Sexy Shad



-BRM Bream



-CHB Chrome Blue

MODEL	PART #
NP2-000	5718-0359
NP2-BRM	5718-0215
NP2-CHB	5718-0295
NP2-FROG	5718-0212
NP2-SHIN	5718-0298



-FROG Frog



-SHIN Shiner

SHOCKWAVE INLINE SPINNER



- Excellent for fishing rivers and streams as the blade easily spins in the slowest of currents
- The 1MS and 3MS sizes excel for trout, panfish, and smallmouth bass in smaller streams
- Lifelike baitfish shaped bodies
- Holographic blades
- Treble hook is dressed with Marabou and Flashabou

MODEL	1MS	3MS	6MS
HOOK	#8 Treble	#6 Treble	#6 Treble
WEIGHT	1/16oz (1.8g)	1/8oz (3.5g)	1/4oz (7.1g)

MODEL	PART #
1MS-GOLD-X	5579-0188
1MS-RT-X	5579-0187
1MS-STR	5718-0469

MODEL	PART #
3MS-FRT	5718-0422
3MS-GOLD	5718-0472
3MS-RT	5718-0419
3MS-STR	5718-0307

MODEL	PART #
6MS-FRT	5579-0193
6MS-GOLD	5579-0192
6MS-RT	5579-0190
6MS-STR	5579-0229



-FRT Firetiger



-RT Rainbow Trout

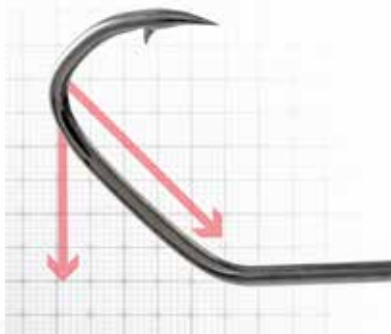


-GOLD Gold



-STR Striper

HOOKS SNELLS RIGS BOUNCERS



Sickle ADVANTAGE™ ®

Matzuo Sickle® hooks have an extended quick-penetrating point as well as a 45° angle that locks into fish and keeps them on.

STRENGTH BEND

Ordinary hooks have a constant curve shape like the letter "U." Under strain, this curve straightens more easily than the Sickle® Hook's "strength bend."

Because of this the Sickle® hook can be produced from a finer wire, yet remain as strong or stronger than common hooks. Finer wire allows faster penetration when setting the hook, so this is the key to one of the Sickle hook's unique advantages.

ANGLE BEND

The acute "angle bend" below the hook point holds a fighting fish more firmly than regular hooks, vastly reducing "frantic game fish loss."



Sickle® OCTOPUS

Smaller size hooks for walleye, trout and panfish; larger size hooks for catfish, northern pike, muskie, salmon, steelhead and all saltwater applications

- The up-eye offset needle point hook makes this a top choice for rigging both fresh and saltwater rigs
- The Sickle® Octopus can be used with live bait and cut bait

MODEL	141012-	141062-
COLOR	Black Chrome	Red Chrome
SIZE	8, 6, 4, 2, 1, 1/0, 2/0, 3/0, 4/0, 5/0, 6/0, 7/0	8, 6, 4, 2, 1, 1/0, 2/0, 3/0, 4/0
QTY	25	25

Black Chrome

MODEL	PART #
141012-1	5718-0235
141012-1/0	5718-0232
141012-2	5718-0229
141012-2/0	5718-0226
141012-3/0	5718-0223
141012-4/0	5718-0220
141012-5/0	5718-0217
141012-6-X	5579-0271
141012-6/0	5718-0214
141012-7/0	5718-0075
141012-8	5718-0003

Red Chrome

MODEL	PART #
141062-1	5718-0211
141062-1/0	5718-0208
141062-2	5718-0205
141062-2/0	5718-0202
141062-3/0	5718-0199
141062-4	5718-0196
141062-4/0	5718-0192
141062-5/0	5718-0072
141062-6	5718-0188



Sickle® X-TRA WIDE GAP WORM

The X-Wide Gap Worm hook is designed for today's soft plastics

- The space from the point to the shank is wider than the standard hook and is built from a high carbon wire and finished with a needle point

MODEL	143012-
COLOR	Black Chrome
SIZE	1, 1/0, 2/0, 3/0, 4/0, 5/0
QTY	25

MODEL	PART #
143012-1/0	5718-0541
143012-2/0	5718-0185
143012-3/0	5718-0182
143012-4/0	5718-0535
143012-5/0	5718-0179



Sickle® BAITHOLDER OFFSET DOWN EYE

A Sickle® Baitholder Offset Down Eye with slices on the shank to hold wiggling live bait or plastics in place for better bait presentation

- Smaller sizes are great for walleye, trout and panfish

MODEL	140012-	140062-
COLOR	Black Chrome	Red Chrome
SIZE	10, 8, 6, 4, 2, 1	10, 8, 6, 4, 2, 1
QTY	25	25

Black Chrome

MODEL	PART #
140012-1	5718-0268
140012-10	5718-0265
140012-2	5718-0262
140012-4	5718-0259
140012-6	5718-0256
140012-8	5718-0253

Red Chrome

MODEL	PART #
140062-1	5718-0057
140062-10	5718-0250
140062-2	5718-0247
140062-4	5718-0244
140062-6	5718-0241
140062-8	5718-0238



Sickle® TREBLE HOOKS

The Sickle® Treble gives the angler the advantage

- The Sickle® Treble is a great choice for bait fishing and for the avid angler who upgrades and replaces their hooks on lures, spinners and spoons

MODEL	340011-
COLOR	Black Chrome
SIZE	8, 6, 4, 2, 1, 1/0, 2/0, 3/0, 4/0
QTY	10

MODEL	PART #
340011-1	5718-0283
340011-1/0	5718-0286
340011-2	5718-0221
340011-2/0	5718-0289
340011-3/0	5718-0292
340011-4	5718-0301
340011-6	5718-0304
340011-8	5718-0218



BAITHOLDER OFFSET STRAIGHT EYE

This Baitholder is a straight offset hook with two slices on the shank to hold wiggling live bait or plastics in place for better bait presentation

- Good for fresh and saltwater fishing

MODEL	102021-	102021-	102022-
COLOR	Bronze	Bronze	Bronze
SIZE	6, 4, 2, 1	1/0, 2/0	8, 6, 4, 2, 1, 1/0
QTY	10	8	25

MODEL	PART #	MODEL	PART #
102021-1	5718-0327	102022-1	5718-0230
102021-1/0	5718-0330	102022-1/0	5718-0000
102021-2	5718-0333	102022-2	5718-0608
102021-2/0	5718-0336	102022-4	5718-0606
102021-4	5718-0339	102022-6	5718-0604
102021-6	5718-0342	102022-8	5718-0029



