

CHATTER BAIT®



2017 PRODUCT CATALOG



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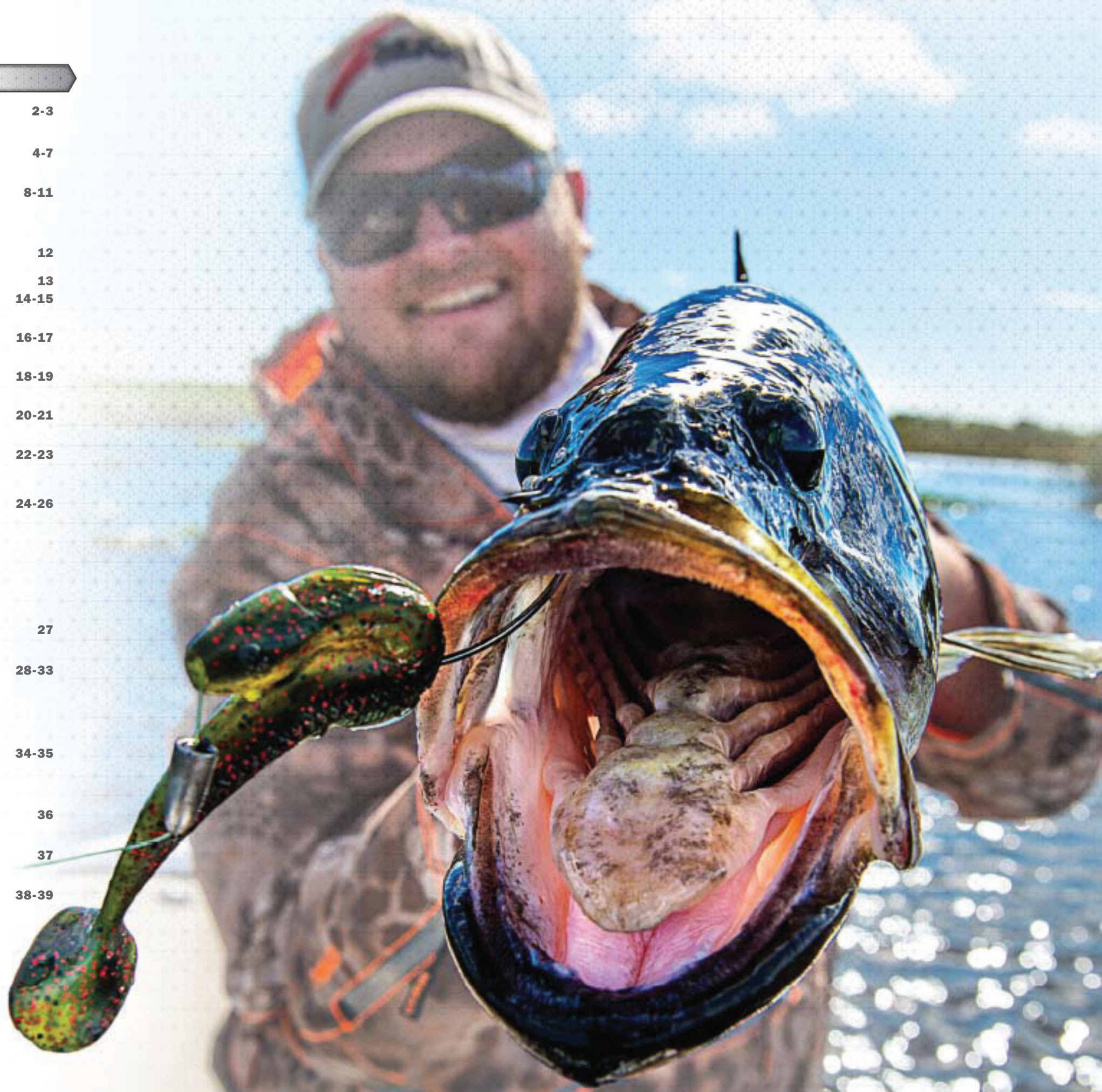
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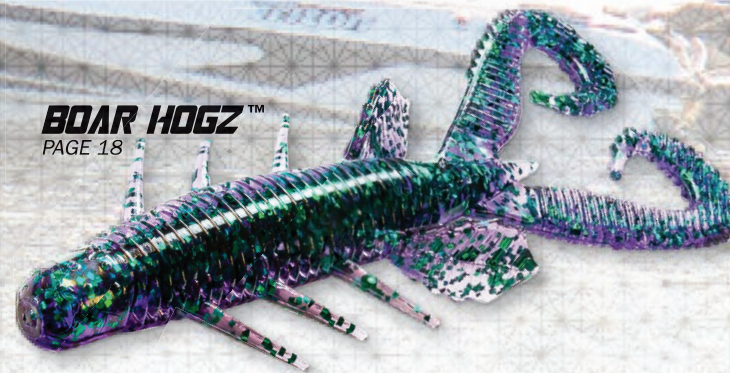
2017 NEW PRODUCTS

WORLD-CLASS GEAR FOR THE COMING YEAR

Through continued alliances with preeminent fresh- and saltwater anglers, lure designers and materials engineers, we're making our mission of producing the industry's most effective and technologically advanced fishing products a reality. Not to be outdone by the dozen new products introduced last year, 2017 will see 17 new baits and complementary products brought to market, each designed to excel whether in South Carolina or South Australian fisheries—and everywhere in between. From an expanded ChatterBait® and Project Z™ lineup to robust jighead offerings that are deadly in both fresh- and saltwater, our next-generation lure designs and materials continue to outpace and outperform competitive manufacturers.



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ELA Z TECH[®]

10X Tough SPACE-AGE SOFT PLASTICS

ElaZtech[®] baits are known to provide one of the highest fish-per-bait ratings in the industry and outperform ordinary plastic baits, time and again. How this is made possible, however, may not be as readily apparent.

First, the naturally buoyant material floats to create a significantly more visible and lifelike target that gamefish simply can't resist. And, its superiority continues from here.

In addition to its remarkable softness and pliability, ElaZtech is also 10X tougher than other soft plastics, enabling it to resist nicks, cuts, and tears better than traditional soft plastic lures, retain its realistic appearance longer, and minimize the need to re-bait or re-rig when the fishing action heats up. Finally, unlike most other soft plastic baits, ElaZtech contains no PVC, phthalates or phthalates, and is non-toxic, helping anglers become better environmental stewards.

Our growing partnerships with some of the world's top pro anglers continue to drive awareness and demand for ElaZtech products, as well as demonstrate its uniqueness and superiority. Day in and day out, our freshwater pro staff is hard at work developing tournament-winning baits that are then battle tested on the B.A.S.S. and FLW circuits. Our saltwater pro staff is fishing ElaZtech baits in some of the harshest environments imaginable, and catching fish after fish on the exact same bait.

Simply put, ElaZtech technology makes producing the toughest, most natural, and most lifelike artificial baits in the world possible. So, tie one on today and start experiencing more on-the-water success and enjoyment!

SCENTED JERK SHADZ™

- Super-lifelike, lively split-tail design perfectly emulates erratic baitfish action
- Salt-impregnated for a controlled, slow sink, and infused with 100% natural Pro-Cure Super Gel scents
- Can be rigged weightless to achieve a slow, flutter presentation, bottom bounced on a weighted hook, or jigged deep when paired with a heavy jighead
- 5" baits are ideal for everything from flats fishing for snook and reds to drop-shotting for northern smallmouth
- 7" versions are deadly search and reaction baits for stripers, bull reds, snook, tarpon, cobia, yellowtail and musky

COLORS+PRODUCT CODES (5 INCHES)

NEW Smelt SJS5-28PK5 / Shiner SJS5-54PK5 / Smoky Shad SJS5-57PK5
Electric Chicken SJS5-60PK5 / Pearl SJS5-84PK5 / Rootbeer Gold SJS5-230PK5
Naked Chicken Glow SJS5-241PK5 / Silver Shad SJS5-248PK5
Goldrush SJS5-255PK5 / Bleeding Banana SJS5-257PK5
Coconut Ice Glow SJS5-258PK5 / Bad Shad SJS5-259PK5 / New Penny SJS5-261PK5
Redbone SJS5-266PK5 / Houdini SJS5-267PK5 / Motor Oil SJS5-273PK5
Bruised Banana SJS5-279PK5 / Bluegill SJS5-280PK5
Naked Pilchard Glow SJS5-284PK5 / Ralph's Shad SJS5-307PK5
Sexy Mullet SJS5-308PK5 / Green Lantern SJS5-319PK5 / Redfish Toad SJS5-321PK5
NEW Laguna Shrimp SJS5-326PK5

COLORS+PRODUCT CODES (7 INCHES)

Bubble Gum SJS7-23PK4 / Smoky Shad SJS7-57PK4 / Electric Chicken SJS7-60PK4
Pearl SJS7-84PK4 / Glow SJS7-231PK4 / Naked Chicken Glow SJS7-241PK4
Coconut Ice Glow SJS7-258PK4 / New Penny SJS7-261PK4 / Redbone SJS7-266PK4
Motor Oil SJS7-273PK4 / Naked Pilchard Glow SJS7-284PK4 / Mulletron SJS7-293PK4

SIZE
5 INCHES AND 7 INCHES



5 BAITS PER PACK (5 INCHES) | 4 BAITS PER PACK (7 INCHES)

SHOWN IN RALPH'S SHAD



SCENTED PADDLERZ™

- Can be fished as twitch-, wake- or swimbaits, on both fast and slow retrieve speeds, thanks to a segmented body and thin paddle tail
- 4" version excels when hopped along the bottom on a JigheadZ™
- 5" version is perfect for slow rolling on a weighted weedless hook

COLORS+PRODUCT CODES (4 INCHES)

Shiner SPT4-54PK5 / Smoky Shad SPT4-57PK5 / Electric Chicken SPT4-60PK5
Pearl SPT4-84PK5 / Rootbeer Gold SPT4-230PK5 / Goldrush SPT4-255PK5
Bleeding Banana SPT4-257PK5 / Coconut Ice Glow SPT4-258PK5
Bad Shad SPT4-259PK5 / New Penny SPT4-261PK5 / Opening Night SPT4-263PK5
Redbone SPT4-266PK5 / Houdini SPT4-267PK5 / Naked Pilchard Glow SPT4-284PK5
Mulletron SPT4-293PK5 / Pinfish SPT4-294PK5 / Ralph's Shad SPT4-307PK5
Sexy Mullet SPT4-308PK5 / Green Lantern SPT4-319PK5 / Redfish Toad SPT4-321PK5
NEW Laguna Shrimp SPT4-326PK5 / **NEW** Blue Claw SPT4-330PK5

COLORS+PRODUCT CODES (5 INCHES)

Shiner SPT5-54PK5 / Smoky Shad SPT5-57PK5 / Electric Chicken SPT5-60PK5
Pearl SPT5-84PK5 / Rootbeer Gold SPT5-230PK5 / Goldrush SPT5-255PK5
Bleeding Banana SPT5-257PK5 / Coconut Ice Glow SPT5-258PK5
Bad Shad SPT5-259PK5 / New Penny SPT5-261PK5
Opening Night SPT5-263PK5 / Redbone SPT5-266PK5 / Houdini SPT5-267PK5
Naked Pilchard Glow SPT5-284PK5 / Mulletron SPT5-293PK5
Pinfish SPT5-294PK5 / Ralph's Shad SPT5-307PK5 / Sexy Mullet SPT5-308PK5
Green Lantern SPT5-319PK5 / Redfish Toad SPT5-321PK5
NEW Laguna Shrimp SPT5-326PK5 / **NEW** Blue Claw SPT5-330PK5

SIZE
4 INCHES AND 5 INCHES



5 BAITS PER PACK (4 INCHES AND 5 INCHES)

SHOWN IN SEXY MULLET





SCENTED
LEECHZ™

- Sporting a bulbous tail, ribbed body, and textured, lifelike belly, this bait's outstanding buoyancy and incredibly soft material will elicit tail rises and dances, even on slack line
- 10X Tough ElaZtech® construction reduces tearing when nose hooked
- Equally effective as a drop-shot bait or rigged on a jig for bass and walleye
- Scented with 100% natural Pro-Cure Leech Super Gel

COLORS + PRODUCT CODES

Black SL3-01PK6 / Black Blue Flake SL3-02PK6 / Green Pumpkin SL3-46PK6
Dark Melon Red SL3-242PK6 / Christmas SL3-297PK6
Green Pumpkin Goby SL3-316PK6



SIZE 3 INCHES	
6 BAIT PER PACK	
SHOWN IN GREEN PUMPKIN GOBY	
	

SCENTED
CURLY TAILZ™

- Popular coastal profile offered in the most effective saltwater colors, and impregnated with 100% natural Pro-Cure Super Gel for added attraction
- Incredibly versatile curly tail baitfish imitator that's effective on all coasts, including the Northeast for fluke, the Mid-Atlantic for seabass, the Southeast for seatrout, and the Gulf Coast for redfish

COLORS + PRODUCT CODES

Shiner SSTKCR-54PK5 / Electric Chicken SSTKCR-60PK5 / Pearl SSTKCR-84PK5
Glow SSTKCR-231PK5 / Bleeding Banana SSTKCR-257PK5
Coconut Ice Glow SSTKCR-258PK5 / Bad Shad SSTKCR-259PK5
Lime/Pearl SSTKCR-260PK5 / New Penny SSTKCR-261PK5
Pink Glow SSTKCR-270PK5 / Redfish Toad SSTKCR-321PK5
Golden Boy SSTKCR-323PK5



SIZE 4 INCHES	
5 BAIT PER PACK	
SHOWN IN ELECTRIC CHICKEN	
	

SCENTED
POGYZ™

- Mimics deep-bodied inshore forage like menhaden, pinfish, threadfin, pilchards, croakers or shad
- Designed to be fished on upright-swimming ShroomZ JigheadZ™ or weighted swimbait hooks
- Segmented body and teardrop-shaped paddle tail create a tight, lifelike wiggle when retrieved
- Scented with 100% natural Pro-Cure Super Gel

COLORS + PRODUCT CODES

Smoky Shad SPG3-57PK5 / Electric Chicken SPG3-60PK5
Purple/Chartreuse Tail SPG3-71PK5 / Pearl SPG3-84PK5
Rootbeer/Chartreuse Tail SPG3-240PK5 / Goldrush SPG3-255PK5
Bad Shad SPG3-259PK5 / New Penny SPG3-261PK5 / Redbone SPG3-266PK5
Houdini SPG3-267PK5 / Mulletron SPG3-293PK5 / Pinfish SPG3-294PK5
Ralph's Shad SPG3-307PK5 / Sexy Mullet SPG3-308PK5
Green Lantern SPG3-319PK5 / Redfish Toad SPG3-321PK5

SIZE 3 INCHES	
5 BAIT PER PACK	
SHOWN IN MULLETRON	
	

SCENTED
SHRIMPZ™



- Perfectly mimics a live shrimp's look and action, thanks to a realistic, upright presentation
- Deadly when cast and retrieved slowly, twitched, or hopped along the bottom
- 3" version pairs perfectly with a 3/0 JigheadZ™ or weighted hook for most backwater applications
- 4" version is the ideal bait when seatrout, redfish, tarpon, and snook are feeding on larger shrimp
- 10X Tough ElaZtech® durability and impregnated with 100% natural Pro-Cure Super Gel Scents

COLORS + PRODUCT CODES (3 INCHES)

Electric Chicken SSHRP3-60PK5 / Natural SSHRP3-228PK5 / Glow SSHRP3-231PK5
New Penny SSHRP3-261PK5 / Holographic SSHRP3-262PK5
Redbone SSHRP3-266PK5 / Houdini SSHRP3-267PK5 / Bloodworm SSHRP3-278PK5
Rootbeer Gold/Gold SSHRP3-282PK5 / Fried Chicken SSHRP3-317PK5
Shrimp Po' Boy SSHRP3-318PK5 / NEW Laguna Shrimp SSHRP3-326PK5
NEW Blue Claw SSHRP3-330PK5

COLORS + PRODUCT CODES (4 INCHES)

Electric Chicken SSHRP4-60PK5 / Natural SSHRP4-228PK5 / Glow SSHRP4-231PK5
New Penny SSHRP4-261PK5 / Redbone SSHRP4-266PK5 / Houdini SSHRP4-267PK5
Rootbeer Gold/Gold SSHRP4-282PK5 / Fried Chicken SSHRP4-317PK5
Shrimp Po' Boy SSHRP4-318PK5 / NEW Laguna Shrimp SSHRP4-326PK5
NEW Blue Claw SSHRP4-330PK5



SIZE 3 INCHES AND 4 INCHES	
5 BAIT PER PACK (3 INCHES AND 4 INCHES)	
SHOWN IN LAGUNA SHRIMP	
	

SCENTED
CRABZ™

- A lifelike crab imitator that mimics one of the ocean's most sought-after forage
- Lands upright on the bottom every time in a claws-up, natural defensive posture when rigged on a weighted hook or JigheadZ™
- Scented with 100% natural Pro-Cure Super Gel

COLORS + PRODUCT CODES

Watermelon Red SCRB-18PK5 / Pearl Blue Glimmer SCRB-27BPK5
Mud SCRB-31PK5 / Rootbeer Gold SCRB-230PK5 / Glow SCRB-231PK5

SIZE 3 INCHES	
5 BAIT PER PACK	
SHOWN IN WATERMELON RED	
	



CAPT. C.A. RICHARDSON | Charter Captain and Host of Flats Class TV


“Whether sight fishing the clear shallows of the Laguna Madre or probing the Everglades’ murkier waters, Z-Man gives me a true competitive edge. The lifelike action and realistic profiles of the scented ShrimpZ, PogyZ, Jerk ShadZ, and PaddlerZ routinely fool the most discriminating saltwater gamefish. Plus, each bait’s proprietary ElaZtech durability is unparalleled, withstanding the harshest marine environments the Gulf Coast can dish out. Once you experience the Z-Man advantage, there’s no going back!”