X-TRA WIDE GAP J-BEND

The X-Wide Gap J-Bend hook is designed for today's soft plastics

- The space from the point to the shank is wider than the standard hook
- Hook has a needle point with high carbon wire

MODEL	110011-	110011-	110061-	110061-
COLOR	Blk Chrome	Blk Chrome	Red Chrome	Red Chrome
SIZE	1/0, 2/0, 3/0	4/0, 5/0	1/0, 2/0, 3/0	4/0
QTY	6	5	6	5

MODEL	PART #	MODEL	PART #
110011-1/0	5718-0110	110061-1/0	5718-0153
110011-2/0	5718-0113	110061-2/0	5718-0156
110011-3/0	5718-0116	110061-3/0	5718-0224
110011-4/0	5718-0119	110061-4/0	5718-0227
110011-5/0	5718-0122		



OCTOPUS BEAK

With its up eye and offset needle point hook design, this is a great hook for many applications

- Hook of choice for both fresh and saltwater rigs

MODEL	113011-	113011-	113011-
COLOR	Black Chrome	Black Chrome	Black Chrome
SIZE	6, 4, 2	1/0, 2/0, 3/0	4/0, 5/0, 6/0
QTY	10	8	6

MODEL	PART #
113011-1/0-X	5579-0185
113011-2/0-X	5579-0240
113011-3/0	5718-0125
113011-4/0-X	5579-0241
113011-5/0	5718-0128
113011-6/0	5718-0131



SALMON EGG

The Matzuo® Salmon Egg hook is an octopus style hook specially designed for salmon egg fishing and available in gold chrome finish

MODEL	121041-
COLOR	Gold
SIZE	10, 8, 6, 4
QTY	10

MODEL	PART #
121041-10	5718-0134
121041-4	5718-0140
121041-8	5718-0137



ROUND BEND XX STRONG

Round Bend XX Strong treble hooks are extra strong for extra-hard fighting fish. Excellent to use with plugs, spoons, or live bait applications

MODEL	300011-	300041-
COLOR	Black Chrome	Gold
SIZE	12, 10, 8, 6, 4, 2, 1	16, 14, 12
QTY	5	5

MODEL	PART #
300011-1	5718-0574
300011-10	5718-0584
300011-12	5718-0582
300011-2	5718-0577
300011-4	5718-0590
300011-6	5718-0587
300011-8	5718-0579

MODEL	PART #
300041-12	5718-0544
300041-14	5718-0585
300041-16	5718-0280



SNAGGING WEIGHTED TREBLE

Matzuo® Weighted Treble hooks are excellent in bait snagging applications where permitted

MODEL	W304015-	W304011-
COLOR	Bronze	Black Chrome
SIZE	4/0, 5/0	8/0, 10/0
QTY	2	2

Bronze

MODEL	PART #
W304015-4/0	5718-0062
W304015-5/0	5718-0065

Black Chrome

MODEL #	PART #
W304011-10/0	5718-0572
W304011-8/0	5718-0071



CIRCLE HOOK STRAIGHT EYE

The Matzuo® Circle Hook Straight Eye is a non-offset self-setting hook that works great in both salt and fresh water

- A proven winner in many catfish tournaments
- A popular guide and boat captain's hook for salt water fishing for catch and release

MODEL	122011-	122011-	122011-	122011-
COLOR	Blk Chrome	Blk Chrome	Blk Chrome	Blk Chrome
SIZE	4, 2, 1	1/0, 2/0, 3/0	4/0	5/0, 6/0, 7/0
QTY	10	8	6	5

MODEL	PART #
122011-1	5718-0170
122011-1/0	5718-0168
122011-2	5718-0173
122011-2/0	5718-0165
122011-3/0	5718-0162
122011-4	5718-0176
122011-4/0	5718-0159



FINESSE WACKY WORM HOOKS

Designed for wacky worm fishing

- Perfect for wacky rigging for bass and free drifting for salmon and steelhead with small baits

MODEL	430012-	430062-
COLOR	Black Chrome	Red Chrome
SIZE	1/0, 2/0, 3/0	1/0, 2/0, 3/0, 4/0
QTY	25	25

Black Chrome

MODEL	PART #
430012-1/0-X	5579-0258
430012-2/0	5718-0476
430012-3/0	5718-0479

Red Chrome

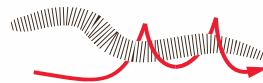
MODEL	PART #
430062-1/0	5718-0538
430062-2/0	5718-0004
430062-3/0	5718-0008
430062-4/0	5718-0012



RIP-N ROLL HOOK

Matzuo's® Rip-N Roll hooks are specially designed to slowly roll live bait while trolling or drifting

- Field-tested angles keep the hook firmly planted in the fish's mouth when it makes a last minute run or jump
- More effective than other hooks of the same size and weight
- Works great with a bottom bouncer rig with 36" to 60" leader



A specially designed hook that slowly rolls bait while trolling or drifting.



MODEL	900022-
COLOR	Bronze
SIZE	1, 1/0
QTY	25

MODEL	PART #
900022-1	5579-0184
900022-1/0	5718-0017

ALL-PURPOSE BAITHOLDER SNELLS

This snell is perfect for all types of live bait

- Great for all fresh and saltwater uses

MODEL	200011-
COLOR	Blk Chrome
SIZE	8, 6, 4, 2, 1
LENGTH	6"
QTY	6

MODEL	PART #
200011-1	5718-0578
200011-2	5718-0059
200011-4	5718-0056
200011-6	5718-0053
200011-8	5718-0049



ALL-PURPOSE SICKLE BAITHOLDER SNELLS

Featuring fluorocarbon leaders and our patented Sickle® hook design

- Perfect for all fishing applications

MODEL	240061-
COLOR	Red Chrome
SIZE	10, 8, 6, 4, 2, 1, 1/0
LENGTH	18"
QTY	6

MODEL	PART #
240061-1-X	5579-0263
240061-10	5718-0233
240061-2	5718-0194
240061-4	5718-0191
240061-6-X	5579-0262



FLUOROCARBON TREBLE SNELLS

Matzuo's® Treble Snells feature the latest technology, hi-carbon wire, heat treating, plating, design, and chemically-sharpened needle points

MODEL	230041-
COLOR	Gold
SIZE	16, 14, 12
LENGTH	18"
QTY	6

MODEL	PART #
230041-12	5718-0598
230041-14-X	5579-0236
230041-16	5718-0068



FLUOROCARBON CIRCLE HOOK SNELL

Matzuo's® Circle Hook Snells feature high quality fluorocarbon leaders that are both super strong and nearly invisible with a heat-treated and chemically-sharpened needle point Matzuo® hook

MODEL	213011-
COLOR	Blk Chrome
SIZE	10, 8, 6, 4, 1, 1/0, 2/0, 3/0
LENGTH	18"
QTY	6

MODEL	PART #
213011-1	5718-0022
213011-1/0	5718-0042
213011-10	5718-0030
213011-2/0	5718-0045
213011-3/0	5718-0277
213011-4	5718-0038
213011-6	5718-0026
213011-8	5718-0034



NYLA WIRE SNELLS

Matzuo's® Nyla Wire Snells feature the latest technology, high-carbon wire, heat treating, plating, design and chemically-sharpened needle points.