HEROZ™

- Oversized, elongated, fish-shaped jerkbait perfect for big-fish applications
- Extremely soft yet tear-resistant ElaZtech® construction provides superior action and increased durability over other large slug-style plastics
- Buoyant material is ideal for use throughout the water column, from topwater to deep jigging
- Mates with 8/0 HeadlockZ HD™ jigheads to create the most bulletproof soft bait combo for casting, trolling, or jigging for cobia, grouper, tarpon, tuna, kingfish and more

COLORS + PRODUCT CODES

Black HERO10-01PK3 / Bubble Gum HERO10-23PK3
 Chartreuse Silver HERO10-41PK3
 Smoky Shad HERO10-57PK3 / Pearl HERO10-84PK3
 Nuked Pilchard Glow HERO10-284PK3
 Sexy Mullet HERO10-308PK / Green Lantern HERO10-319PK3
 Calico Candy HERO10-322PK3
NEW Purple Demon HERO10-329PK3

SIZE 10 INCHES	
3 BAIT PER PACK	

SHOWN IN PURPLE DEMON



MAG SWIMZ™

- Full-bodied, eight-inch swimbait ideal for targeting larger salt- and freshwater gamefish
- Exclusive, curved paddle tail design coupled with super-soft ElaZtech® material provides ultra-realistic swimming action and side-to-side wiggle on both slow and fast retrieves
- Pairs perfectly with 8/0 HeadlockZ HD™ jigheads, or can be rigged weedless thanks to a built-in hook slot
- 10X Tough material is able to withstand onslaughts from toothy gamefish like mackerel, barracuda, musky and pike

COLORS + PRODUCT CODES

Baby Bass MAG8-55PK3 / Smoky Shad MAG8-57PK3
 Pearl MAG8-84PK3 / Bad Shad MAG8-259PK3
 Houdini MAG8-267PK3 / Sexy Mullet MAG8-308PK3
 Ayu MAG8-309PK3 / Blueback Herring MAG8-315PK3
 Green Lantern MAG8-319PK3 / Calico Candy MAG8-322PK3
NEW Purple Demon MAG8-329PK3

SIZE 8 INCHES	
3 BAIT PER PACK	

SHOWN IN BLUEBACK HERRING



SLIM SWIMZ™

- Downsized ElaZtech® swimbait that delivers the incredible softness, swimming action, and 10X Tough durability of its larger brethren in a smaller package
- Sized perfectly for crappie, trout, and white bass, but also an ideal, scaled-down minnow imitator when bass or inshore saltwater species are feeding on smaller baitfish
- Rig on Finesse ShroomZ™ jigheads to create the ideal finesse swimbait package

COLORS + PRODUCT CODES


Watermelon Red SLIM25-18PK8 / Pearl Blue Glimmer SLIM25-27BPK8
NEW Pumpkin SLIM25-31PK8 / **NEW** Baby Bass SLIM25-55PK8
NEW Electric Chicken SLIM25-60PK8 / Space Guppy SLIM25-69PK8 / Pearl SLIM25-84PK8
 Greasy Prawn SLIM25-243PK8 / **NEW** Bad Shad SLIM25-259PK8 / Opening Night SLIM25-263PK8 /
 Pink Glow SLIM25-270PK8 / Gold Flake SLIM25-272PK8 / Motor Oil SLIM25-273PK8
 Bloodworm SLIM25-278PK8 / Blue Steel SLIM25-286PK8 / **NEW** Mood Ring SLIM25-292PK8
 Smoke Hologram SLIM25-305PK8 / **NEW** Calico Candy SLIM25-322PK8

MINNOWZ™

- Replicates the look, action, and strike-evoking attraction of a live minnow better than any soft bait on the market
- Ideal baitfish imitator for a variety of species, from redfish and trout in saltwater to bass and walleye in freshwater
- Can be rigged on a JigheadZ™ or weedless on a weighted swimbait hook, thanks to a split dorsal fin that hides the hook point


COLORS + PRODUCT CODES

Watermelon/Chartreuse Tail GMIN-17PK6 / Pearl Blue Glimmer GMIN-27BPK6
 Red Shad GMIN-39PK6 / Chartreuse Silver GMIN-41PK6 / Avocado GMIN-43PK6
 Baby Bass GMIN-55PK6 / Smoky Shad GMIN-57PK6 / Electric Chicken GMIN-60PK6
 Glow Chartreuse GMIN-63PK6 / Morning Glory GMIN-65PK6 / Blue Crab GMIN-66PK6
 Space Guppy GMIN-69PK6 / Purple/Chartreuse Tail GMIN-71PK6 / Chartreuse Red Tail GMIN-75PK6
 White Pearl/Red Tail GMIN-81PK6 / Hot Chartreuse GMIN-83PK6 / Pearl GMIN-84PK6
 EZ Money GMIN-111PK6 / Rootbeer/Chartreuse Tail GMIN-240PK6
 Nuked Chicken Glow GMIN-241PK6 / Goldrush GMIN-255PK6 / Bad Shad GMIN-259PK6
 Lime/Pearl GMIN-260PK6 / New Penny GMIN-261PK6 / Opening Night GMIN-263PK6
 Shrimp GMIN-264PK6 / Redbone GMIN-266PK6 / Houdini GMIN-267PK6
 California Craw GMIN-268PK6 / Pink Glow GMIN-270PK8 / Motor Oil GMIN-273PK6
 Bloodworm GMIN-278PK6 / Bluegill GMIN-280PK6 / Mud Minnow GMIN-281PK6
 Rootbeer Gold/Gold GMIN-282PK6 / Mood Ring GMIN-292PK6 / Mulletron GMIN-293PK6
 Pinfish GMIN-294PK6 / Sexy Mullet GMIN-308PK6 / **NEW** Green Lantern GMIN-319PK6
 The Deal GMIN-320PK6 / **NEW** Redfish Toad GMIN-321PK6 / Calico Candy GMIN-322PK6
 Golden Boy GMIN-323PK6 / **NEW** Purple Demon GMIN-329PK6

SIZE 2.5 INCHES	
8 BAIT PER PACK	

SHOWN IN CALICO CANDY



SIZE 3 INCHES	
6 BAIT PER PACK	

SHOWN IN GREEN LANTERN

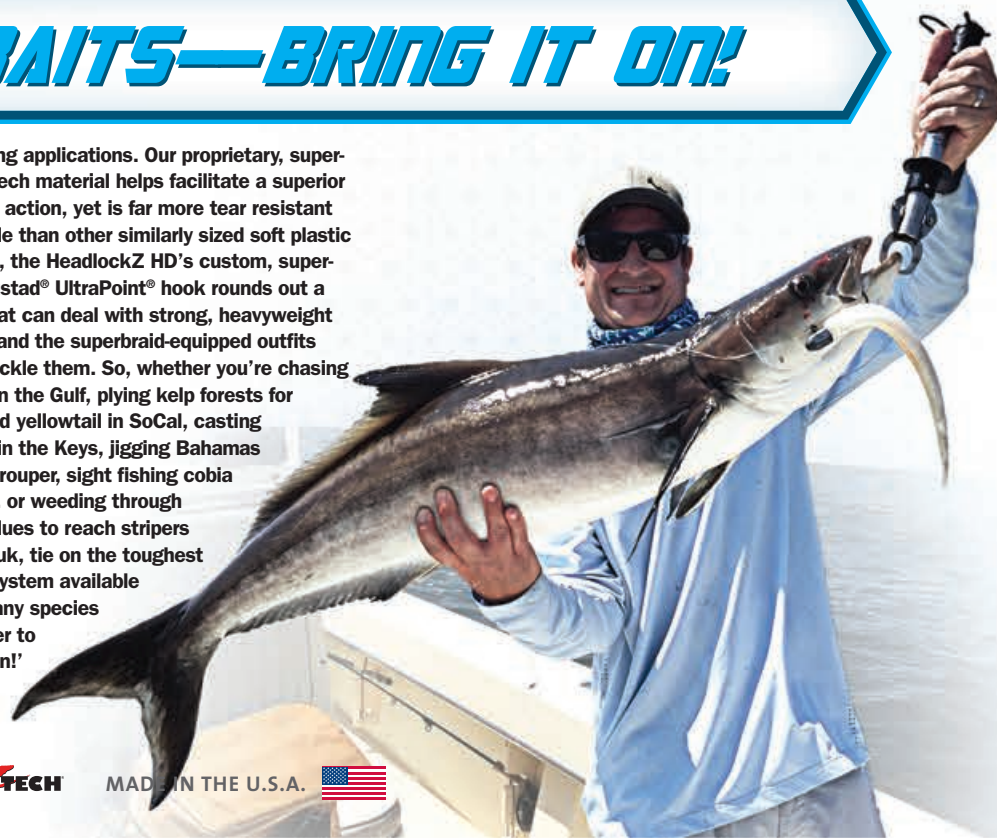


BIG FISH, BIG BAITZ—BRING IT ON!

Coastal waters, reefs, bluewater, and northern lakes are home to a multitude of voracious predators, from cobia, tarpon, tuna, yellowtails and kings to bluefish, grouper, mahi, musky and pike. These toothy carnivores will regularly succumb to soft baits, but are infamous for the havoc they wreak on traditional plastics and run-of-the-mill terminal tackle. Z-Man's upsized, 10X Tough ElaZtech® soft baits and bulletproof TT Lures® HeadlockZ HD™ jigheads answer these challenges by arming anglers with a soft bait system that'll withstand the biggest, nastiest gamefish out there—and alleviate the worry of having their lures demolished during the heat of the battle!

Z-Man's 10-inch HeroZ oversized jerkbait and 8-inch Mag SwimZ paddletail swimbait perform at their best when paired with 8/0 HeadlockZ HD jigheads in weights from ½ ounce all the way up to 3 ounces to create a heavy-duty combo for a variety of casting, trolling and

deep-jigging applications. Our proprietary, super-soft ElaZtech material helps facilitate a superior swimming action, yet is far more tear resistant and durable than other similarly sized soft plastic baits. And, the HeadlockZ HD's custom, super-strong Mustad® UltraPoint® hook rounds out a system that can deal with strong, heavyweight gamefish and the superbraid-equipped outfits used to tackle them. So, whether you're chasing yellowfin in the Gulf, plying kelp forests for calicos and yellowtail in SoCal, casting for cudas in the Keys, jigging Bahamas reefs for grouper, sight fishing cobia off Destin, or weeding through chopper blues to reach stripers off Montauk, tie on the toughest soft bait system available and dare any species you're after to 'Bring It On!'




DIEZEL MINNOWZ™

- Inspired by Z-Man's renowned 3" MinnowZ™, this versatile baitfish imitation is equally at home in fresh- or saltwater
- Hook slot provides for easy rigging and hooksets, while its dorsal fin doubles as a hook point pocket, increasing weedlessness
- Bass anglers can present on umbrella rigs, as a swim jig or ChatterBait® trailer, or solo as a swimbait, while inshore fanatics can rig it on a 4/0 JigheadZ™ for a lifelike baitfish presentation

COLORS + PRODUCT CODES

Pearl Blue Glimmer DMIN-27BPK5 / Red Shad DMIN-39PK5 / Green Pumpkin DMIN-46PK5
 Smoky Shad DMIN-57PK5 / Electric Chicken DMIN-60PK5
 Black/Blue Laminate DMIN-64PK5 / Pearl DMIN-84PK5 / Nuked Chicken Glow DMIN-241PK5
 Goldrush DMIN-255PK5 / Bad Shad DMIN-259PK5 / New Penny DMIN-261PK5
 Opening Night DMIN-263PK5 / Redbone DMIN-266PK5 / Houdini DMIN-267PK5
 Motor Oil DMIN-273PK5 / Mood Ring DMIN-292PK5 / Mulletron DMIN-293PK5
 Pinfish DMIN-294PK5 / Sexy Mullet DMIN-308PK5 / Ayu DMIN-309PK5
 Breaking Bream DMIN-311PK5 / **NEW** Green Lantern DMIN-319PK5
 The Deal DMIN-320PK5 / **NEW** Redfish Toad DMIN-321PK5 / Calico Candy DMIN-322PK5
 Golden Boy DMIN-323PK5 / **NEW** Purple Demon DMIN-329PK5

SIZE 4 INCHES	
5 BAIT PER PACK	

SHOWN IN REDFISH TOAD




RAZOR SHADZ™

- Segmented fish-shaped body and forked tail create an extremely lifelike baitfish profile
- Ideally suited as a bladed swim jig trailer when conditions call for a larger ChatterBait® profile to mimic full-bodied forage like bream, shad and herring
- Buoyant material floats when fished unweighted, and sloped head causes the bait to dive on a twitching retrieve, creating an industry-first floating/diving action that cannot be duplicated by other soft baits
- Belly slot and dorsal hook pocket make weedless rigging a breeze, and allow the bait to slide through grass and cover when Texas-rigged on a wide-gap hook

COLORS+PRODUCT CODES

Green Pumpkin RSHAD45-46PK4 / Smoky Shad RSHAD45-57PK4
Black/Blue Laminate RSHAD45-64PK4 / Pearl RSHAD45-84PK4
Bad Shad RSHAD45-259PK4 / Redbone RSHAD45-266PK4 / Houdini RSHAD45-267PK4
Ayu RSHAD45-309PK4 / Breaking Bream RSHAD45-311PK4 / The Deal RSHAD45-320PK4

SIZE 4.5 INCHES	
4 BAIT PER PACK	

SHOWN IN BREAKING BREAM



SWIMMERZ™


- Same lifelike swimming action, extreme softness, and 10X Tough durability that is responsible for multiple IGFA world records
- Laminate colors now match Z-Man's most popular swimbait hues
- Molded-in eyes for natural appearance and split-body design for easy rigging

COLORS+PRODUCT CODES (4 INCHES)

Red Shad SWIM4-39PK4 / Shiner SWIM4-54PK4 / Smoky Shad SWIM4-57PK4
Pearl SWIM4-84PK4 / Silver Shad SWIM4-248PK4 / Goldrush SWIM4-255PK4
Bad Shad SWIM4-259PK4 / Opening Night SWIM4-263PK4 / Redbone SWIM4-266PK4
Houdini SWIM4-267PK4 / Motor Oil SWIM4-273PK4 / Sexy Mullet SWIM4-308PK4
Ayu SWIM4-309PK4 / Breaking Bream SWIM4-311PK4 / Blueback Herring SWIM4-315PK4
Calico Candy SWIM4-322PK4 / Golden Boy SWIM4-323PK4

COLORS+PRODUCT CODES (6 INCHES)

Red Shad SWIM6-39PK3 / Shiner SWIM6-54PK3 / Smoky Shad SWIM6-57PK3
Pearl SWIM6-84PK3 / Silver Shad SWIM6-248PK3 / Goldrush SWIM6-255PK3
Bad Shad SWIM6-259PK3 / Opening Night SWIM6-263PK3 / Redbone SWIM6-266PK3
Houdini SWIM6-267PK3 / Sexy Mullet SWIM6-308PK3 / Ayu SWIM6-309PK3
Breaking Bream SWIM6-311PK3 / Blueback Herring SWIM6-315PK3
Calico Candy SWIM6-322PK3 / Golden Boy SWIM6-323PK3

SIZE 4 INCHES AND 6 INCHES	
4 BAIT PER PACK (4 INCHES) 3 BAIT PER PACK (6 INCHES)	

SHOWN IN BAD SHAD




GRASS KICKERZ™

- Streamlined body shape imitates long, slender baitfish and comes through grass and surface cover cleanly
- Raised, split-dorsal fin for increased weedlessness and improved stability on fast retrieves
- Aggressive swimming and body-rolling action thanks to oversized paddle tail

COLORS+PRODUCT CODES

Smoky Shad GKICKERZ-57PK4 / Electric Chicken GKICKERZ-60PK4 / Pearl GKICKERZ-84PK4
New Penny GKICKERZ-261PK4 / Opening Night GKICKERZ-263PK4
Redbone GKICKERZ-266PK4 / Houdini GKICKERZ-267PK4 / California Craw GKICKERZ-268PK4
Breaking Bream GKICKERZ-311PK4 / Blueback Herring GKICKERZ-315PK4
The Deal GKICKERZ-320PK4

SIZE 5 INCHES	
4 BAIT PER PACK	

SHOWN IN HOUDINI



STREAKZ™

- Mimicking a darting baitfish with uncanny realism, the soft, potbelly minnow design entices strikes from virtually every fresh- and saltwater species that swims
- ElaZTech® construction withstands repeated strikes without tearing, alleviating the need to replace baits after each fish
- Buoyancy allows them to be fished at all levels of the water column, with virtually limitless rigging options

COLORS+PRODUCT CODES (3.75 INCHES)

Watermelon STRK375-16PK6 / Watermelon Red STRK375-18PK6
NEW Smelt STRK375-28PK6 / Green Pumpkin STRK375-46PK6
Shiner STRK375-54PK6 / Baby Bass STRK375-55PK6 / Smoky Shad STRK375-57PK6
Pearl STRK375-84PK6 / Nuked Chicken Glow STRK375-241PK6
Goldrush STRK375-255PK6 / Coconut Ice Glow STRK375-258PK6
Opening Night STRK375-263PK6 / Redbone STRK375-266PK6
Motor Oil STRK375-273PK6 / Bloodworm STRK375-278PK6
Ralph's Shad STRK375-307PK6 / Blueback Herring STRK375-315PK6
The Deal STRK375-320PK6

COLORS+PRODUCT CODES (5 INCHES)

Bubble Gum STRK-23PK5 / Ice STRK-53PK5 / Baby Bass STRK-55PK5
Smoky Shad STRK-57PK5 / Electric Chicken STRK-60PK5 / Space Guppy STRK-69PK5
Hot Chartreuse STRK-83PK5 / Pearl STRK-84PK5 / Opening Night STRK-263PK5
Redbone STRK-266PK5 / Mud Minnow STRK-281PK5 / Rootbeer Gold/Gold STRK-282PK5
Blueback Herring STRK-315PK5 / The Deal STRK-320PK5

STREAKZ™ CURLY TAILZ™

- Fat minnow body and tapering, curly tail produce a unique swimming action
- Extremely versatile floating baits that can be fished with a straight, slow retrieve, erratic jerk, or anything in between
- New 5" size provides a scaled-up curly tail profile and pairs perfectly with 6/0 HeadlockZ HD™ jigheads

COLORS+PRODUCT CODES (4 INCHES)

Red Shad STKCR-39PK5 / Baby Bass STKCR-55PK5
Electric Chicken STKCR-60PK5 / Space Guppy STKCR-69PK5 / Pearl STKCR-84PK5
Natural STKCR-228PK5 / Glow STKCR-231PK5
Nuked Chicken Glow STKCR-241PK5 / Bleeding Banana STKCR-257PK5
Coconut Ice Glow STKCR-258PK5 / Bad Shad STKCR-259PK5
Lime/Pearl STKCR-260PK5 / New Penny STKCR-261PK5
Opening Night STKCR-263PK5 / Houdini STKCR-267PK5 / Pink Glow STKCR-270PK5
Motor Oil STKCR-273PK5 / Bloodworm STKCR-278PK5
Smoke Silver STKCR-283PK5 / Mood Ring STKCR-292PK5 / Pinfish STKCR-294PK5
Golden Boy STKCR-323PK5

NEW FOR 2017

COLORS+PRODUCT CODES (5 INCHES)


NEW Electric Chicken STKCR5-60PK4 / NEW Pearl STKCR5-84PK4
NEW Glow STKCR5-231PK4 / NEW Nuked Chicken Glow STKCR5-241PK4
NEW Coconut Ice Glow STKCR5-258PK4 / NEW Bad Shad STKCR5-259PK4
NEW Pink Glow STKCR5-270PK4 / NEW Nuked Pilchard Glow STKCR5-284PK4

STREAKZ™ XL

- Split-tail design and gill-plate detail produce added action and attraction
- Oversized profile is ideal for large gamefish, from cobia and strippers in saltwater to musky and pike in freshwater


COLORS+PRODUCT CODES

Bubble Gum STRKXL-23PK2 / Smoky Shad STRKXL-57PK2
Electric Chicken STRKXL-60PK2 / Pearl STRKXL-84PK2
Glow STRKXL-231PK2 / Nuked Chicken Glow STRKXL-241PK2
Opening Night STRKXL-263PK2

SIZE 3.75 INCHES	
6 BAIT PER PACK	


SHOWN IN SMELT



SIZE 5 INCHES	
5 BAIT PER PACK	


SHOWN IN THE DEAL



SIZE 4 INCHES AND 5 INCHES	
5 BAIT PER PACK (4 INCHES) 4 BAIT PER PACK (5 INCHES)	

SHOWN IN RED SHAD



SIZE 8 INCHES	
2 BAIT PER PACK	

SHOWN IN SMOKY SHAD



DAVID WALKER | 43 Career Top-10 Finishes and 10-Time Bassmaster Classic Qualifier
"Z-Man's swimbait lineup keeps me at the top of my game and ahead of my competition. The Grass KickerZ cuts through vegetation like no other soft plastic. When fishing in open water, I'll reach for a hued SwimmerZ that matches the water conditions. I especially love that the Razor ShadZ pairs perfectly as a trailer on the new Project Z ChatterBait. The fantastic action and unbelievable durability of these baits allow me to catch fish after fish without ever stopping to re-rig!"





A GAME-CHANGING INSHORE SYSTEM HAS ARRIVED

Coupling the deadliest soft plastic seatrout lure on the market—now constructed from 10X Tough ElaZtech® for increased action and durability—with a precisely matched jighead that is uniquely effective in its own right results in a species-specific combo that elicits bites when other lures simply won't.

Created by Bob Sanders, past FLW touring pro and saltwater guide convert, the TroutTrick® soft bait has demonstrated season after season to exhibit a look and action that outfishes other artificials in an array of situations. From cold-weather conditions when trout are dormant and locked-down, to the heat of the summer when waters are muddy and live bait is considered the failsafe option, the TroutTrick is flat-out deadly

on specks. The bait's slender profile and vibrations emitted by its unique, ribbed body consistently produce reaction strikes when the bait is twitched sharply and then dropped vertically to the bottom on slack line.

Conceived by South Carolina inshore fishing authority Ralph Phillips, the Trout Eye™ jighead features superb balance, a high-quality 2/0 Mustad® UltraPoint® hook, and sharp keeper barbs that securely grip our ElaZtech material. Given the factual evidence that predators strike at the eyes of baitfish, the jighead's real differentiation lays in its oversized 3D eyeballs—larger than any others found on competitive jigheads—that create an arresting target for not only seatrout,

but also redbfish, flounder, snook, and other inshore gamefish.

Stock up on TroutTrick soft baits and Trout Eye jigheads and start experiencing the remarkable impact this unrivaled system will have on your hook-up ratio!

TROUT TRICK®

- A legendary inshore saltwater bait just got even better thanks to new 10X Tough ElaZtech® construction and expanded color offerings
- Unique, elongated profile, slim tail, and ribbed body create an action that has proven to be irresistible to spotted seatrout, not to mention other fresh- and saltwater species
- Pairs perfectly with new Trout Eye™ jigheads (p.24) to create the perfect combo for inshore fishing
- Now offered in 16 proven color patterns to meet all anglers' needs across the Southeast and Gulf Coasts

COLORS + PRODUCT CODES

Pearl Blue Glimmer TT5-27BPk6 / Pumpkin/Chartreuse Tail TT5-48PK6
 Plum/Chartreuse Tail TT5-72PK6 / Strawberry/White Tail TT5-82PK6
 Rootbeer/Chartreuse Tail TT5-240PK6 / Bad Shad TT5-259PK6
 Opening Night TT5-263PK6 / Redbone TT5-266PK6 / Mood Ring TT5-292PK6
 Ralph's Shad TT5-307PK6 / Sexy Mullet TT5-308PK6 / Fried Chicken TT5-317PK6
 Shrimp Po' Boy TT5-318PK6 / Green Lantern TT5-319PK6
NEW Festivus TT5-327PK6 / **NEW** Margarita Lime Chicken TT5-328PK6

NEW FOR 2017

SWIMMIN' TROUT TRICK®

- Hallmark TroutTrick ribbed body and exclusive curved paddle tail produces vibrant, undulating swimming action
- Designed for seatrout, but versatile profile and lifelike movement is a proven producer for bass, redbfish, flounder, snook, strippers and more
- Sized perfectly for the Trout Eye™ jigheads, creating the perfect pairing for specks and other inshore species

COLORS + PRODUCT CODES

NEW Pearl Blue Glimmer TTPT-27BPk6 / **NEW** Pumpkin/Chartreuse Tail TTPT-48PK6
NEW Plum/Chartreuse Tail TTPT-72PK6 / **NEW** Strawberry/White Tail TTPT-82PK6
NEW Rootbeer/Chartreuse Tail TTPT-240PK6 / **NEW** Bad Shad TTPT-259PK6
NEW Opening Night TTPT-263PK6 / **NEW** Redbone TTPT-266PK6
NEW Mood Ring TTPT-292PK6 / **NEW** Ralph's Shad TTPT-307PK6
NEW Sexy Mullet TTPT-308PK6 / **NEW** Fried Chicken TTPT-317PK6
NEW Shrimp Po' Boy TTPT-318PK6 / **NEW** Green Lantern TTPT-319PK6
NEW Festivus TTPT-327PK6 / **NEW** Margarita Lime Chicken TTPT-328PK6

SIZE 5 INCHES	
6 BAIT PER PACK	
SHOWN IN FESTIVUS	

SIZE 3.5 INCHES	
6 BAIT PER PACK	
SHOWN IN MARGARITA LIME CHICKEN	

THE VERSATILE NEW SHRIMP ON THE BLOCK

From Laguna Madre to Mosquito Lagoon to the Outer Banks—and everywhere in between—shrimp are a dietary staple for inshore gamefish like seatrout, redbfish, flounder and snook. Mimicking this prominent forage just got a whole lot simpler with the introduction of Z-Man's new EZ ShrimpZ™.

Shrimp imitations have been around for decades, but none are as versatile and advanced as the EZ ShrimpZ. Made in the U.S.A. and available in both rigged and unrigged versions, its 10X Tough ElaZtech® construction and the well-thought-out design merge to create an incredibly durable prawn look-alike that can be fished in a variety of ways.

Mated with a custom, internally weighted hook, the pre-rigged version is ready to tie on right out of the package. Unlike other shrimp imitations on the market, Z-Man's rendition is built upon a heavy-duty Mustad® UltraPoint® hook that's strong enough to

handle any fish that it's engulfed by. The bait's segmented body and fine-tuned balance and sink rate provide the perfect lifelike action when fished under a popping cork or freelined, making it an ideal artificial for novice anglers and seasoned veterans alike.

Unlike other one-dimensional shrimp baits, our EZ ShrimpZ was designed for a variety of different rigging techniques and presentations. Its slotted tail section accommodates an EZ KeeperZ™ weighted hook for weedless rigging and allows for easy hooksets, while its solid nose makes rigging with Trout Eye™ or Power Finesse ShroomZ™ jigheads a breeze. Its thin antennae and legs quiver naturally with the slightest bit of movement, but are unobtrusive and short enough that the bait is still streamlined and wind-resistant, perfect for sight fishing or casting in windy conditions that plague other shrimp imitations.

NEW FOR 2017

EZ SHRIMPZ™

RIGGED

- Super lifelike, pre-rigged shrimp imitation that is ready to fish right out of the package
- Ideally fished either beneath a popping cork or freelined
- Segmented body and thin legs and antennae create lifelike movement
- Durable, buoyant ElaZtech® construction outlasts other shrimp imitations and provides a controlled, slow fall on slack line that mimics the movement of a real shrimp
- Heavy duty, weighted Mustad® UltraPoint® hook fits snugly in molded body cavity, staying put securely strike after strike and on hard retrieves

COLORS + PRODUCT CODES

NEW Glow/Chartreuse Tail EZSR-70PK2 / **NEW** Natural EZSR-228PK2
NEW Rootbeer/Chartreuse Tail EZSR-240PK2 / **NEW** Greasy Prawn EZSR-243PK2
NEW Gold Flake EZSR-272PK2 / **NEW** Morningwood EZSR-295PK2
NEW Fried Chicken EZSR-317PK2 / **NEW** Shrimp Po' Boy EZSR-318PK2

SIZE 3.5 INCHES	
2 BAIT PER PACK (RIGGED)	
SHOWN IN FRIED CHICKEN	

NEW FOR 2017

EZ SHRIMPZ™

UNRIGGED

- Unrigged shrimp bodies serve as replacements for rigged version, or can be rigged separately on a jighead or weighted weedless hook
- Thin, short appendages provide quiver at the slightest movement and provide little wind resistance for long, accurate casts
- Segmented body moves like a real shrimp, and buoyant ElaZtech® material stands up off the bottom in a lifelike manner at rest
- Pro-Cure Super Gel scent or rattle can be added to body cavity for added attraction
- Pairs perfectly with Trout Eye™ jigheads, 3/0 HeadlockZ HD™ jigheads, or 3/0 EZ KeeperZ™ Weighted Hooks

COLORS + PRODUCT CODES

NEW Glow/Chartreuse Tail EZSU-70PK4 / **NEW** Natural EZSU-228PK4
NEW Rootbeer/Chartreuse Tail EZSU-240PK4 / **NEW** Greasy Prawn EZSU-243PK4
NEW Gold Flake EZSU-272PK4 / **NEW** Morningwood EZSU-295PK4
NEW Fried Chicken EZSUP-317PK4 / **NEW** Shrimp Po' Boy EZSU-318PK4

SIZE 3.5 INCHES	
4 BAIT PER PACK (UNRIGGED)	
SHOWN IN MORNINGWOOD	



MIDWEST FINESSE FOR THE ENTIRE U.S.

Heralded by guides, weekend warriors, and professional tournament anglers the continent over, Z-Man's one-of-a-kind Ned Rig continues to generate unparalleled consumer interest and even a cult-like following among some anglers. In an age of copy-cat baits and fad techniques, it has proven time and again to catch a variety of species on virtually any body of water, and in an incredibly simple and easy manner for recreational and tournament-caliber anglers alike.