MODEL	MH-NW-
COLOR	Sea Armor
SIZE	1/0, 2/0, 3/0, 4/0, 5/0, 6/0
LENGTH	10.5"
WEIGHT	60 lb
QTY	6

MODEL	PART #
MH-NW-1/0	5718-0197
MH-NW-2/0	5718-0200
MH-NW-3/0	5718-0203
MH-NW-4/0	5718-0206
MH-NW-5/0	5718-0588
MH-NW-6/0	5718-0209



UMBRELLA RIG WITH EELS

Matzuo's® Umbrella Rig feature the latest technology, high-carbon wire, heat treating, plating, design and chemically-sharpened needle points. 38 inch, 35 lb. leaders pre-rigged with 5 eels on 3/0 O'Shaughnessy hooks.

MODEL	MR2090
STYLE	Umbrella Rig with Eels
SIZE	3/0
LENGTH	38"
WEIGHT	35 lb
QTY	1

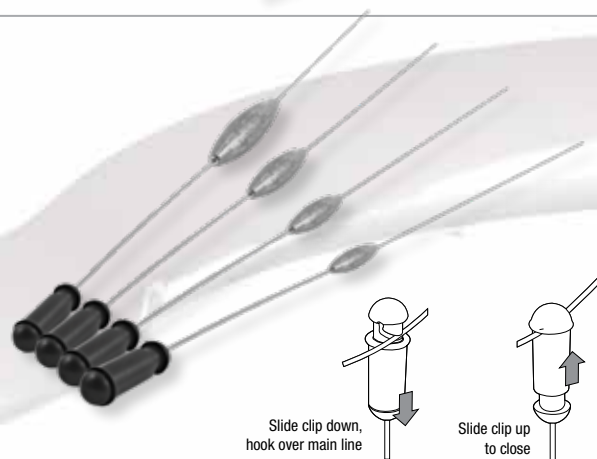


FAST CLIP BOTTOM BOUNCERS

The Fast Clip Bottom Bouncer is the newest concept in bottom bouncer fishing!

- These bottom bouncers make it fast and easy to change weights
- No matter the diameter of your line, the Fast Clip Bouncer continues to slide freely so you feel the fish on your line but the fish doesn't feel the weight of any bouncer
- Slides over jagged rocks, timber or whatever is on the bottom of the water without snagging

MODEL	MTZ-FSC12	MTZ-FSC34	MTZ-FSC1	MTZ-FSC112	MTZ-FSC2	MTZ-FSC3
PART #	5718-0048	5718-0592	5718-0595	5718-0599	5718-0602	5718-0145
COLOR	Natural	Natural	Natural	Natural	Natural	Natural
WEIGHT	1/2oz	3/4oz	1oz	1 1/2oz	2oz	3oz
QTY	2	2	2	2	2	2



JIGS DISPLAYS



M MATZUO
AMERICA®

Sickle® CUTTER JIGHEADS

Current Cutter jighead design to cut through strong current

- Chemically sharpened black nickel Matzuo Sickle® hook
- Chip resistant paint with heavy epoxy coating



MODEL	MZSJC16	MZSJC18	MZSJC14	MZSJC38	MZSJC12
WEIGHT	1/16oz (1.8g)	1/8oz (3.5g)	1/4oz (7.1g)	3/8oz (10.6g)	1/2oz (14.1g)
HOOK	3/0	3/0	4/0	4/0	4/0
QTY	5	5	5	5	5



MODEL	PART #
MZSJC16-CH	5718-0234
MZSJC16-CHO	5718-0246
MZSJC16-FT	5718-0243
MZSJC16-GLO	5718-0240
MZSJC16-O	5718-0249
MZSJC16-PK	5718-0237
MZSJC16-WH	5718-0231

MODEL	PART #
MZSJC18-CH	5718-0255
MZSJC18-CHO	5718-0267
MZSJC18-FT	5718-0264
MZSJC18-GLO	5718-0261
MZSJC18-O	5718-0270
MZSJC18-PK	5718-0258
MZSJC18-WH	5718-0252

MODEL	PART #
MZSJC14-CH	5718-0285
MZSJC14-CHO	5718-0297
MZSJC14-FT	5718-0294
MZSJC14-GLO	5718-0291
MZSJC14-O	5718-0300
MZSJC14-PK	5718-0288
MZSJC14-WH	5718-0282

MODEL	PART #
MZSJC38-CH	5718-0273
MZSJC38-CHO	5718-0279
MZSJC38-GLO	5718-0550
MZSJC38-O	5718-0556
MZSJC38-PK	5718-0276
MZSJC38-WH	5718-0559

MODEL	PART #
MZSJC12-CHO	5718-0547
MZSJC12-GLO	5718-0031
MZSJC12-O	5718-0035
MZSJC12-U	5718-0303

DISPLAYS



BRAIDED LINE DISPLAY

Display includes 4 spools each of 15 and 40 lb. test braid and 8 spools each of 20, 30 and 65 lb. test braid

MODEL	PART #
MZ-BL-HK	5718-0564

ADDITIONAL DISPLAYS AVAILABLE

TOURNAMENT CRANK DISPLAY

Pre-loaded sidekick includes 48 assorted Matzuo Tournament cranks in the most popular colors.

MODEL	PART #
MTZ-TC-48	5718-0061

72-PIECE NANO DISPLAY

72 piece sidekick including assorted pieces of Nano Cranks, Nano Poppers and Nano Minnows

MODEL	PART #
XDNANO-72	5718-0345

78-PIECE ASSORTMENT DISPLAY

Includes 78 pieces of our best pond and shallow water hard baits. Perfect for bass, trout or larger panfish

MODEL	PART #
XD-135/78	5718-0374

96-PIECE ZANDA SHAD ASSORTMENT DISPLAY

96 pieces of our deep diving Zander Shad in our most popular colors. Perfect for walleyes or bass on deep weedlines

MODEL	PART #
XD-48	5718-0324



Elizabethton
Tennessee



MATZUO
AMERICA®

APEX[®]

TACKLE



SOFT PLASTICS | JIGHEADS | SPOONS | RIGS

SOFT PLASTICS 30-33

CURLY TAIL GRUB
SHAD
RIGGED GRUBS
PADDLETAIL WORM
CRAWLER
SALTY MINI TUBE
RIGGED MINI TUBE
INSIDE TUBE JIGHEAD

JIGHEADS 35-36

ROUND JIGHEADS
ROUND HEAD JIGS
STANDUP JIGHEAD
FLOATING JIG

SPOONS 37-38

PRISM SPOON
LIFELIKE SPOON
GAMEFISH SPOON

RIGS 37-42

WALLEYE SPIN RIG
WALLEYE A PLUG
PERCH MARAFLASH RIG
PERCH BEAD RIG
PERCH SPREADER BARS
WORM WIGGLER
STEEL WILLOW HARNESS
BOTTOM BOUNCERS