Though the roots of Midwest finesse techniques date back to the 1950s, it wasn't until approximately 10 years ago that small jigs were paired with ElaZtech® plastics to create what is known today as the true Ned Rig. Beginning in the early 2000s, In-Fisherman Field Editor and Midwest finesse fishing guru Ned Kehde—as well as other students of the technique—relentlessly tested and refined various baits and methods to ultimately shape the techniques of legendary finesse anglers like Chuck Woods, Guido Hibdon, and Charlie Brewer into a more modernized approach by taking advantage of the most advanced soft plastics available today.

Z-Man's Ned Rig differs from other finesse tackle primarily in our specifically-engineered Finesse ShroomZ™ jighead that is then paired with complementary Finesse T.R.D.™, Finesse ShadZ™, or Hula StickZ™ soft plastics to create a complete system that shines when employing this highly-nuanced technique. When taken together, the extreme buoyancy, texture, action, and durability of our 10X Tough ElaZtech material culminate to deliver longer holds and repeated strikes when other finesse baits, and techniques, are unsuccessful.

Boost your performance—or introduce kids or new anglers to artificial baits—with the Ned Rig: the perfect set-up for increasing catches all year long.



HAVE YOU TRIED THE NED RIG?
ZMANFISHING.COM/NEDRIG

FINESSE SHADZ™

- Ideal for drop-shotting, small jighead rigs, and other finesse applications
- Slim, shad-shaped body and thin tail create superior action

COLORS+PRODUCT CODES

Pumpkin/Green Flake FSHADZ4-11PK8 / Watermelon FSHADZ4-16PK8
Watermelon Red FSHADZ4-18PK8 / Junebug FSHADZ4-42PK8
Green Pumpkin FSHADZ4-46PK8 / Pearl FSHADZ4-84PK8
Green Pumpkin Blue FSHADZ4-275PK8 / Blue Steel FSHADZ4-286PK8
Morningwood FSHADZ4-295PK8

HULA STICKZ™

- Salt-impregnated ElaZtech® construction lasts and lasts
- Tube/stick bait hybrid design is ideal for bass when finesse tactics are in order
- Paired with a light jighead or Texas-rigged, these buoyant baits stand up off the bottom with tentacles brought to life

COLORS+PRODUCT CODES

Black/Blue Flake HSTICK4-02PK6 / Watermelon Red HSTICK4-18PK6
NEW Smelt HSTICK4-28PK6 / Junebug HSTICK4-42PK6
Green Pumpkin HSTICK4-46PK6 / Pearl HSTICK4-84PK6 / PB&J HSTICK4-238PK6
California Craw HSTICK4-268PK6 / Mud Minnow HSTICK4-281PK6
Canada Craw HSTICK4-310PK6 / The Deal HSTICK4-320PK6
NEW Molting Craw HSTICK4-324PK6 / **NEW** Mudbug HSTICK4-325PK6
NEW Blue Craw HSTICK4-330PK6

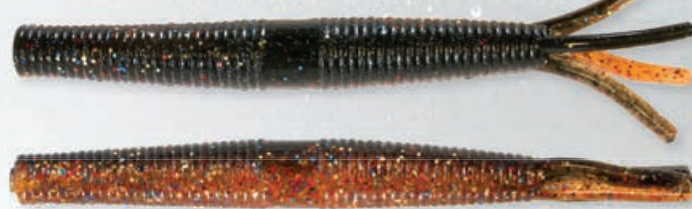
SIZE 4 INCHES	
8 BAITS PER PACK	

SHOWN IN GREEN PUMPKIN BLUE



SIZE 4 INCHES	
6 BAITS PER PACK	

SHOWN IN MOLTING CRAW



FINESSE T.R.D.™

- T.R.D. (The Real Deal) is the ideal finesse profile in a ready-to-fish package, designed to be paired with Finesse ShroomZ™ jig heads (p.25) for 'The Ned Rig' style of finesse fishing
- Made with exclusive, softer ElaZtech® formulation for a more realistic feel, longer holds, and increased hook-up ratio
- Incredible black bass bait, but proven to catch all species from panfish and trout to white bass and drum
- Easy bait for beginners and children to use, but also a growing part of the serious tournament fisherman's arsenal

COLORS+PRODUCT CODES

Black/Blue Flake TRD275-02PK8 / **NEW** Bubble Gum TRD275-23PK8 / Junebug TRD275-42PK8
Green Pumpkin TRD275-46PK8 / Green Pumpkin/Orange TRD275-47PK8 / New Money TRD275-107PK8
Coppertrouse TRD275-109PK8 / PB&J TRD275-238PK8 / California Craw TRD275-268PK8
Mud Minnow TRD275-281PK8 / Canada Craw TRD275-310PK8 / Green Pumpkin Goby TRD275-316PK8
The Deal TRD275-320PK8 / **NEW** Molting Craw TRD275-324PK8 / **NEW** Mudbug TRD275-325PK8
NEW Blue Claw TRD275-330PK8

NEW FOR 2017

BIG T.R.D.™

- Same great features and seductive action as Finesse T.R.D.™, but in a larger profile to draw more attention and entice bigger bites
- Designed to pair perfectly with Power Finesse ShroomZ™ jigheads, creating an incredibly versatile finesse fishing package with unmatched durability and attraction
- Stickworm profile is also ideal for wacky rigging, Texas rigging, pitching or Carolina rigging

COLORS+PRODUCT CODES

NEW Black/Blue Flake TRD4-02PK6 / **NEW** Junebug TRD4-42PK6
NEW Green Pumpkin TRD4-46PK6 / **NEW** Coppertrouse TRD4-109PK6
NEW PB&J TRD4-238PK6 / **NEW** California Craw TRD4-268PK6
NEW Canada Craw TRD4-310PK6 / **NEW** Green Pumpkin Goby TRD4-316PK6
NEW The Deal TRD4-320PK6 / **NEW** Molting Craw TRD4-324PK6
NEW Mudbug TRD4-325PK6 / **NEW** Blue Claw TRD4-330PK6

NEW FOR 2017

T.R.D. TUBEZ™

- Ned Rig-sized tube bait profile, but with a solid nose for easy rigging on Finesse ShroomZ™ jigheads
- Salted, super soft, and dimpled ElaZtech® body provides an incredibly natural feel that prevents gamefish from letting go for more consistent hooksets
- Buoyant material and thin, round tentacles cause this bait to stand up and come alive at rest
- Ideal for both Midwest finesse bass tactics and crappie fishing

COLORS+PRODUCT CODES

NEW Black/Blue Flake TTUBE-02PK6 / **NEW** Green Pumpkin TTUBE-46PK6
NEW PB&J TTUBE-238PK6 / **NEW** California Craw TTUBE-268PK6
Canada Craw TTUBE-310PK6 / **NEW** The Deal TTUBE-320PK6
NEW Molting Craw TTUBE-324PK6 / **NEW** Mudbug TTUBE-325PK6

SIZE 2.75 INCHES	
8 BAITS PER PACK	

SHOWN IN MUDBUG



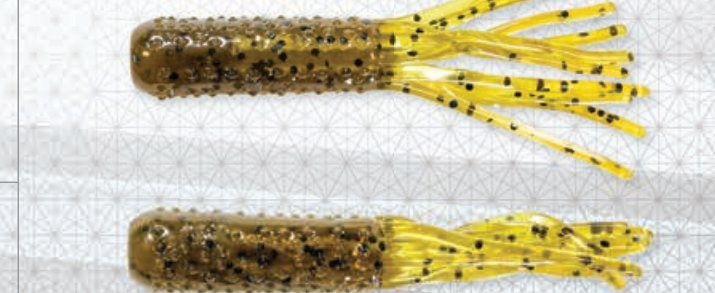
SIZE 4 INCHES	
6 BAITS PER PACK	

SHOWN IN THE DEAL



SIZE 2.75 INCHES	
6 BAITS PER PACK	

SHOWN IN GREEN PUMPKIN



BATWINGZ™


- Tournament-grade jig trailer designed with input from Z-Man pros Luke Clausen, David Walker and Stephen Browning
- Available in two sizes (2.75" and 3.5") to cover all applications from finesse jig to heavy football jig fishing
- Buoyant ElaZtech® pinchers float up off the bottom, mimicking the natural defensive posture of a crawfish and creating the perfect stand-up jig
- 10X Tough ElaZtech material is incredibly tear-resistant, allowing the same jig trailer to be used fish after fish
- Versatile body shape allows for rigging by either threading or hanging on jig hooks to suit individual anglers' preferences

COLORS+PRODUCT CODES (2.75 INCHES)

Black Blue Flake BWINGZ275-02PK6 / Watermelon Red BWINGZ275-18PK6
Blue Sapphire BWINGZ275-19PK6 / Green Pumpkin BWINGZ275-46PK6
Green Pumpkin Red BWINGZ275-97PK6 / PB&J BWINGZ275-238PK6
Green Pumpkin Blue BWINGZ275-275PK6 / The Deal BWINGZ275-320PK6

COLORS+PRODUCT CODES (3.5 INCHES)

Black Blue Flake BWINGZ35-02PK5 / Watermelon Red BWINGZ35-18PK5
Blue Sapphire BWINGZ35-19PK5 / Green Pumpkin BWINGZ35-46PK5
Green Pumpkin Red BWINGZ35-97PK5 / PB&J BWINGZ35-238PK6
Green Pumpkin Blue BWINGZ35-275PK5 / The Deal BWINGZ35-320PK5

SIZE 2.75 INCHES AND 3.5 INCHES	
6 BAIT PER PACK (2.75 INCHES) 5 BAIT PER PACK (3.5 INCHES)	

SHOWN IN GREEN PUMPKIN RED




CRAWDADZ™

- Extremely natural body shape is ideal whenever bass are feeding on small crayfish
- Engineered with a built-in hook slot that aids in weedless rigging while still maximizing anglers' ability to achieve rock-solid hooksets
- Rig on a Shaky HeadZ™ jig, Texas style, or as a jig trailer for a lifelike, claws-up presentation

COLORS+PRODUCT CODES

Black Neon/Red Claws CRAW4-14PK6 / Watermelon Red CRAW4-18PK6
Black Blue/Blue Claws CRAW4-35PK6
Brown Orange/Orange Claws CRAW4-36PK6
Watermelon/Hot Chartreuse Claws CRAW4-44PK6
Green Pumpkin CRAW4-46PK6 / Green Pumpkin/Orange Claws CRAW4-47PK6

SIZE 4 INCHES	
6 BAIT PER PACK	

SHOWN IN BROWN/ORANGE CLAWS




PUNCH CRAWZ™

- Streamlined, compact design is ideal for effortlessly penetrating grass mats and other thick surface cover without hanging up
- Simple body shape shines when pegged on a heavy-gauge, flipping-style hook or when rigged as a finesse jig trailer
- Claws float up off the bottom to realistically mimic a crawfish's natural defensive position

COLORS+PRODUCT CODES

Black Blue Flake PCRAW4-02PK6 / Green Pumpkin PCRAW4-46PK6
Green Pumpkin Red PCRAW4-97PK6 / California Craw PCRAW4-268PK6
Okeechobee Craw PCRAW4-269PK6 / Sprayed Grass PCRAW4-298PK6

SIZE 4 INCHES	
6 BAIT PER PACK	

SHOWN IN OKEECHOBEE CRAW




TURBO CRAWZ™

- The ultimate swim jig or ChatterBait® trailer that also excels when Texas rigged, Carolina rigged, flipped, or buzzed across the top
- Incredibly durable and lifelike claws thump at even the slightest rod movement or reel crank
- ElaZtech® material allows the claws to rise up off the bottom in a natural defensive posture

COLORS+PRODUCT CODES

Black Blue Flake TCRAW4-02PK6 / Junebug TCRAW4-42PK6
Green Pumpkin TCRAW4-46PK6 / Green Pumpkin/Orange TCRAW4-47PK6
Pearl TCRAW4-84PK6 / Watermelon Candy TCRAW4-92PK6
Dark Melon Red TCRAW4-242PK6 / Redbone TCRAW4-266PK6
Okeechobee Craw TCRAW4-269PK6 / Bluegill TCRAW4-280PK6
Bama Bug TCRAW4-296PK6 / Sprayed Grass TCRAW4-298PK6
Silver Shadow TCRAW4-299PK6 / Canada Craw TCRAW4-310PK6
The Deal TCRAW4-320PK6 / NEW Molting Craw TCRAW4-324PK6
NEW Mudbug TCRAW4-325PK6 / NEW Blue Claw TCRAW4-330PK6

SIZE 4 INCHES	
6 BAIT PER PACK	

SHOWN IN SILVER SHADOW



GIVE 'EM THE KNOCKOUT PUNCH

A refined derivative of flipping born on the California Delta, punching has quickly emerged as a super-effective power-fishing technique that enables anglers to penetrate thick, matted vegetation and successfully lure bass from their instinctual high-pressure, post-frontal ambush points.

In addition to the specific rod, reel, line, and terminal tackle pairing needed to punch effectively, rounding out this highly nuanced form of angling with the optimal soft bait is

equally critical. This is where Z-Man's CrawZ™ and CreatureZ™ lineups—namely our Turbo CrawZ™, Punch CrawZ™, Palmetto BugZ™ and all-new Boar HogZ™—really shine, and routinely outperform other competitive soft plastics.

Each of these punching-friendly ElaZtech® baits' extreme durability, buoyancy, and lifelike action make them particularly well suited for close-quarter bass battles. Anglers will find immediate satisfaction in their ability to catch fish after fish on a single bait, while bass, on the other hand,

won't be as happy after repeatedly falling victim to their irresistible look, feel and movement!

Check out Episode 4 of *Project Z, Season 3: Breaking Down the Bite* to see how Bassmaster Elite Series standout and Z-Man pro-staffer David Walker utilizes the Turbo CrawZ to crack the code on Florida-strain largemouth.

(Disclaimer: No fish were harmed during the filming of Project Z—or the writing of this copy!)




NEW FOR 2017

BOAR HOGZ™

- Ribbed body, tapered legs, and textured curly tail appendages merge to create an extremely versatile creature bait profile
- Extremely versatile size and design make it an ideal bait for flipping, pitching, casting, Carolina rigging, punching, use as a jig trailer, rigging on a wobble head or football jighead and more
- Buoyant ElaZtech® construction causes bait to rise off the bottom at rest

COLORS + PRODUCT CODES

NEW Black Blue Flake BHOG4-02PK5 / **NEW** Watermelon BHOG4-16PK5
NEW Watermelon Red BHOG4-18PK5 / **NEW** Junebug BHOG4-42PK5
NEW Green Pumpkin BHOG4-46PK5 / **NEW** California Craw BHOG4-268PK5
NEW Bama Bug BHOG4-296PK5 / **NEW** Canada Craw BHOG4-310PK5
NEW Molting Craw BHOG4-324PK5 / **NEW** Mudbug BHOG4-325PK5

SIZE 4 INCHES	
5 BAITZ PER PACK	

SHOWN IN BAMA BUG




PALMETTO BUGZ™

- Streamlined design penetrates heavy cover with ease
- Ringed 4" body produces added vibration and a softer feel
- Salt-impregnated ElaZtech® is built to last in even the toughest heavy-cover environments

COLORS + PRODUCT CODES

Black Blue Flake PBUG-02PK5 / **Watermelon Red** PBUG-18PK5
Junebug PBUG-42PK5 / **Green Pumpkin** PBUG-46PK5
California Craw PBUG-268PK5 / **Black Sapphire** PBUG-276PK5
Bama Bug PBUG-296PK5 / **Sprayed Grass** PBUG-298PK5

SIZE 4 INCHES	
5 BAITZ PER PACK	

SHOWN IN SPRAYED GRASS




CRUSTEAZ™

- Unique, miniature crustacean imitation with twin u-tail claws that produce attention-getting action
- Perfectly suited for any application where fresh- or saltwater gamefish are feeding on small crabs, crayfish, sand fleas, ghost shrimp or other crustaceans
- Excellent freshwater creature bait for crappie, panfish and trout
- Ideal trailer for BTB™ FlatZ Jigs™ when redfish are rooting around for crustaceans
- Excellent when rigged on a small jighead and bottom-hopped for Florida pompano

COLORS + PRODUCT CODES

Watermelon Red CRUST2-18PK6 / **Pumpkin** CRUST2-31PK6
Greasy Prawn CRUST2-243PK6 / **Gudgeon** CRUST2-245PK6
Motor Oil CRUST2-273PK6 / **Bloodworm** CRUST2-278PK6

SIZE 2 INCHES	
6 BAITZ PER PACK	

SHOWN IN WATERMELON RED



POP SHADZ™


- Weedless, 10X Tough ElaZtech® topwater popper is extremely durable, and unlike anything else on the market
- Cupped face pops, spits, and chugs when twitched along the surface producing maximum fish-calling attraction
- Naturally buoyant ElaZtech material floats on the surface, even when rigged with a heavy-gauge hook
- Baitfish profile perfectly mimics a number of fresh- and saltwater forage species

COLORS + PRODUCT CODES (4 INCHES)

Watermelon/Chartreuse POPSHAD4-17PK3 / **Smoky Shad** POPSHAD4-57PK3
Pearl POPSHAD4-84PK3 / **Bad Shad** POPSHAD4-259PK3 / **Redbone** POPSHAD4-266PK3
Houdini POPSHAD4-267PK3 / **Mud Minnow** POPSHAD4-281PK3
Breaking Bream POPSHAD4-311PK3

COLORS + PRODUCT CODES (5 INCHES)

Watermelon/Chartreuse POPSHAD5-17PK3 / **Smoky Shad** POPSHAD5-57PK3
Pearl POPSHAD5-84PK3 / **Bad Shad** POPSHAD5-259PK3 / **Redbone** POPSHAD5-266PK3
Houdini POPSHAD5-267PK3 / **Mud Minnow** POPSHAD5-281PK3
Breaking Bream POPSHAD5-311PK3

SIZE 4 INCHES AND 5 INCHES	
3 BAITZ PER PACK (4 INCHES AND 5 INCHES)	

SHOWN IN MUD MINNOW




POP FROGZ™

- Pops, gurgles, and pushes water with each rod twitch
- Floats and maintains a horizontal profile—even while motionless on the surface
- Incredible chugging and swimming-leg action when retrieved steadily on top

COLORS + PRODUCT CODES

White POPFROG4-03PK4 / **Watermelon** POPFROG4-16PK4
Green Pumpkin POPFROG4-46PK4 / **Hot Chartreuse** POPFROG4-83PK4
Redbone POPFROG4-266PK4 / **Mud Minnow** POPFROG4-281PK4

SIZE 4 INCHES	
4 BAITZ PER PACK	

SHOWN IN REDBONE




HARD LEG FROGZ™

- Harder ElaZtech® formulation and swept-back paddle feet produce maximum fish-attracting commotion when buzzed across the surface
- Extremely buoyant, floating even when rigged with the largest of magnum-sized hooks
- Virtually indestructible, and swims easily through the thickest of surface cover

COLORS + PRODUCT CODES

Black Blue Flake HARDLEGZ-02PK3 / **White** HARDLEGZ-03PK3
Watermelon/Chartreuse HARDLEGZ-17PK3 / **Watermelon Red** HARDLEGZ-18PK3
Green Pumpkin HARDLEGZ-46PK3 / **Redbone** HARDLEGZ-266PK3
Mud Minnow HARDLEGZ-281PK3

SIZE 4 INCHES	
3 BAITZ PER PACK	

SHOWN IN WATERMELON/CHARTREUSE



FATTYZ™

- A unique, lifelike, super-effective, and durable soft plastic worm that is ideal for power-finesse situations
- Equipped with a bulbous tail for added action and molded-in slot for easy hook penetration

COLORS+PRODUCT CODES

Watermelon Red FAT5-18PK6 / Junebug FAT5-42PK6 / Green Pumpkin FAT5-46PK6
Green Pumpkin/Orange FAT5-47PK6 / Watermelon Candy FAT5-92PK6
PB&J FAT5-238PK6 / Redbone FAT5-266PK6 / California Craw FAT5-268PK6
Green Pumpkin Blue FAT5-275PK6 / Bluegill FAT5-280PK6 / Mood Ring FAT5-292PK6
Sprayed Grass FAT5-298PK6 / Canada Craw FAT5-310PK6 / The Deal FAT5-320PK6



SIZE 5 INCHES	
6 BAIT PER PACK	
SHOWN IN PB&J	
	

ZINKERZ™

- Versatile, super-tough, salt-impregnated stick bait
- Sinks slowly and tantalizingly when fished unweighted
- Outfishes and outlasts other stick baits when rigged straight, Texas, Carolina, wacky or drop-shot style

COLORS+PRODUCT CODES

Watermelon SSINK-16PK6 / Watermelon Red SSINK-18PK6
Junebug SSINK-42PK6 / Green Pumpkin SSINK-46PK6
Green Pumpkin/Orange SSINK-47PK6 / Pumpkin/Chartreuse SSINK-48PK6
Black/Blue Laminate SSINK-64PK6 / Pearl SSINK-84PK6
Watermelon Candy SSINK-92PK6 / Green Pumpkin Red SSINK-97PK6
Bama Craw SSINK-101PK6 / Dirt SSINK-103PK6 / New Money SSINK-107PK6
Coppertreuse SSINK-109PK6 / EZ Money SSINK-111PK6 / Purple Haze SSINK-112PK6
Watermelon/White SSINK-237PK6 / PB&J SSINK-238PK6 / Houdini SSINK-267PK6
California Craw SSINK-268PK6 / Bama Bug SSINK-296PK6
Sprayed Grass SSINK-298PK6 / Canada Craw SSINK-310PK6
Green Pumpkin Goby SSINK-316PK6 / The Deal SSINK-320PK6
NEW Molting Craw SSINK-324PK6 / **NEW** Mudbug SSINK-325PK6
NEW Blue Claw SSINK-330PK6



SIZE 5 INCHES	
6 BAIT PER PACK	
SHOWN IN BLUE CLAW	
	

LIZARDZ™

- Smooth body style, curly tail, and natural-swimming legs converge to create an enticing, lifelike target
- Super-durable, salt-impregnated and buoyant, excelling when rigged Texas or Carolina style

COLORS+PRODUCT CODES

Black Blue Flake LIZ6-02PK6 / Watermelon/Chartreuse Tail LIZ6-17PK6
Watermelon/Red Flake LIZ6-18PK6 / Green Pumpkin LIZ6-46PK6
Pumpkin/Chartreuse Tail LIZ6-48PK6

SIZE 6 INCHES	
6 BAIT PER PACK	
SHOWN IN WATERMELON/CHARTREUSE TAIL	
	



LUKE CLAUSEN | 2004 Forrest Wood Cup Champion and 2006 Bassmaster Classic Champion

“I was super excited to be involved in developing the FattyZ power-finesse worm. Its profile looks great from any angle and it performs well on both a shaky head and Texas rig, and is a flat out fish-catching machine!”

FINESSE WORMZ™

- Thin, lifelike profile and natural action are ideal for finesse presentations
- Numerous rigging applications including Texas style, or on a drop-shot or shaky head
- Tails stand up off the bottom every time


COLORS+PRODUCT CODES (4 INCHES)

Black Blue Flake FINWORM4-02PK10 / Watermelon FINWORM4-16PK10
Watermelon Red FINWORM4-18PK10 / Pumpkin FINWORM4-31PK10
Junebug FINWORM4-42PK10 / Green Pumpkin FINWORM4-46PK10
Coppertreuse FINWORM4-109PK10 / EZ Money FINWORM4-111PK10
PB&J FINWORM4-238PK10

SIZE 4 INCHES	
10 BAIT PER PACK	
SHOWN IN COPPERTREUSE	
	

COLORS+PRODUCT CODES (7 INCHES)

Black Blue Flake FINWORM7-02PK8 / Watermelon FINWORM7-16PK8
Watermelon Red FINWORM7-18PK8 / Pumpkin FINWORM7-31PK8
Junebug FINWORM7-42PK8 / Green Pumpkin FINWORM7-46PK8
New Money FINWORM7-107PK8 / Coppertreuse FINWORM7-109PK8
EZ Money FINWORM7-111PK8 / PB&J FINWORM7-238PK8

SIZE 7 INCHES	
8 BAIT PER PACK	
SHOWN IN NEW MONEY	
	

FLOATING WORMZ™

- Equally at home in cold-water salmon, trout and steelhead fisheries, or warm-water bass fishing scenarios
- Floats on the surface when rigged unweighted, even with heavy-gauge hooks

COLORS+PRODUCT CODES (4 INCHES)

Bubble Gum FLOWORM4-23PK10 / Mentholate FLOWORM4-25PK10
Green Pumpkin FLOWORM4-46PK10 / Neon Pink FLOWORM4-103PK10

SIZE 4 INCHES	
10 BAIT PER PACK	
SHOWN IN NEON PINK	
	

COLORS+PRODUCT CODES (7 INCHES)

Bubble Gum FLOWORM7-23PK8
Mentholate FLOWORM7-25PK8
Green Pumpkin FLOWORM7-46PK8
Hot Chartreuse FLOWORM7-83PK8
Pearl FLOWORM7-84PK8


SIZE 7 INCHES	
8 BAIT PER PACK	
SHOWN IN HOT CHARTREUSE	
	

SAW TAIL WORMZ™

- Broad, curly tail floats up off the bottom and moves enticingly, triggering big bass to strike
- Extremely versatile; great for Texas or Carolina rigging

COLORS+PRODUCT CODES

Black Blue Flake WORM6-02PK6 / Plum WORM6-07PK6
Watermelon WORM6-16PK6 / Watermelon Red WORM6-18PK6
Junebug WORM6-42PK6 / Green Pumpkin WORM6-46PK6

SIZE 6 INCHES	
6 BAIT PER PACK	
SHOWN IN PLUM	
	

GRUBZ™

- More lifelike and durable than traditional grubs, thanks to super-soft, 10X Tough ElaZtech® construction
- Great fished on their own, or as a jig or spinnerbait trailer
- Super-thin tail produces an incredible action, regularly out-swimming and outlasting any other grub on the market

COLORS+PRODUCT CODES (2 INCHES)

Watermelon GRUBZ2-16PK8 / Watermelon Red GRUBZ2-18PK8 / Bubble Gum GRUBZ2-23PK8
 Pumpkin GRUBZ2-31PK8 / Chartreuse Sparkle GRUBZ2-233PK8
 Violet Sparkle GRUBZ2-234PK8 / Shimmer Pearl GRUBZ2-235PK8
 Copper Penny GRUBZ2-246PK8 / Motor Oil GRUBZ2-273PK8 / Amber GRUBZ2-277PK8
 Bloodworm GRUBZ2-278PK8

COLORS+PRODUCT CODES (2.5 INCHES)


Black GRUBZ25-01PK8 / Watermelon GRUBZ25-16PK8 / Watermelon Red GRUBZ25-18PK8
 Bubble Gum GRUBZ25-23PK8 / Pumpkin GRUBZ25-31PK8 / Neon Pink GRUBZ25-103PK8
 Chartreuse Sparkle GRUBZ25-233PK8 / Violet Sparkle GRUBZ25-234PK8
 Shimmer Pearl GRUBZ25-235PK8 / Electric Pink GRUBZ25-236PK8
 Greasy Prawn GRUBZ25-243PK8 / Hardy Head GRUBZ25-244PK8 / Gudgeon GRUBZ25-245PK8
 Copper Penny GRUBZ25-246PK8 / Gold Flake GRUBZ25-272PK8 / Motor Oil GRUBZ25-273PK8
 Amber GRUBZ25-277PK8 / Bloodworm GRUBZ25-278PK8
 Glow Bone GRUBZ25-312PK8

COLORS+PRODUCT CODES (3.5 INCHES)

Watermelon Red GRUBZ35-18PK6 / Pearl Blue Glimmer GRUBZ35-27BPK6
 Pumpkin GRUBZ35-31PK6 / Green Pumpkin GRUBZ35-46PK6 / Pearl GRUBZ35-84PK6
 Smoke Pepper GRUBZ35-200PK6 / Chartreuse Sparkle GRUBZ35-233PK6
 Pink Glow GRUBZ35-270PK6 / Motor Oil GRUBZ35-273PK6
 Bloodworm GRUBZ35-278PK6 / Smoke Purple GRUBZ35-285PK6
 Smoke Hologram GRUBZ35-305PK6

COLORS+PRODUCT CODES (9 INCHES)

Neon Pink GRUBZ9-103BPK3
 Glow GRUBZ9-231PK3
 Chartreuse Sparkle GRUBZ9-233PK3
 Violet Sparkle GRUBZ9-234PK3
 Shimmer Pearl GRUBZ9-235PK3
 Electric Pink GRUBZ9-236PK3
 Motor Oil GRUBZ9-273PK3

SIZE 2 INCHES	
8 BAIT PER PACK	


SHOWN IN BLOODWORM



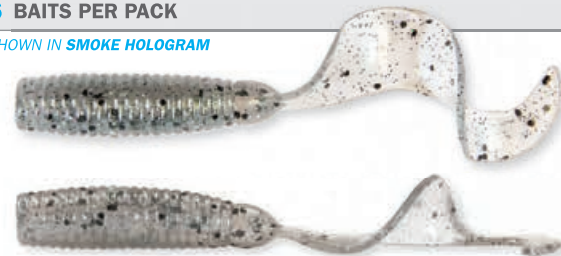
SIZE 2.5 INCHES	
8 BAIT PER PACK	


SHOWN IN HARDY HEAD



SIZE 3.5 INCHES	
6 BAIT PER PACK	

SHOWN IN SMOKE HOLOGRAM



SIZE 9 INCHES	
3 BAIT PER PACK	

SHOWN IN ELECTRIC PINK


EZ TUBEZ™

- Due to overwhelming customer demand, this super-effective tube profile is now available in 10X Tough ElaZtech®
- Unlike other tube baits, tear-resistant material allows for easy rigging on tube jigs without cutting and retying every time
- Rounded tentacles prevent sticking together, and increase action and movement in the water
- Buoyant, salt-impregnated material provides the ideal spiraling descent, yet tentacles stand upright off the bottom at rest for a more visible profile than traditional tubes

COLORS+PRODUCT CODES

Pumpkin EZTUBE4-31PK6 / Green Pumpkin EZTUBE4-46PK6
 Black/Blue Laminate EZTUBE4-64PK6 / Watermelon Candy EZTUBE4-92PK6
 PB&J EZTUBE4-238PK6 / California Craw EZTUBE4-268PK6
 Smoke Purple EZTUBE4-285PK6 / Canada Craw EZTUBE4-310PK6
 Green Pumpkin Goby EZTUBE4-316PK6 / The Deal EZTUBE4-320PK6

EZ EGGZ™

- Unique egg-string design allows anglers to create floating-egg clusters in a variety of sizes and configurations
- Can be easily detached and fished solo on float rigs or fly rods
- Unmatched buoyancy, 10X Tough durability, and natural scent impregnation make these baits an essential part of trout, salmon, and steelhead arsenals

COLORS+PRODUCT CODES

Translucent Red EZEGGZ-101EPK6 / Salmon EZEGGZ-102EPK6
 Translucent Pink EZEGGZ-103EPK6 / Translucent Chartreuse EZEGGZ-104EPK6

SPLIT-TAIL TRAILERZ™

- Toughest, most naturally lifelike spinnerbait or Chatterbait® trailer on the planet
- Stands up to the harshest conditions—and countless fish catches—keeping anglers casting instead of digging through tackle boxes for another trailer


COLORS+PRODUCT CODES

Black SBT-01PK10 / White SBT-03PK10 / Chartreuse Gold SBT-45PK10
 Green Pumpkin SBT-46PK10 / Red SBT-79PK10 / Hot Chartreuse SBT-83PK10
 Pearl SBT-84PK10

NEW FOR 2017
BAIT BINDERZ


- Designed to fit pre-punched holes on standard size Z-Man bait bags
- Encourages proper storage of ElaZtech® baits in original packaging and away from other types of soft baits
- Baits can be easily accessed without removing packaging from binder for quick bait changes
- Tough 500 denier nylon construction for durability, treated nickel plated rings for corrosion resistance and embroidered Z-Man logo

COLOR+PRODUCT CODES
NEW Binder-1

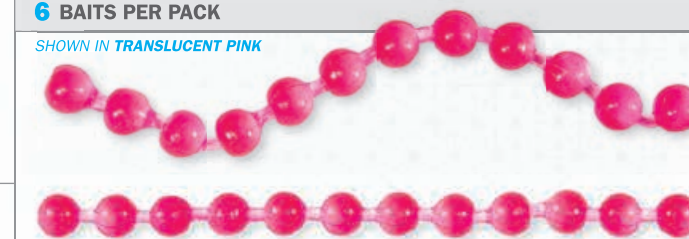
SIZE 4 INCHES	
6 BAIT PER PACK	

SHOWN IN BLACK/BLUE LAMINATE



SIZE 4.5 INCHES	
6 BAIT PER PACK	

SHOWN IN TRANSLUCENT PINK



SIZE 4 INCHES	
10 BAIT PER PACK	

SHOWN IN HOT CHARTREUSE



As our soft bait lineup continues to evolve and expand, so too has our commitment to creating specifically designed jigheads to pair with them. Whether redfish, striper or other bruiser fresh- or saltwater species are your passion, our new-for-2017 Redfish Eye™, Striper Eye™, and TT Lures™ ChinlockZ™ SWS

jigheads will provide the strength, enticing look and feel, and precision performance you've come to expect from every product that bears the Z-Man name. Tie one on today and start experiencing jighead nirvana!