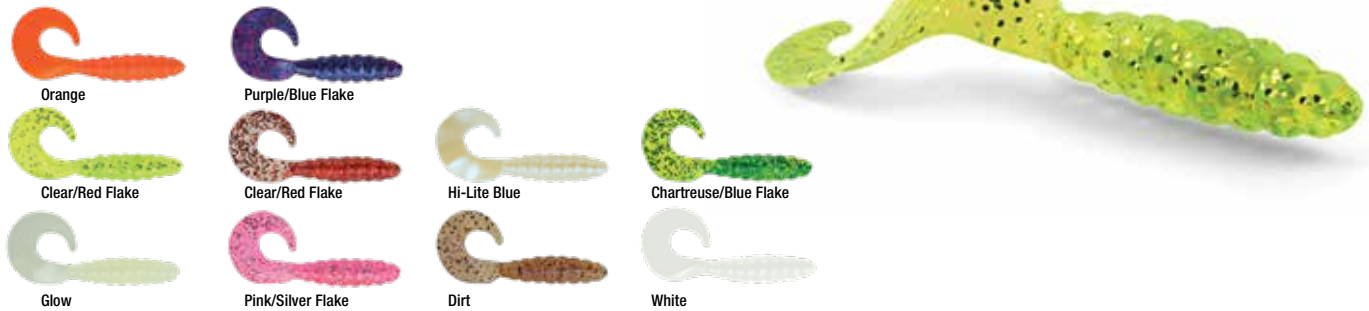


SOFT PLASTICS



CURLY TAIL GRUB

The Apex® Curly Tail Grub has an incredibly enticing action that drives fish crazy. Available in 10 colors and 3 sizes.



1" (2.5cm)	MODEL	AP-CT1-11	AP-CT1-16	AP-CT1-17	AP-CT1-33	AP-CT1-44	AP-CT1-68	AP-CT1-75	AP-CT1-8
	PART #	5721-0442	5721-0358	5721-0443	5721-0360	5721-0441	5721-0446	5721-0440	5721-0444
	QTY	12	12	12	12	12	12	12	12
	COLOR	Orange	Chart/Silver Flake	Glow	Purple/Blue Flake	Clear/Red Flake	Pink/Silver Flake	Chart/Blue Flake	White

2" (5cm)	MODEL	AP-CT2-11	AP-CT2-16	AP-CT2-17	AP-CT2-33	AP-CT2-44	AP-CT2-68	AP-CT2-8
	PART #	5721-0370	5721-0362	5721-0372	5721-0366	5721-0368	5721-0364	5721-0374
	QTY	10	10	10	10	10	10	10
	COLOR	Orange	Chart/Silver Flake	Glow	Purple/Blue Flake	Clear/Red Flake	Pink/Silver Flake	White

3" (7.6cm)	MODEL	AP-CT3-11	AP-CT3-16	AP-CT3-17	AP-CT3-33	AP-CT3-44	AP-CT3-68	AP-CT3-73	AP-CT3-74	AP-CT3-8
	PART #	5692-0528	5721-0376	5721-0382	5692-0527	5721-0380	5721-0378	5692-0529	5692-0530	5721-0385
	QTY	10	10	10	10	10	10	10	10	10
	COLOR	Orange	Chart/Silver Flake	Glow	Purple/Blue Flake	Clear/Red Flake	Pink/Silver Flake	Hi-Lite Blue	Dirt	White

SHAD

The Apex® Shad has a soft paddle tail that thumps with the slightest movement. Available in 10 colors and 3 sizes.



1" (2.5cm)	MODEL	AP-SH1-16	AP-SH1-37	AP-SH1-38	AP-SH1-5	AP-SH1-6	AP-SH1-66	AP-SH1-67	AP-SH1-73	AP-SH1-81	AP-SH1-9
	PART #	5721-0340	5721-0334	5721-0338	5721-0000	5721-0342	5721-0004	5692-0506	5692-0505	5721-0336	5692-0507
	QTY	12	12	12	12	12	12	12	12	12	12
	COLOR	Chart/Silver Flake	Clear/Gold Flake	Chart/Red Flake	Orange/Black	Chart/Orange	Purple/Pearl	Bubble Gum/Pearl	Hi-Lite/Black	Dace	Chart/Green

2" (5cm)	MODEL	AP-SH2-16	AP-SH2-37	AP-SH2-38	AP-SH2-66	AP-SH2-73
	PART #	12	5721-0007	5714-0000	5692-0509	5692-0508
	QTY	10	10	10	10	10
	COLOR	Chart/Silver Flake	Clear/Gold Flake	Chart/Red Flake	Purple/Pearl	Hi-Lite/Black

3" (7.6cm)	MODEL	AP-SH3-16	AP-SH3-37	AP-SH3-38	AP-SH3-6	AP-SH3-66	AP-SH3-67	AP-SH3-81	AP-SH3-9
	PART #	5692-0513	5692-0510	5692-0512	5692-0516	5692-0515	5692-0514	5692-0511	5692-0517
	QTY	10	10	10	10	10	10	10	10
	COLOR	Chart/Silver Flake	Clear/Gold Flake	Chart/Red Flake	Chart/Orange	Purple/Pearl	Bubble Gum/Pearl	Dace	Chart/Green

RIGGED GRUBS

Pre-rigged. No fuss no hassles or sizing worries. Super soft, brilliant colors, lively tails.



Pink/White

1/4 oz	MODEL	J514-BLK	J514-CHT	J514-CTGR	J514-CTOR	J514-ORNGE	J514-PNWT	J514-WHT
	PART #	5721-0279	5721-0277	5721-0122	5721-0120	5721-0281	5721-0124	5721-0033
	COLOR	Black	Chartreuse	Chartreuse/Green	Chartreuse/Orange	Orange	Pink/White	White

5/8 oz	MODEL	J518-CHT	J518-CHTGR	J518-CHTOR	J518-PNKWH	J518-WHT
	PART #	5721-0275	5721-0297	5721-0019	5721-0016	5721-0273
	COLOR	Chartreuse	Chartreuse/Green	Chartreuse/Orange	Pink/White	White



PADDLETAIL WORM

Whether you're rigging this on a jighead or weedless hook, the long body provides a great profile for fish to attack while the paddle tail kicks and thumps. A tremendous combination for either active or inactive. Available in 4 colors.