NEW FOR 2017

REDFISH EYE™ JIGHEADS

- Oversized 3-D eyes present a more prominent target for gamefish
- Dual super-sharp, conical keeper spikes hold ElaZtech® and other plastics securely
- Molded in South Carolina with 4/0, 30° Mustad® UltraPoint® jig hooks for less fouling in grassy or skinny water scenarios
- Perfectly balanced and sized to pair with DieZel MinnowZ™, 4" and 5" Scented PaddlerZ™, 5" Scented Jerk ShadZ™ and 4" SwimmerZ™

COLORS + PRODUCT CODES (1/8 OZ)

NEW Red	REJH18-01PK3
NEW Pearl	REJH18-02PK3
NEW Glow	REJH18-03PK3
NEW Gold	REJH18-04PK3

COLORS + PRODUCT CODES (3/16 OZ)

NEW Red	REJH316-01PK3
NEW Pearl	REJH316-02PK3
NEW Glow	REJH316-03PK3
NEW Gold	REJH316-04PK3

COLORS + PRODUCT CODES (1/4 OZ)

NEW Red	REJH14-01PK3
NEW Pearl	REJH14-02PK3
NEW Glow	REJH14-03PK3
NEW Gold	REJH14-04PK3

WEIGHT
1/8 OZ, 3/16 OZ
AND 1/4 OZ

HOOK SIZE
4/0

3 JIGHEADS PER PACK

SHOWN IN GLOW



NEW FOR 2017

STRIPER EYE™ JIGHEADS

- Oversized 3-D eyes present a more prominent target for gamefish
- Dual super-sharp, conical keeper spikes hold ElaZtech® and other plastics securely
- Molded in South Carolina with heavy duty 6/0 Mustad® UltraPoint® jig hooks ideal for stripers, snook, bull reds, big bass and more
- Perfectly balanced and sized to pair with 7" Scented Jerk ShadZ™, Grass KickerZ™ and 6" SwimmerZ™

COLORS + PRODUCT CODES (1 OZ)

NEW Red	SEJH1-01PK3
NEW Pearl	SEJH1-02PK3
NEW Glow	SEJH1-03PK3
NEW Gold	SEJH1-04PK3

WEIGHT
1 OZ

HOOK SIZE
6/0

2 JIGHEADS PER PACK

SHOWN IN RED



NEW FOR 2017

EZ KEEPERZ™ WEIGHTED HOOKS

- Patent-pending keeper design holds all types of soft plastics securely, including ElaZtech®, Gulpl® and conventional soft baits
- Barbed, u-shaped stainless clip prevents baits from tearing and ensures proper hook alignment for consistent lure action and hooksets
- Super-sharp, heavy duty, premium black-nickel hooks
- Rubber o-ring holds baits in place and prevents them from sliding out of position on hook

COLORS + PRODUCT CODES (3/0 HOOK)

NEW 1/16	WH30-116PK3
NEW 1/8	WH30-18PK3
NEW 3/16	WH30-316PK3

COLORS + PRODUCT CODES (4/0 HOOK)

NEW 1/16	WH40-116PK3
NEW 1/8	WH40-18PK3
NEW 3/16	WH40-316PK3

COLORS + PRODUCT CODES (5/0 HOOK)

NEW 1/16	WH50-116PK3
NEW 1/8	WH50-18PK3
NEW 3/16	WH50-316PK3

WEIGHT
1/16 OZ, 1/8 OZ
AND 3/16 OZ

HOOK SIZE
3/0, 4/0 AND 5/0

3 JIGHEADS PER PACK

SHOWN IN BLACK



TROUT EYE™ JIGHEADS

- Developed and designed by South Carolina seatrout fishing guru, Ralph Phillips
- Oversized 3-D eyes present a more prominent target for gamefish
- Dual super-sharp, conical keeper spikes hold ElaZtech® and other plastics securely
- Hand-poured using heavy-duty black nickel Mustad® UltraPoint® hooks
- Perfectly balanced to pair with TroutTrick® plastics, or other Z-Man® soft baits like MinnowZ™, Scented Curly TailZ™, Scented PaddlerZ™ and StreakZ™ 3.75

COLORS + PRODUCT CODES (1/8 OZ)

NEW Red	TEJH18-01PK3
NEW Pearl	TEJH18-02PK3
NEW Glow	TEJH18-03PK3
NEW Gold	TEJH18-04PK3

COLORS + PRODUCT CODES (3/16 OZ)

Red	TEJH316-01PK3
Pearl	TEJH316-02PK3
Glow	TEJH316-03PK3
Gold	TEJH316-04PK3

COLORS + PRODUCT CODES (1/4 OZ)

NEW Red	TEJH14-01PK3
NEW Pearl	TEJH14-02PK3
NEW Glow	TEJH14-03PK3
NEW Gold	TEJH14-04PK3

WEIGHT
NEW 1/8 OZ, 3/16 OZ
AND **NEW** 1/4 OZ

HOOK SIZE
2/0

3 JIGHEADS PER PACK

SHOWN IN GOLD



NEW FOR 2017

POWER FINESSE SHROOMZ™

- Same proven mushroom-shaped heads as popular Finesse ShroomZ™, but with heavy duty 3/0 black nickel hook to work with larger baits and in heavy cover environs
- Unique welded wire keeper is easy to rig and holds ElaZtech® plastics securely
- Designed to work with a variety of ElaZtech baits, including the Big T.R.D.™, FattyZ™, Finesse WormZ™, and new Boar HogZ™

COLORS + PRODUCT CODES (1/10 OZ)

NEW Green Pumpkin	PJH110-01PK3
NEW Black	PJH110-02PK3
NEW Chartreuse	PJH110-03PK3

COLORS + PRODUCT CODES (1/6 OZ)

NEW Green Pumpkin	PJH16-01PK3
NEW Black	PJH16-02PK3
NEW Chartreuse	PJH16-03PK3

COLORS + PRODUCT CODES (1/5 OZ)

NEW Green Pumpkin	PJH15-01PK3
NEW Black	PJH15-02PK3
NEW Chartreuse	PJH15-03PK3

WEIGHT
1/10 OZ, 1/6 OZ
AND 1/5 OZ

HOOK SIZE
3/0

3 JIGHEADS PER PACK

SHOWN IN CHARTREUSE



FINESSE SHROOMZ™

- Designed to be paired with ElaZtech finesse baits like the Hula StickZ™, Finesse T.R.D.™, and Finesse ShadZ™ to target a variety of freshwater species in situations that call for light tackle and a subtle approach
- Ideal for Midwest-style finesse application, otherwise known as The 'Ned Rig'
- Unique, welded-wire keeper design prevents baits from sliding down the hook shank, yet is incredibly easy to rig with 10X Tough ElaZtech® plastics
- Super-sharp, premium black nickel hooks

COLORS + PRODUCT CODES #2 (1/20 OZ)

Green Pumpkin	FJH120-01PK5
Black	FJH120-02PK5
Pearl	FJH120-05PK5

COLORS + PRODUCT CODES #2 (1/15 OZ)

Green Pumpkin	FJH115-01PK5
Black	FJH115-02PK5
Chartreuse	FJH115-03PK5
Red	FJH115-04PK5
Pearl	FJH115-05PK5

COLORS + PRODUCT CODES #1 (1/10 OZ)

Green Pumpkin	FJH110-01PK5
Black	FJH110-02PK5
Chartreuse	FJH110-03PK5
Red	FJH110-04PK5
Pearl	FJH110-05PK5

COLORS + PRODUCT CODES #1 (1/6 OZ)

Green Pumpkin	FJH16-01PK5
Black	FJH16-02PK5
Chartreuse	FJH16-03PK5
Red	FJH16-04PK5
Pearl	FJH16-05PK5

COLORS + PRODUCT CODES #1 (1/5 OZ)

Green Pumpkin	FJH15-01PK5
Black	FJH15-02PK5
Pearl	FJH15-05PK5

WEIGHT
1/20 OZ, 1/15 OZ,
1/10 OZ, 1/6 OZ AND
1/5 OZ

HOOK SIZE
#1 AND #2

5 JIGHEADS PER PACK

SHOWN IN RED



NEW FOR 2017

WEEDLESS

POWER FINESSE SHROOMZ™

- Same mushroom-shaped head, welded wire keeper, and 3/0 hook as Power Finesse ShroomZ™, but with an adjustable, dual-strand weedguard for snag-free fishing
- Excellent alternative to a shaky-style jighead for ElaZtech baits, as exposed hook point design provides improved hookup ratio and prevents bait from becoming misaligned after a strike

COLORS + PRODUCT CODES (1/10 OZ)

NEW Green Pumpkin	PJHW110-01PK3
NEW Black	PJHW110-02PK3
NEW Chartreuse	PJHW110-03PK3

COLORS + PRODUCT CODES (1/6 OZ)

NEW Green Pumpkin	PJHW16-01PK3
NEW Black	PJHW16-02PK3
NEW Chartreuse	PJHW16-03PK3

COLORS + PRODUCT CODES (1/5 OZ)

NEW Green Pumpkin	PJHW15-01PK3
NEW Black	PJHW15-02PK3
NEW Chartreuse	PJHW15-03PK3

WEIGHT
1/10 OZ, 1/6 OZ
AND 1/5 OZ

HOOK SIZE
3/0

3 JIGHEADS PER PACK

SHOWN IN BLACK



WEEDLESS

FINESSE SHROOMZ™

- Enables anglers to employ Midwest-style finesse techniques around brush or grassy areas
- Adjustable, dual multi-strand wire weedguard provides increased snag resistance
- Unique, welded wire keeper is easy to rig with 10X Tough ElaZtech plastics, and prevents baits from sliding down the hook shank
- Super-sharp, premium black nickel hooks

COLORS + PRODUCT CODES (1/10 OZ)

Green Pumpkin	FJHW110-01PK5
Black	FJHW110-02PK5

COLORS + PRODUCT CODES (1/6 OZ)

Green Pumpkin	FJHW16-01PK5
Black	FJHW16-02PK5

COLORS + PRODUCT CODES (1/5 OZ)

Green Pumpkin	FJHW15-01PK5
Black	FJHW15-02PK5

WEIGHT
1/10 OZ, 1/6 OZ
AND 1/5 OZ

HOOK SIZE
#1

5 JIGHEADS PER PACK

SHOWN IN GREEN PUMPKIN





- The toughest jigheads on the market to go along with the toughest soft plastics available
- New split keeper design is easy to rig with ElaZtech® plastics, and locks soft baits in place securely
- Built on custom heavy duty, super-strong Mustad® UltraPoint® hooks
- Designed to hold up to Australia's brutally strong gamefish, but perfectly suited for any fresh- or saltwater applications that call for the toughest terminal tackle

WEIGHT
1/8 OZ, 1/6 OZ, 1/4 OZ,
3/8 OZ, 1/2 OZ, 3/4 OZ,
1 OZ, 1-1/2 OZ, 2 OZ,
AND 3 OZ

HOOK SIZE
3/0, 4/0, 6/0, AND 8/0

2-5 JIGHEADS PER PACK

SHOWN IN UNPAINTED

COLORS + PRODUCT CODES (3/0 HOOK)		
1/8 OZ	5 PACK	TTHL-0303
1/6 OZ	5 PACK	TTHL-0308
1/4 OZ	5 PACK	TTHL-0313
3/8 OZ	5 PACK	TTHL-0317

COLORS + PRODUCT CODES (4/0 HOOK)		
1/8 OZ	5 PACK	TTHL-0339
1/6 OZ	5 PACK	TTHL-0340
1/4 OZ	5 PACK	TTHL-0341
3/8 OZ	5 PACK	TTHL-0342
1/2 OZ	5 PACK	TTHL-0343

COLORS + PRODUCT CODES (6/0 HOOK)		
1/4 OZ	4 PACK	TTHL-0315
3/8 OZ	4 PACK	TTHL-0319
1/2 OZ	4 PACK	TTHL-0322
3/4 OZ	3 PACK	TTHL-0324
1 OZ	3 PACK	TTHL-0326

COLORS + PRODUCT CODES (8/0 HOOK)		
1/2 OZ	3 PACK	TTHL-0329
3/4 OZ	3 PACK	TTHL-0331
1 OZ	3 PACK	TTHL-0333
1-1/2 OZ	3 PACK	TTHL-0335
2 OZ	2 PACK	TTHL-0337
3 OZ	2 PACK	TTHL-0338



- Ideal for use with Finesse WormZ™, FattyZ™ and CrawZ™
- Mustad® UltraPoint® 4/0 flat-eye hook design and keeper system hold traditional plastics and ElaZtech® baits securely on the hook shank

COLORS + PRODUCT CODES (1/8 OZ)	
Green Pumpkin	SH18-01PK3
Black	SH18-02PK3

COLORS + PRODUCT CODES (3/16 OZ)	
Green Pumpkin	SH316-01PK3
Black	SH316-02PK3

COLORS + PRODUCT CODES (1/4 OZ)	
Green Pumpkin	SH14-01PK3
Black	SH14-02PK3

WEIGHT
1/8 OZ, 3/16 OZ
AND 1/4 OZ

HOOK SIZE
4/0

3 JIGHEADS PER PACK

SHOWN IN GREEN PUMPKIN



- Expertly balanced and featuring strong Mustad® Ultra Point® hooks
- Unique, barbed-keeper design prevents baits from sliding down after a missed strike or hard cast

COLORS + PRODUCT CODES 3/0 (1/8 OZ)	
Red	JH18-01PK3
Chartreuse	JH18-02PK3
Unpainted	JH18-03PK3
Pearl	JH18-04PK3

COLORS + PRODUCT CODES 3/0 (1/4 OZ)	
Red	JH14-01PK3
Chartreuse	JH14-02PK3
Unpainted	JH14-03PK3
Pearl	JH14-04PK3

COLORS + PRODUCT CODES 4/0 (1/8 OZ)	
Unpainted	JH1840-03PK3
Pearl	JH1840-04PK3

COLORS + PRODUCT CODES 4/0 (1/4 OZ)	
Red	JH1440-01PK3
Chartreuse	JH1440-02PK3
Unpainted	JH1440-03PK3
Pearl	JH1440-04PK3

COLORS + PRODUCT CODES 4/0 (3/8 OZ)	
Red	JH3840-01PK3
Chartreuse	JH3840-02PK3
Unpainted	JH3840-03PK3
Pearl	JH3840-04PK3

WEIGHT
1/8 OZ, 1/4 OZ
AND 3/8 OZ

HOOK SIZE
3/0 AND 4/0

3 JIGHEADS PER PACK

SHOWN IN PEARL



NEW FOR 2017



- Oversized weighted swimbait hooks designed for big-fish applications in fresh- or saltwater
- Unique keeper holds ElaZtech baits securely and eliminates the need for screw lock-style keepers with conventional soft baits
- Keeled and balanced for perfect swimming action on every cast
- Designed to pair with upsized ElaZtech baits like HeroZ™, Mag SwimZ™ and StreakZ™ XL

WEIGHT
1/2 OZ, 3/4 OZ
AND 1 OZ

HOOK SIZE
10/0 AND 12/0

2 JIGHEADS PER PACK

SHOWN IN UNPAINTED

COLORS + PRODUCT CODES (10/0 HOOK)	
NEW 1/2 OZ	TTCL-0542
NEW 3/4 OZ	TTCL-0544
NEW 1 OZ	TTCL-0546

COLORS + PRODUCT CODES (12/0 HOOK)	
NEW 1/2 OZ	TTCL-0543
NEW 3/4 OZ	TTCL-0545
NEW 1 OZ	TTCL-0547



As one of the fishing tackle industry's foremost silicone skirt providers to other lure companies for over 25 years, Z-Man is now making its innovative, quality skirt products available directly to anglers. From traditional banded skirts to the

patented quick-change EZ Skirt®, anglers can now create and customize baits to their liking using the same quality skirting material previously available only to industry-leading manufacturers.