Chartreuse/Silver Flake



Clear/Holo Flake



Clear/Red Flake



Watermelon/Red Flake

4" (10.2cm)

MODEL	AP-PT4-16	AP-PT4-44	AP-PT4-53	AP-PT4-63
PART #	5692-0520	5692-0521	5692-0519	5692-0518
QTY	8	8	8	8
COLOR	Chart/Silver Flake	Clear/Red Flake	Clear/Holo Flake	Water/Red Flake

CRAWLER

One of the oldest and most traditional shapes in soft plastics is the worm, and with good reason; it catches fish. Available in 6 colors.



Pearl-treuse



Chartreuse/Red Flake



Natural



Clear/Gold Flake



Electric Grape



Bubble Gum

6" (15.2cm)

MODEL	AP-6CR-15	AP-6CR-37	AP-6CR-38	AP-6CR-48	AP-6CR-64	AP-6CR-76
PART #	5692-0523	5692-0522	5692-0525	5692-0524	5714-0001	5692-0526
QTY	10	10	10	10	10	10
COLOR	Pearl-treuse	Clear/Gold Flake	Chart/Red Flake	Electric Grape	Natural	Bubble Gum

SALTY MINI TUBE

Super soft, brilliant colors, lively tails.
Salt added for fish attraction.



Pearl



Black Red Glitter/Chart Glitter



Orange/Chart Glitter



Chart Glitter/Chart



Yellow/Pearl



Pink/Chart Glitter



Red Glitter/White



Pink/Pearl



Red Glitter/Chartreuse Glitter



Blue Glitter/White

1.5" (3.8cm)

MODEL	APMT15-73	APMT15-16	APMT15-1	APMT15-36	APMT15-25	APMT15-52	APMT15-67	APMT15-75	APMT15-6	APMT15-314
PART #	5721-0060	5721-0063	5721-0066	5721-0069	5721-0072	5721-0075	5721-0076	5721-0079	5721-0082	5721-0085
QTY	10	10	10	10	10	10	10	10	10	10
COLOR	Pearl	Chart Glitter/Chart	Red Gltr/White	Red Gltr/Chart Gltr	Black Red Gltr/Chart Gltr	Yellow/Pearl	Pink/Pearl	Blue Glitter/White	Orange/Chart Gltr	Pink/Chart Gltr

RIGGED MINI TUBE

Pre-rigged. No fuss no hassles or sizing worries.
Super soft, brilliant colors, lively tails.



Chartreuse Glitter/Chartreuse



Red Glitter/Chart Glitter



Black Red Glitter/Chart Glitter



Pink/White



Red Glitter/White



Blue Glitter/White

1.5" (3.8cm)

MODEL	APMT15R-16	APMT15R-36	APMT15R-25	APMT15R-67	APMT15R-1	APMT15R-75
PART #	5721-0111	5721-0114	5721-0117	5721-0119	5721-0121	5721-0123
HOOK	#2	#2	#2	#2	#2	#2
QTY	5	5	5	5	5	5
COLOR	Chart Gltr/Chart	Red Gltr/Chart Gltr	Black Rd Gltr/Chart Gltr	Pink/White	Red Gltr/White	Glow

INSIDE TUBE JIGHEAD

Perfect for rigging all mini-tubes. Inside tube rigging style, super sharp gold jig hooks.



1/32oz (.88g)

MODEL	APTJH132-10
PART #	5721-0105
HOOK	#2
QTY	10
COLOR	Gold

1/16oz (1.77g)

MODEL	APTJH116-10
PART #	5721-0108
HOOK	#2
QTY	10
COLOR	Gold

JIGHEADS



ROUND JIGHEADS

Razor sharp hooks set easily and stay set. Bait-collar to hold and secure soft-plastic and live bait Available in 5 colors and 3 sizes.

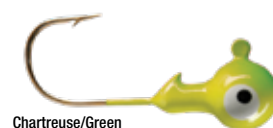
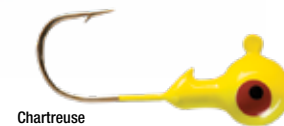
1/32oz		
MODEL	AP32-10-5	AP32-10-7
QTY	5721-0208	5721-0208
QTY	10	10
COLOR	White	Black

1/2oz	
MODEL	AP12-6-8
QTY	5721-0217
QTY	6
COLOR	Plain

1/16oz					
MODEL	AP116-10-2	AP116-10-3	AP116-10-5	AP116-10-7	AP116-10-8
QTY	5721-0210	5721-0212	5721-0213	5721-0215	5721-0217
QTY	10	10	10	10	10
COLOR	Chart/Green	Chartreuse	White	Black	Plain

1/8oz					
MODEL	AP18-10-2	AP18-10-3	AP18-10-5	AP18-10-7	AP18-10-8
PART #	5721-0298	5721-0304	5721-0302	5721-0306	5721-0300
QTY	10	10	10	10	10
COLOR	Chart/Green	Chartreuse	White	Black	Plain

1/4oz					
MODEL	AP14-8-2	AP14-8-3	AP14-8-5	AP14-8-7	AP14-8-8
PART #	5721-0025	5721-0229	5721-0231	5721-0233	5721-0011
QTY	8	8	8	8	8
COLOR	Chart/Green	Chartreuse	White	Black	Plain



ROUND HEAD JIG

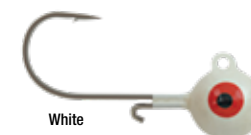
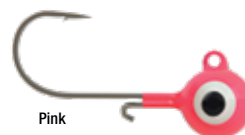
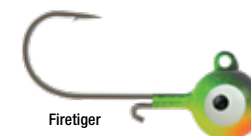
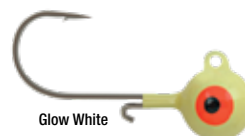
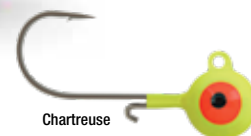
Our special X-Strong Thru-Head Construction is a huge improvement over traditional round head jigs. The unique construction provides incredible strength and does not split soft plastics with the improved keeper. Available in 5 colors and 3 sizes.



1/16oz 1.8g					
MODEL	AP-RH116-14	AP-RH116-23	AP-RH116-3	AP-RH116-30	AP-RH116-8
QTY	5721-0288	5721-0294	5721-0292	5721-0296	5721-0290
QTY	10	10	10	10	10
COLOR	Chartreuse	Glow White	Firetiger	Pink	White

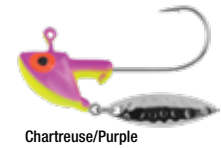
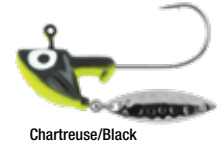
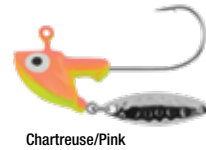
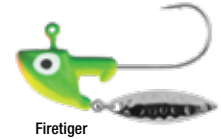
1/8oz 3.5g					
MODEL	AP-RH118-14	AP-RH118-23	AP-RH118-3	AP-RH118-30	AP-RH118-8
PART #	5721-0298	5721-0304	5721-0302	5721-0306	5721-0300
QTY	8	8	8	8	8
COLOR	Chartreuse	Glow White	Firetiger	Pink	White

1/4oz 7.1g					
MODEL	AP-RH114-14	AP-RH114-23	AP-RH114-3	AP-RH114-30	AP-RH114-8
PART #	5721-0308	5721-0314	5721-0312	5721-0316	5721-0310
QTY	8	8	8	8	8
COLOR	Chartreuse	Glow White	Firetiger	Pink	White



STANDUP JIGHEAD

The added rattle helps fish find your bait even in the most stained or murky water! Available in 8 colors and 3 sizes.



1/8oz 3.5g

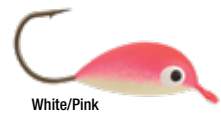
MODEL	AP-SU18-10	AP-SU18-28	AP-SU18-29	AP-SU18-3
PART #	5721-0320	5721-0318	5721-0324	5721-0322
QTY	3	3	3	3
COLOR	Chart/Pink	Orange/Brown	Chart/Purple	Firetiger

1/4oz 7.1g

MODEL	AP-SU14-10	AP-SU14-25	AP-SU14-29	AP-SU14-3
PART #	5721-0328	5721-0062	5721-0332	5721-0330
QTY	3	3	3	3
COLOR	Chart/Pink	Chart/Black	Chart/Purple	Firetiger

FLOATING JIG

The upturned hook catches fish much more effectively than its predecessors and the foam provides a lot of flotation while feeling natural to the fish when they bite. Available in 4 sizes and 2 colors.



HOOK SIZE 2

MODEL	AP-FJH12-14	AP-FJH12-30	AP-FJH12-32	AP-FJH12-9
PART #	5721-0272	5721-0008	5721-0274	5721-0276
QTY	10	10	10	10
COLOR	Chartreuse	White/Pink	Chart/Orange	Chart/Green

HOOK SIZE 1/0

MODEL	AP-FJH10-14	AP-FJH10-32	AP-FJH10-9
PART #	5721-0048	5721-0067	5721-0270
QTY	8	8	8
COLOR	Chartreuse	Chart/Orange	Chart/Green

SPOONS



PRISM SPOON

Brilliant holographic colors combine with an enticing wobble to make these Prism Spoons deadly on predatory gamefish. Steelhead, Salmon, Walleye and Pike strike viciously under all water conditions, Features ultrasharp trebles and chrome under-bellies, the Prism Spoon is one long-casting, smooth-trolling spoon.



Bluegill



Red/White



Firetiger



Rainbow Trout

1/2oz 14.2g

MODEL	PRS12-1	PRS12-3	PRS12-4	PRS12-9
PART #	5721-0023	2242-0146	2242-0147	2242-0150
COLOR	Red/White	Firetiger	Rainbow Trout	Bluegill

5/8oz 17.7g

MODEL	PRSP58-1	PRSP58-3
PART #	5721-0028	2242-0151
COLOR	Red/White	Firetiger

PRISM SPOON KIT

MODEL	PRSP-A
PART #	5721-0020
COLOR	Assorted



LIFELIKE SPOON

Each spoon has a "lifelike" image and flapper tail that are sure to fool the most finicky fish. Available in 6 colors 3 sizes.



Rainbow Trout



Perch



Dace



Goldfish



Chub



Shiner

1/2 oz 2 1/4" (5.7cm)

MODEL	AP-LL225-4	AP-LL225-80	AP-LL225-82	AP-LL225-84
PART #	5721-0429	5721-0427	5721-0347	5721-0351
COLOR	Rainbow Trout	Perch	Goldfish	Shiner

5/8 oz 2 7/8" (7.3cm)

MODEL	AP-LL278-4	AP-LL278-80	AP-LL278-83
PART #	5721-0433	5721-0431	5721-0386
COLOR	Rainbow Trout	Perch	Chub

3/4 oz 3 1/4" (8.3cm)

MODEL	AP-LL325-4	AP-LL325-80	AP-LL325-81	AP-LL325-82	AP-LL325-83	AP-LL325-84
PART #	5721-0435	5721-0434	5721-0345	5721-0353	5721-0355	5721-0436
COLOR	Rainbow Trout	Perch	Dace	Goldfish	Chub	Shiner

GAMEFISH SPOON

These classic spoons sell hundreds of thousands of units each year, and so they're a must have in any assortment. Available in 6 colors.



Red/White



5 Diamond



Firetiger



Trout



Orange/Black



Chartreuse/Orange

3/8oz 10.6g

MODEL	SP38-1	SP38-2	SP38-3	SP38-4	SP38-5	SP38-6
PART #	2242-0802	2242-0809	2242-0801	5721-0043	5721-0046	5721-0049
COLOR	Red/White	5 Diamond	Firetiger	Trout	Orange/Black	Chart/Orange

1/2oz 14.2g

MODEL	SP12-1	SP312-2	SP12-3	SP12-4	SP12-5	SP12-6
PART #	2242-0822	2242-0829	2242-0821	5721-0051	5721-0054	5721-0057
COLOR	Red/White	5 Diamond	Firetiger	Trout	Orange/Black	Chart/Orange

5/8oz 17.7g

MODEL	SP58-1	SP58-2	SP58-3	SP58-4	SP58-6
PART #	2242-0842	2242-0849	2242-0841	5721-0061	5721-0065
COLOR	Red/White	5 Diamond	Firetiger	Trout	Chart/Orange

7/8oz 24.8g

MODEL	SP78-1	SP78-2	SP78-3	SP78-4
PART #	2242-0128	2242-0143	5721-0068	5721-0071
COLOR	Red/White	5 Diamond	Firetiger	Trout

Assortment

MODEL	AP-6TRT
PART #	5721-0040
COLOR	Trout GF Spoon Kit



SPECIES SPECIFIC KITS

RIGS



WALLEYE SPIN RIG

These rigs are sold 6 per card, each rig has an individual UPC. A great value for every walleye angler looking for a new spin rig. Length of leader - 48". 14lb monofilament. Available in 9 colors and 2 sizes.