- Premium silicone skirt material delivers superior action and durability
- 45-strand construction for the perfect jig or spinnerbait profile
- Fits most wire baits or jig heads
- Available in a wide range of vibrant color patterns

COLORS + PRODUCT CODES

Chartreuse Shad ZM-SK015PK5 • Gizzard Shad ZM-SK016PK5 • Glimmer Shad ZM-SK017PK5
Baby Bass ZM-SK018PK5 • Green Pumpkin ZM-SK019PK5 • Black/Blue ZM-SK020PK5
Breaking Bream ZM-SK021PK5 • Citrus Shad ZM-SK022PK5 • Okeechobee Craw ZM-SK024PK5
PB&J ZM-SK025PK5 • Pearl Ghost ZM-SK026PK5 • Dark Green Pumpkin ZM-SK027PK5
NEW Chartreuse/White ZM-SK028PK5 • NEW Spring Craw ZM-SK029PK5
NEW Hodgeknocker ZM-SK030PK5 • NEW Moccasin Craw ZM-SK038PK5
NEW Pond Scum ZM-SK036PK5 • NEW Candy Craw ZM-SK037PK5



- Spider cut skirt profile and premium silicone material provide tremendous lifeline action on jigs of all sizes
- Solid-hub design for quick skirt replacement
- Fits most round or football jig heads; easily make your own skirted finesse jigs, no-hassle color changes, or replace worn finesse jig skirts

COLORS + PRODUCT CODES

Black/Blue ZM-FIN-JS021PK3 • Brown/Orange ZM-FIN-JS026PK3 • Candy Craw ZM-FIN-047PK3
Green Pumpkin/Purple ZM-FIN-046PK3 • Okeechobee Craw ZM-FIN-057CPK3
PB&J ZM-FIN-037PK3 • Texas Craw SK-FIN-JS006PK3 • Watermelon/Pumpkin ZM-FIN-JS005BPK3



- Patented quick-change, solid-hub design allows anglers to give ChatterBait®, spinnerbait, buzzbait, or jig a totally new look—or replacement skirt—in seconds
- Designed to avoid tangles and bunching, they pulsate on the retrieve to provide an irresistible target. EZ on and off, EZ fish on your line

COLORS + PRODUCT CODES

Black Blue Chrome/Blue Tips ZM-EZ-JS021PK3 • Black Red Chrome/Red Tips ZM-EZ-JS031PK3
Bluegill SK-EZ-JS013PK3 • Candy Craw ZM-EZ047PK3 • Carolina Craw ZM-EZ059PK3
Chartreuse Sexy Shad SK-EZ042PK3 • Chartreuse/Silver Glitter SK-EZ011PK3
Chartreuse Silver/White Silver ZM-EZ033PK3 • Greenback Shad ZM-EZ060PK3
Houdini ZM-EZ061PK3 • Okeechobee Craw ZM-EZ057CPK3 • Sexy Shad SK-EZ024PK3
Watermelon Black/Pumpkin Green SK-EZ-JS002PK3 • White Silver Glitter Scales ZM-EZ001PK3

SIZE 5 INCHES	
5 SKIRTS PER PACK	

SHOWN IN SPRING CRAW



SIZE 2.75 INCHES	
3 SKIRTS PER PACK	

SHOWN IN Candy Craw



SIZE 2.75 INCHES	
3 SKIRTS PER PACK	

SHOWN IN BLUEGILL



CHATTERBAIT®

THE EVOLUTION OF A REVOLUTION



Ever since the Original ChatterBait® burst onto the scene in the early 2000s, Z-Man has continued to evolve, improve, and expand upon one of fishing's most reliable and successful baits as we live out our mission of helping anglers catch more fish, and our retailers realize greater business success.

Spawned from this groundbreaking launch over a decade ago and guided by invaluable consumer and pro feedback, our 2012 ChatterBait® Elite, 2015 DieZel™ ChatterBait®, and 2016 Project Z™ ChatterBait® releases have reinforced Z-Man's desire to make an already unbelievable bait lineup even better. The coming year will be no different, as two new ChatterBait products—the Project Z™ ChatterBait® Weedless and ChatterBait® Freedom™—will be brought to market, each enabling us to improve the construction, look, and fish-catching

ability of a classic bait with more durable materials and improved finishes.

No matter where your next fishing trip will take you or what fish species you'll be in search of, we're committed to providing you with more choices, and to producing newer and better ChatterBait brand swim jig you choose, rest assured that the patented, one-of-a-kind design found in each will perfectly mimic wounded prey thanks to its crankbait action, jig profile and spinnerbait flash—all in a single bait.

As for the baits' easily detectable pulsing and the vicious strikes each will elicit? That's simply our way of saying thanks for choosing ChatterBait brand swim jigs over the sea of imposters!

NEW FOR 2017
CHATTERBAIT®
 FREEDOM™

- Collaboration between Z-Man and Freedom™ Tackle delivers the ultimate swinging hook bladed jig that offers improved snag resistance and trailer action over fixed-hook models
- Freedom's patent-pending hook release allows anglers to easily change hooks and prevents fouling that plagues other swinging hook jigs
- Designed to be Texas-rigged with a variety of ElaZtech® trailers, including DieZel MinnowZ™, Grass KickerZ™, RaZor ShadZ™ and StreakZ™
- Silicone skirt rides on neck of 5/0 VMC® X Long Wide Gap Hook to move freely with trailer

COLORS + PRODUCT CODES (3/8 OZ)

- NEW** White CBF38-01/ **NEW** Chartreuse/White CBF38-02
- NEW** Black/Blue CBF38-03/ **NEW** Green Pumpkin CBF38-04
- NEW** Bluegill CBF38-05/ **NEW** Threadfin Shad CBF38-06

COLORS + PRODUCT CODES (1/2 OZ)

- NEW** White CBF12-01/ **NEW** Chartreuse/White CBF12-02
- NEW** Black/Blue CBF12-03/ **NEW** Green Pumpkin CBF12-04
- NEW** Bluegill CBF12-05/ **NEW** Threadfin Shad CBF12-06

WEIGHT 3/8 OZ AND 1/2 OZ	
1 BAIT PER PACK	

SHOWN IN BLUEGILL



NEW Long Neck VMC® Hook



NEW Quick-Change Hook Attachment



PROJECT Z CHATTERBAIT®

- 5/0 Mustad® UltraPoint® black nickel hook (6/0 in 3/4 OZ and 1 OZ sizes)
- Proven, stainless hex-shaped ChatterBlade®, stamped and plated in the U.S.A.
- New super-strong quick clip attached to the blade
- Hardened stainless wireform molded into the head to attach the blade
- Multi-step, skirt-matched paint schemes
- Z-Tie™ double umbrella EZ Skirt® for a fuller skirt profile, rivaling a hand-tied look
- Enlarged jighead collar to eliminate skirt slippage
- Super-sharp, double-keeper jighead barbs to hold soft plastic trailers securely in place
- 3D eyes for ultra-realistic look
- Cast, painted, assembled and packaged in the USA

COLORS + PRODUCT CODES (3/8 OZ)

Pearl Ghost CB-PZ38-01/ Blueback Herring CB-PZ38-02/ Sexier Shad CB-PZ38-03
 Chartreuse Sexy Shad CB-PZ38-04/ Green Pumpkin Shad CB-PZ38-05
 Breaking Bream CB-PZ38-06/ Houdini CB-PZ38-07/ Black/Blue CB-PZ38-08
 Green Pumpkin Craw CB-PZ38-09/ Dark Green Pumpkin CB-PZ38-10

COLORS + PRODUCT CODES (1/2 OZ)

Pearl Ghost CB-PZ12-01/ Blueback Herring CB-PZ12-02/ Sexier Shad CB-PZ12-03
 Chartreuse Sexy Shad CB-PZ12-04/ Green Pumpkin Shad CB-PZ12-05
 Breaking Bream CB-PZ12-06/ Houdini CB-PZ12-07/ Black/Blue CB-PZ12-08
 Green Pumpkin Craw CB-PZ12-09/ Dark Green Pumpkin CB-PZ12-10

COLORS + PRODUCT CODES (3/4 OZ)

Pearl Ghost CB-PZ34-01/ Blueback Herring CB-PZ34-02
 Chartreuse Sexy Shad CB-PZ34-04/ Breaking Bream CB-PZ34-06
 Black/Blue CB-PZ34-08/ Dark Green Pumpkin CB-PZ34-10

COLORS + PRODUCT CODES (1 OZ)

Pearl Ghost CB-PZ1-01/ Blueback Herring CB-PZ1-02
 Chartreuse Sexy Shad CB-PZ1-04/ Breaking Bream CB-PZ1-06
 Black/Blue CB-PZ1-08/ Dark Green Pumpkin CB-PZ1-10

WEIGHT
 3/8 OZ, 1/2 OZ, 3/4 OZ AND 1 OZ

1 BAIT PER PACK



Super-Strong Quick Clip



Double Barb Trailer Keeper



MADE IN THE U.S.A.

THE ORIGINAL CHATTERBAIT®

- Patented bladed swim jig design responsible for millions of dollars in tournament winnings
- Custom 5/0 needle-point hook and electroplated stainless steel ChatterBlade
- Solid-hub EZ Skirt for quick skirt changes and ElaZtech Split Tail TrailerZ

COLORS + PRODUCT CODES (1/4 OZ)

Shad/Blue Glimmer CB14-00/ White CB14-01/ Chartreuse/White CB14-02
 Chartreuse CB14-03/ Black/Blue CB14-04/ Brown/Black CB14-05
 Green Pumpkin/Black CB14-06/ Chartreuse/White/Gold Blade CB14-55
 Frog CB14-56/ Blue/Black/Black Nickel Blade CB14-57

COLORS + PRODUCT CODES (3/8 OZ)

Shad/Blue Glimmer CB38-07/ White CB38-08/ Chartreuse/White CB38-09
 Chartreuse CB38-10/ Black/Blue CB38-11/ Brown/Black CB38-12
 Green Pumpkin/Black CB38-13/ Texas Red CB38-37/ June Bug CB38-38
 Smoky Shad CB38-45/ Perch/Bluegill CB38-46/ Black/Red CB38-48
 Gizzard Shad CB38-51/ Sexy Shad CB38-54/ Chartreuse/White/Gold Blade CB38-61
 Chartreuse Sexy Shad CB38-64/ Sexy Shimmer Blue CB38-65/ Candy Craw CB38-66
 California Craw CB38-67/ Black Shad CB38-68/ Bad Shad Gold CB38-69
 Green Pumpkin Purple CB38-70/ Bayou Craw CB38-71/ Greenback Shad CB38-72
 Carolina Craw CB38-73/ Okeechobee Craw CB38-74/ Houdini CB38-75/ Redbone CB38-76
 Frog CB38-109/ Blue/Black/Black Nickel Blade CB38-110/ Orange/Brown CB38-115

COLORS + PRODUCT CODES (1/2 OZ)

Shad/Blue Glimmer CB12-14/ White CB12-15/ Chartreuse/White CB12-16
 Chartreuse CB12-17/ Black/Blue CB12-18/ Brown/Black CB12-19
 Green Pumpkin/Black CB12-20/ Perch/Bluegill CB12-46/ Sexy Shad CB12-54
 Frog CB12-64/ Black Shad CB12-68/ Bad Shad Gold CB12-69
 Green Pumpkin Purple CB12-70/ Bayou Craw CB12-71/ Greenback Shad CB12-72
 Carolina Craw CB12-73/ Okeechobee Craw CB12-74/ Houdini CB12-75/ Redbone CB12-76

COLORS + PRODUCT CODES (5/8 OZ)

Shad/Blue Glimmer CB58-27/ White CB58-28/ Chartreuse/White CB58-29
 Chartreuse CB58-30/ Black/Blue CB58-31/ Brown/Black CB58-32
 Green Pumpkin/Black CB58-33

WEIGHT
 1/4 OZ, 3/8 OZ, 1/2 OZ AND 5/8 OZ

1 BAIT PER PACK



Molded-In Trailer Keeper



Enlarged Skirt-Retaining Collar



NEW FOR 2017

PROJECT Z CHATTERBAIT® WEEDLESS

- Same proven, tournament-winning design and upgraded features as the standard Project Z ChatterBait, including new head shape, 5/0 Mustad® UltraPoint® hook, super-strong line tie, dual-barb trailer keeper, and Z-Tie™ double umbrella EZ Skirt®
- Heavy fiber weedguard to prevent snagging and fouling around grass, brush and laydowns
- Cast, painted, assembled and packaged in the USA

COLORS + PRODUCT CODES (3/8 OZ)

NEW Pearl Ghost CBW-PZ38-01/ **NEW** Blueback Herring CBW-PZ38-02
NEW Chartreuse Sexy Shad CBW-PZ38-04/ **NEW** Breaking Bream CBW-PZ38-06
NEW Black/Blue CBW-PZ38-08/ **NEW** Dark Green Pumpkin CBW-PZ38-10

COLORS + PRODUCT CODES (1/2 OZ)

NEW Pearl Ghost CBW-PZ12-01/ **NEW** Blueback Herring CBW-PZ12-02
NEW Chartreuse Sexy Shad CBW-PZ12-04/ **NEW** Breaking Bream CBW-PZ12-06
NEW Black/Blue CBW-PZ12-08/ **NEW** Dark Green Pumpkin CBW-PZ12-10

WEIGHT
 3/8 OZ AND 1/2 OZ

1 BAIT PER PACK



NEW Super-Strong Quick Clip



NEW Double Barb Trailer Keeper



MADE IN THE U.S.A.