Red/White



Firetiger



Chartreuse/Orange



Sherbet



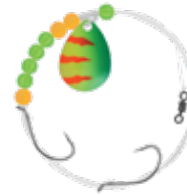
Lime Tiger



Flame



Purple Passion



Tiger



White/Chartreuse

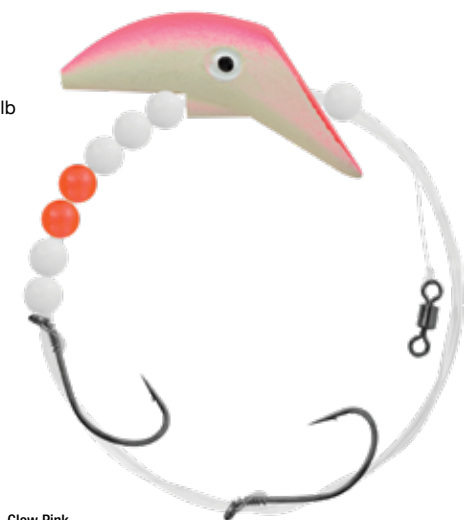


#3 Blade							
MODEL	AP-CR3-1	AP-CR3-3	AP-CR3-32	AP-CR3-39	AP-CR3-56	AP-CR3-58	AP-CR3-61
PART #	5721-0245	5721-0240	5721-0249	5721-0238	5721-0243	5721-0247	5721-0251
COLOR	Red/White	Firetiger	Chartreuse/Orange	Tiger	Purple Passion	Lime Tiger	Flame

#4 Blade					
MODEL	AP-CR4-1	AP-CR4-3	AP-CR4-32	AP-CR4-60	AP-CR3-61
PART #	5721-0258	5721-0256	5721-0260	5721-0426	5721-0262
COLOR	Red/White	Firetiger	Chartreuse/Orange	White/Chartreuse	Flame

WALLEYE A PLUG

Literally hundreds of thousands of walleye have been caught on the "APEX A-Plug", since its introduction in the 90's. Length of leader - 48". 14lb monofilament. Available in 6 colors and 2 sizes.



Glow Pink



Glow Chartreuse



Firetiger



Glow Purple



Chartreuse/Orange



Purple/Chartreuse

1.5" (3.8cm)						
MODEL	AP-WAP15-19	AP-WAP15-22	AP-WAP15-3	AP-WAP15-20	AP-WAP15-31	AP-WAP15-32
PART #	5721-0224	5721-0222	5721-0220	5721-0226	5721-0401	5721-0218
COLOR	Glow Chartreuse	Glow Pink	Firetiger	Glow Purple	Chartreuse/Orange	Purple/Chartreuse

2" (5cm)					
MODEL	AP-WAP2-19	AP-WAP2-22	AP-WAP2-3	AP-WAP2-20	AP-WAP2-32
PART #	5721-0234	5721-0232	5721-0230	5721-0236	5721-0228
COLOR	Glow Chartreuse	Glow Pink	Firetiger	Glow Purple	Purple/Chartreuse

PERCH MARAFLASH RIG

These Marabou and Mylar combinations will flit and flash with the slightest of twitches to your rod. Drive panfish crazy with this new rig! 20" rig length. 8lb monofilament. Available in 4 colors.



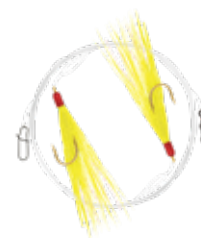
Chartreuse



White



Pink

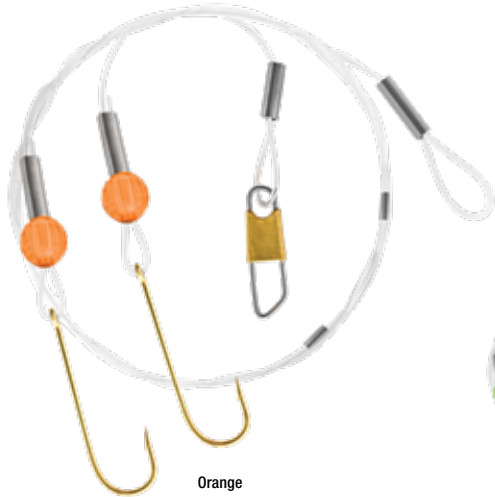


Yellow

MODEL	AP-PMR-8	AP-PMR-14	AP-PMR-30	AP-PMR-52
PART #	5721-0402	5721-0397	5721-0398	5721-0400
HOOK	#6	#6	#6	#6
COLOR	White	Chartreuse	Pink	Yellow

PERCH BEAD RIG

Perch are quite often found schooled up and this bead rig allows anglers to fish multiple depths with multiple hooks. A tremendous rig for any perch angler. 14" rig length. 20lb monofilament. Size #6 Gold Aberdeen Matzuo® hooks.



Orange



Chartreuse/Green



Purple



Red



Glow White



Yellow/Chartreuse

MODEL	AP-PBR-9	AP-PBR-11	AP-PBR-12	AP-PBR-13	AP-PBR-23	AP-PBR-70
PART #	5721-0391	5721-0389	5721-0393	5721-0388	5721-0396	5721-0394
HOOK	#6	#6	#6	#6	#6	#6
COLOR	Chart/Green	Orange	Purple	Red	Glow White	Yellow/Chart

PERCH SPREADER BARS

Built with steel wire and premium painted blades. These rigs excel at catching perch in deep water when tipped with minnows or crawler pieces.



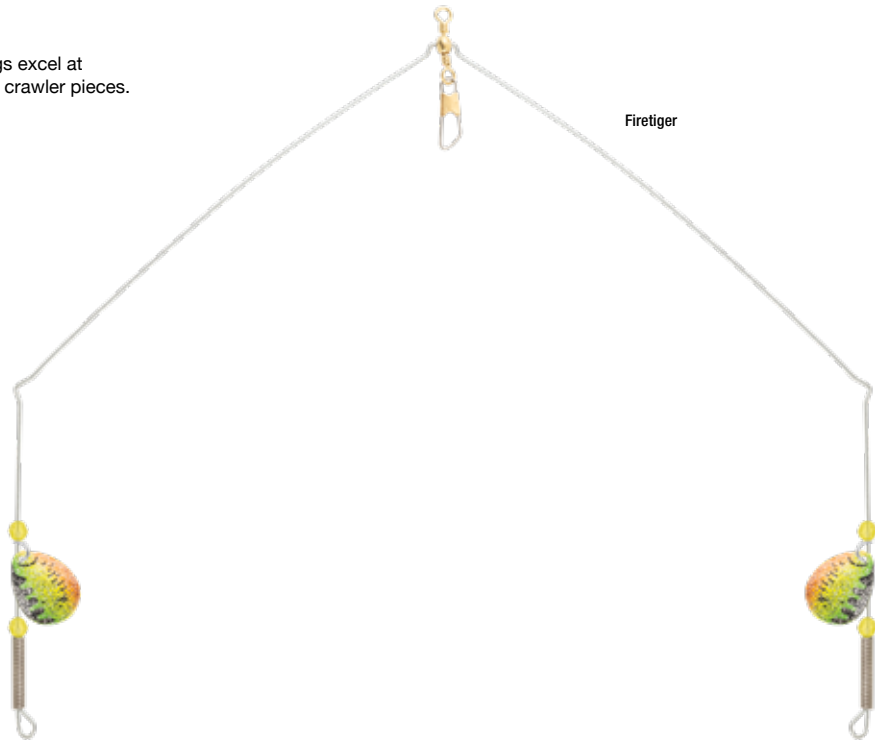
Chartreuse



Green



Red



Firetiger

MODEL	PFT	SCC	SCG	SCR
PART #	5721-0015	5721-0021	5721-0024	5721-0018
COLOR	Firetiger	Chartreuse	Green	Red

WORM WIGGLER

The flutter spoon rigged with a worm creates a tantalizing meal for any walleye. Typically fished behind snap weights or on lead core line to desired depth. One of the newest, hottest styles on the market today. Length of leader - 7.5". Available in 6 colors.



Wildbill



Pink Pants



Wonderbread



Walywacker



Purple-Lemonade

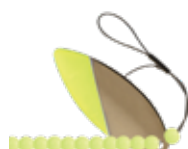


Pink Muffin

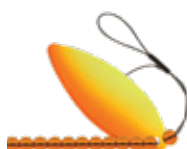
MODEL	AP-WW2.5-90	AP-WW2.5-91	AP-WW2.5-92	AP-WW2.5-93	AP-WW2.5-94	AP-WW2.5-95
PART #	5721-0415	5721-0417	5721-0419	5721-0421	5721-0423	5721-0425
COLOR	Wildbill	Pink Pants	Wonderbread	Walywacker	Purple-Lemonade	Pink Muffin

STEEL WILLOW HARNESS

The long slender willow blade on these rigs provides a tight, fast rotation that really calls fish in. The steel leader is great for areas that have "fish with teeth". Length of steel leader - 10".



Silver/Chartreuse



Watermelon



Red/White



Silver



Gold/Orange



Tequila Sunrise

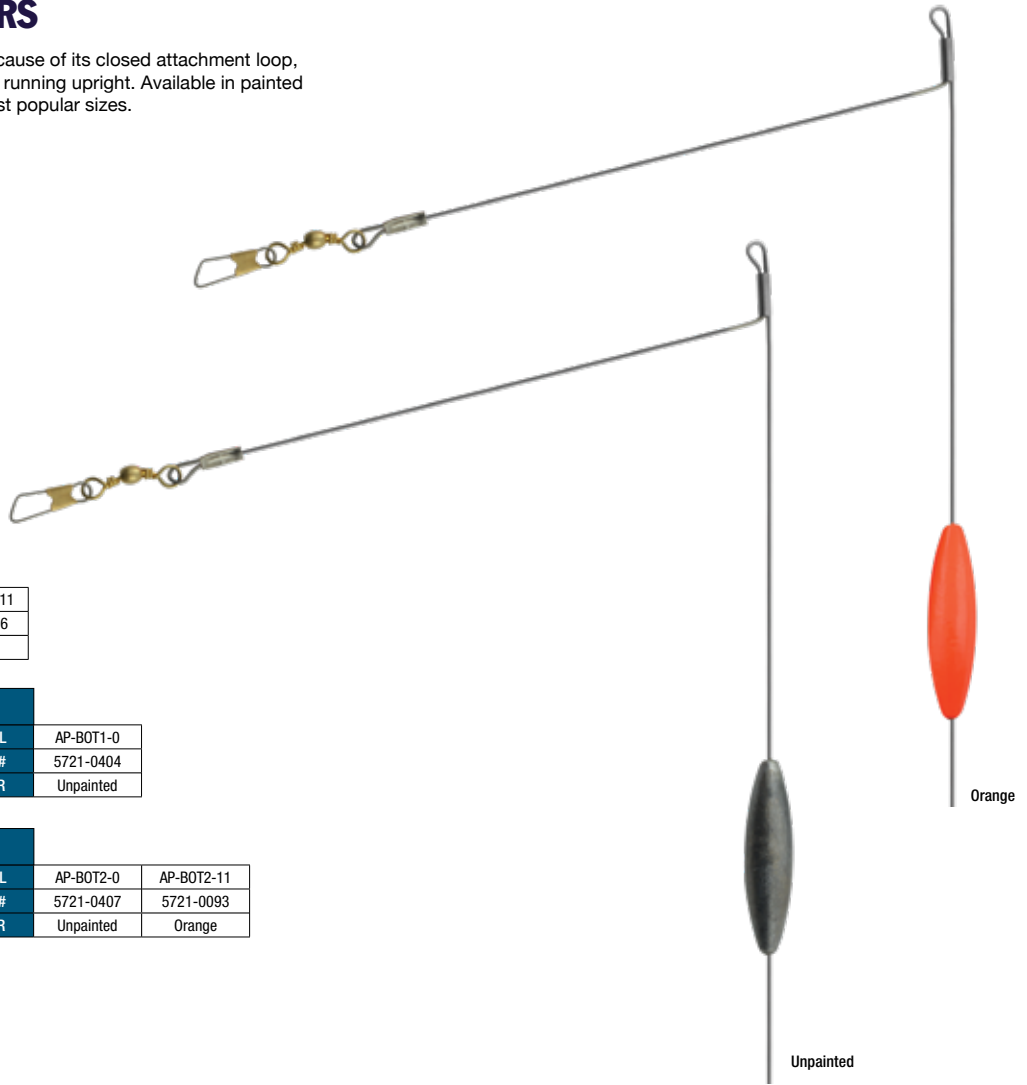


Chartreuse/Green

MODEL	AP-WH#4-1	AP-WH#4-35	AP-WH#4-42	AP-WH#4-43	AP-WH#4-45	AP-WH#4-46	AP-WH#4-9
PART #	5721-0413	5721-0349	5721-0403	5721-0369	5721-0409	5721-0412	5721-0390
HOOK	4	4	4	4	4	4	4
COLOR	Red/White	Silver	Gold/Orange	Silver/Chart	Watermelon	Tequila Sunrise	Chart/Green

BOTTOM BOUNCERS

This is a great bottom bouncer because of its closed attachment loop, which keeps your bottom bouncer running upright. Available in painted finishes and it comes in all the most popular sizes.



1/2 oz		
MODEL	AP-BOT05-0	AP-BOT05-11
PART #	5721-0264	5721-0266
COLOR	Unpainted	Orange

3/4 oz		1 oz	
MODEL	AP-BOT34-0	MODEL	AP-BOT1-0
PART #	5721-0268	PART #	5721-0404
COLOR	Unpainted	COLOR	Unpainted

1 1/2 oz		2 oz		
MODEL	AP-BOT15-11	MODEL	AP-BOT2-0	AP-BOT2-11
PART #	5721-0405	PART #	5721-0407	5721-0093
COLOR	Orange	COLOR	Unpainted	Orange

SNAG FREE BOTTOM BOUNCER

The Snag Free Bottom Bouncer live bait harnesses, crank baits and live bait snells. Great for both trolling or drifting applications.

1 oz	
MODEL	SF 2
PART #	5721-0271
COLOR	Unpainted





APEX[®]
TACKLE



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