CHATTERBAIT® ELITE

- Built upon a patented, bladed swim jig design and hex-shaped ChatterBlade®
- Sports a 5/0 Gamakatsu® hook, EZ Skirt® jig skirt with low-profile hub, strengthened head-to-blade connection, and custom head paint schemes for precise skirt matching
- Molded-in trailer keeper prevents soft plastics from sliding
- New stronger, thicker blade and improved, stronger quick clip

COLORS + PRODUCT CODES (3/8 OZ)

White CB-EL38-01/ Chartreuse/White CB-EL38-02/ Black/Blue CB-EL38-03
 Green Pumpkin CB-EL38-04/ Bluegill CB-EL38-05/ Smoky Shad CB-EL38-06
 Sexy Shad CB-EL38-07/ Black/Red CB-EL38-08/ Houdini CB-EL38-09
 Redbone CB-EL38-10

COLORS + PRODUCT CODES (1/2 OZ)

White CB-EL12-01/ Chartreuse/White CB-EL12-02/ Black/Blue CB-EL12-03
 Green Pumpkin CB-EL12-04/ Bluegill CB-EL12-05/ Smoky Shad CB-EL12-06
 Sexy Shad CB-EL12-07/ Black/Red CB-EL12-08/ Houdini CB-EL12-09
 Redbone CB-EL12-10

WEIGHT
 3/8 OZ AND 1/2 OZ

1 BAIT PER PACK



Stronger, Thicker Blade



Improved, Stronger Quick Clip





CHATTERBAIT® MINI

- A downsized ChatterBait finesse model that packs the same action and vibration as its bigger siblings
- Excellent for light-tackle, clear-water situations when fish are finicky

COLORS + PRODUCT CODES

Shad/Blue Glimmer CB-MINI14-00 / White CB-MINI14-01 / Chartreuse/White CB-MINI14-02
 Chartreuse CB-MINI14-03 / Black/Blue CB-MINI14-04 / Brown/Black CB-MINI14-05
 Green Pumpkin/Black CB-MINI14-06

CHATTERBAIT® MICRO

- A downsized ChatterBait finesse model that packs the same action and vibration as its bigger siblings
- Excellent pond fishing bait for bass and crappie

COLORS + PRODUCT CODES

White CB-MICRO18-01 / Chartreuse/White CB-MICRO18-02
 Chartreuse CB-MICRO18-03 / Black/Blue CB-MICRO18-04

FLASHBACK® MINI

- Holographic foil, translucent lure bodies, and patented ChatterBait® design merge to create a highly reflective bait available in a broad range of sizes, body styles and colors
- Packaged with one rigged and ready-to-fish bait and one replacement body
- Ideal for crappie, panfish, trout, and light-tackle bass fishing applications

COLORS + PRODUCT CODES (1/16 OZ)

Gold/Black CB-FBMINI116-01 / Silver/Natural CB-FBMINI116-02
 Chartreuse/Firetiger CB-FBMINI116-03 / Silver/Blue CB-FBMINI116-04
 Chartreuse/Rainbow CB-FBMINI116-05

COLORS + PRODUCT CODES (1/8 OZ)

Gold/Black CB-FBMINI18-06 / Silver/Natural CB-FBMINI18-07
 Chartreuse/Firetiger CB-FBMINI18-08 / Silver/Blue CB-FBMINI18-09
 Chartreuse/Rainbow CB-FBMINI18-10

COLORS + PRODUCT CODES (3/16 OZ)

Gold/Black CB-FBMINI316-11 / Silver/Natural CB-FBMINI316-12
 Chartreuse/Firetiger CB-FBMINI316-13 / Chartreuse/Rainbow CB-FBMINI316-15

WEIGHT 1/4 OZ	
1 BAIT PER PACK	

SHOWN IN CHARTREUSE/WHITE



WEIGHT 1/8 OZ (CHATTERBAIT MICRO)	
1 BAIT PER PACK	

SHOWN IN BLACK/BLUE



WEIGHT 1/16 OZ, 1/8 OZ AND 3/16 OZ	
1 RIGGED BAIT PER PACK + 1 SPARE CURLY-TAIL BODY	

SHOWN IN SILVER/BLUE



DIEZEL™ CHATTERBAIT®

- Ideal for fresh- and saltwater gamefish including redfish, bass, stripers, seatrout, flounder, snook and more
- Patented ChatterBait® design delivers unmatched flash, vibration, sound and erratic action
- Hex-shaped ChatterBlade® can be fine-tuned by bending for desired depth control, and to serve as a weed guard for increased snag resistance
- Includes a 10X Tough ElaZtech® 4" DieZel MinnowZ™ body for extreme durability and lifelike action
- Custom-stamped, stainless steel, double-barb keeper spike holds ElaZtech baits securely, preventing them from sliding down the hook shank
- Custom, super-strong 4/0 Mustad® jig hook designed to hold up to even the toughest saltwater gamefish
- Super-strong quick clip provides an incredibly strong and secure connection to the ChatterBlade®
- Available in eight different color patterns with matched head, blade, and tail color combinations for a variety of scenarios and presentations

COLORS + PRODUCT CODES

Houdini (Gold Blade/Chartreuse Head) CBD14-01
 Redbone (Gold Blade/Chartreuse Head) CBD14-02
 Gold Rush (Gold Blade/Red Head) CBD14-03
 New Penny (Gold Blade/Red Head) CBD14-04
 Bad Shad (Black Blade/Black Head) CBD14-05
 Mulletron (Black Blade/Black Head) CBD14-06
 Smoky Shad (Silver Blade/Whitehead) CBD14-07
 Pearl Blue Glimmer (Silver Blade/White Head) CBD14-08

DIEZEL™ SPIN

- Ideal for fresh- and saltwater gamefish including redfish, bass, stripers, seatrout, flounder, snook and more
- Heavy duty spinner wire with secure hook eye connection is far stronger than safety pin-style spinner wires
- Features oversized Colorado-style blade for maximum flash and vibration
- Features a 10X Tough ElaZtech® 4" DieZel MinnowZ™ body for extreme durability and lifelike action
- Custom-stamped, stainless steel, double-barb keeper spike holds ElaZtech baits securely, preventing them from sliding down the hook shank
- Custom, super-strong 4/0 Mustad® jig hook, designed to hold up to even the toughest saltwater gamefish
- Available in six different color patterns with matched head, blade, and tail color combinations for a variety of scenarios and presentations

COLORS + PRODUCT CODES

Houdini (Gold Blade/Chartreuse Head) SPD14-01
 Redbone (Gold Blade/Chartreuse Head) SPD14-02
 Gold Rush (Gold Blade/Red Head) SPD14-03
 New Penny (Gold Blade/Red Head) SPD14-04
 Bad Shad (Black Blade/Black Head) SPD14-05
 Mulletron (Black Blade/Black Head) SPD14-06

WEIGHT 1/4 OZ	
1 HEAD AND BLADE PER PACK + 1 DIEZEL MINNOWZ BODY	

SHOWN IN REDBONE (GOLD BLADE/CHARTREUSE HEAD)



Stainless Keeper Spike



Super-Strong Quick Clip



MADE IN THE U.S.A.

WEIGHT 1/4 OZ	
1 HEAD AND BLADE PER PACK + 1 DIEZEL MINNOWZ BODY	

SHOWN IN BAD SHAD (BLACK BLADE/BLACK HEAD)



Stainless Keeper Spike



Heavy-Duty Hook Eye Connection



MADE IN THE U.S.A.

PROJECT Z

PROJECT Z, SEASON 3 HELPS ANGLERS OF ALL SKILL LEVELS BREAK DOWN THE BITE!

On the heels of two hugely popular past seasons, we hit the water this year with Z-Man pros and Bassmaster Elite Series standouts, Stephen Browning and David Walker, as they attempt to crack the code at Florida's Bienville Plantation.

Departing from previous head-to-head competition formats, Season 3 dissects how Browning and Walker individually leverage our products—the show-inspired Project Z ChatterBait and swim jig, Ned Rig system, and an array of ElaZtech soft plastics—with precision fishing techniques and Zen-like reasoning to get bit in less-than-optimal conditions, and when most other anglers would come up short.



NEW FOR 2017

PROJECT Z SHROOMZ™ MICRO FINESSE JIG

- Skirted Midwest finesse-style mushroom jighead to entice finicky fish in tough conditions
- 100% silicone skirts in custom-designed patterns provide a realistic appearance, lifelike action, and a tantalizingly slow fall
- Light wire, size 1 black nickel jig hook for easy hook sets on finesse tackle
- Wire trailer keeper is compatible with ElaZtech® baits or traditional soft plastic trailers
- Pairs perfectly with Z-Man finesse baits like Finesse T.R.D.™, CrusteaZ™ and Finesse ShadZ™

COLORS+PRODUCT CODES (1/8 OZ)

NEW Black/Blue MFJ18-01/ **NEW** Green Pumpkin MFJ18-02/ **NEW** PB&J MFJ18-03
NEW Candy Craw MFJ18-04/ **NEW** Moccasin Craw MFJ18-05
NEW Pond Scum MFJ18-06

COLORS+PRODUCT CODES (3/16 OZ)

NEW Black/Blue MFJ316-01/ **NEW** Green Pumpkin MFJ316-02/ **NEW** PB&J MFJ316-03
NEW Candy Craw MFJ316-04/ **NEW** Moccasin Craw MFJ316-05
NEW Pond Scum MFJ31606

WEIGHT 1/8 OZ AND 3/16 OZ	
2 SKIRTED JIGS PER PACK	

SHOWN IN POND SCUM



PROJECT Z FLIP-N-CAST JIG

- Versatile crawfish-style head produces enticing action, slides easily over and through cover, and is perfect for a variety of casting, flipping, pitching and swimming applications
- Features Z-Tex™ textured silicone skirt material for a realistic, 3-D look, and unique action and feel
- Patented solid-hub EZ Skirt® design for quick-change skirt replacement
- Made in the USA using high-quality 4/0 Mustad® UltraPoint® hooks
- Incorporates a unique, custom molded-in keeper that holds all types of soft plastic trailers, including 10X Tough ElaZtech® soft baits
- Pairs perfectly with new BatwingZ™ jig trailers and other popular ElaZtech® baits like the Turbo CrawZ™ and Flappin' CrawZ™

COLORS+PRODUCT CODES (3/8 OZ)

Black/Blue FCJ38-01/ Green Pumpkin Craw FCJ38-02/ Candy Craw FCJ38-03
 California Craw FCJ38-04/ Bayou Craw FCJ38-05/ Okeechobee Craw FCJ38-06

COLORS+PRODUCT CODES (1/2 OZ)

Black/Blue FCJ12-01/ Green Pumpkin Craw FCJ12-02/ Candy Craw FCJ12-03
 California Craw FCJ12-04/ Bayou Craw FCJ12-05/ Okeechobee Craw FCJ12-06

PROJECT Z FOOTBALL JIG

- Wide football head minimizes snagging on rough or rocky bottoms, and flat face slams into rocks and kicks up silt and gravel to create maximum fish-attracting disturbance
- Features Z-Tex™ textured silicone skirt material for a realistic, 3-D look, and unique action and feel
- Patented solid-hub EZ Skirt® design for quick-change skirt replacement
- Made in the USA using high-quality 4/0 Mustad® UltraPoint® hooks
- Incorporates a unique, custom molded-in keeper that holds all types of soft plastic trailers, including 10X Tough ElaZtech® soft baits
- Pairs perfectly with new BatwingZ™ jig trailers and other popular ElaZtech® baits like the Turbo CrawZ™ and Flappin' CrawZ™

COLORS+PRODUCT CODES (1/2 OZ)

Black/Blue FBJ12-01/ Green Pumpkin Craw FBJ12-02/ Candy Craw FBJ12-03
 California Craw FBJ12-04/ Bayou Craw FBJ12-05/ Okeechobee Craw FBJ12-06

COLORS+PRODUCT CODES (3/4 OZ)

Black/Blue FBJ34-01/ Green Pumpkin Craw FBJ34-02/ Candy Craw FBJ34-03
 California Craw FBJ34-04/ Bayou Craw FBJ34-05/ Okeechobee Craw FBJ34-06

PROJECT Z SWIM JIG

- Unique, planing surface and balanced design provide stability at all retrieve speeds and prevent rolling that plagues other swim jigs
- Prominent, painted-on eyes and multi-step paint schemes provide durability and an attention-getting look
- Custom-designed, premium 45-strand silicone skirts create a prominent, lifelike profile, yet do not overpower or interfere with soft plastic trailers
- Made in the USA using premium, 30-degree black nickel 4/0 Mustad® UltraPoint® hooks
- Custom, molded-in trailer keeper holds all types of soft plastic trailers, including ElaZtech® baits
- Pairs perfectly with a variety of Z-Man baits including the MinnowZ™, DieZel MinnowZ™, and Turbo CrawZ™ to create a virtually bulletproof swim jig package

COLORS+PRODUCT CODES (1/4 OZ)

Pearl Ghost SJ14-01/ Threadfin Shad SJ14-02/ Citrus Shad SJ14-03
 Breaking Bream SJ14-04/ Baby Bass SJ14-05/ Black/Blue SJ14-06

COLORS+PRODUCT CODES (3/8 OZ)

Pearl Ghost SJ38-01/ Threadfin Shad SJ38-02/ Citrus Shad SJ38-03
 Breaking Bream SJ38-04/ Baby Bass SJ38-05/ Black/Blue SJ38-06

WEIGHT 3/8 OZ AND 1/2 OZ	
1 SKIRTED JIG PER PACK	
SHOWN IN OKEECHOBEE CRAW	
MADE IN THE U.S.A.	

WEIGHT 1/2 OZ AND 3/4 OZ	
1 SKIRTED JIG PER PACK	
SHOWN IN CALIFORNIA CRAW	
MADE IN THE U.S.A.	

WEIGHT 1/4 OZ AND 3/8 OZ	
1 SKIRTED JIG PER PACK	
SHOWN IN BABY BASS	
MADE IN THE U.S.A.	

QUADZILLA™

Our radically innovative QuadZilla™ collapsible four-arm spinnerbait perfectly mimics the look of a school of baitfish without the weight, cost, and hassle of a traditional umbrella rig. Keeled to run upright and true on every cast and far more weedless than multi-hook rigs, it's also light enough to be used with spinning tackle or in shallow water, which is perfect

for amateur anglers. And when not being used, the matching silicone head slides up and down its spinnerbait arms for easy collapsibility and storage. The QuadZilla spinner rig allows anglers to create a schooling baitfish look in conjunction with virtually any artificial lure for a variety of shallow or deep water moving bait applications.

QUADZILLA™ 4-ARM SPINNER RIG

- Collapsible four-arm spinner rig enables the use of virtually any artificial lure for a variety of shallow or deep water moving bait applications
- Keeled to run upright and true on every cast, and is far more weedless than multi-hook rigs
- Light enough to be used with spinning tackle or in shallow water to suit the needs of everyday anglers
- Matching silicone head slides up and down the spinnerbait arms for easy collapsibility and storage when not in use

COLORS + PRODUCT CODES (FOUR-ARM SPINNER RIG)

Chartreuse Sexy Shad QUAD4RIG-02
Blueback Herring QUAD4RIG-03
Bluegill QUAD4RIG-04
White/Silver QUAD4RIG-05

SIZE	WEIGHT	
6 INCHES	1/4 OZ	
1 BAIT PER PACK		

SHOWN IN BLUEBACK HERRING



QUADZILLA™ 4-ARM SPINNERBAIT

- Revolutionary, collapsible four-arm spinnerbait emulates the look of a school of baitfish without the weight, cost, and hassle of an umbrella rig
- Keeled to run upright and true on every cast, and is far more weedless than multi-hook rigs
- Light enough to be used with spinning tackle or in shallow water to suit the needs of everyday anglers
- Matching silicone head slides up and down the spinnerbait arms for easy collapsibility and storage when not in use

COLORS + PRODUCT CODES (FOUR-ARM SPINNERBAIT)

Sexy Shad QUAD4-01
Chartreuse Sexy Shad QUAD4-02
Blueback Herring QUAD4-03
Bluegill QUAD4-04
White/Silver QUAD4-05
Citrus Shad QUAD4-06

SIZE	WEIGHT	
7 INCHES	3/4 OZ	
1 BAIT PER PACK		

SHOWN IN BLUEGILL



BETTER THAN BUCKTAIL™ BTB JIG Z

Incorporating our patented cap-wrap skirt design to create a profile similar to that of the venerable bucktail jig, BTB™ (Better Than Bucktail™) jigs take a time-tested bait to the next level thanks to their extra lifelike silicone action and increased color vibrancy that match our most popular soft plastic patterns.


Our cutting-edge technologies and out-of-the-box thinking result in super-lifelike jigs that produce unmatched in-water action. Jigs that look better, and help anglers catch more fish. And, that exemplify our 'The Science and Art of Fishing®' mantra.

BETTER THAN BUCKTAIL™ BTB SKIMMER Z JIG™

- Modernized version of the traditional skimmer-style bucktail jig preferred by flats fishermen
- Streamlined, flat-head shape delivers a slow sink rate and snag-free fishing in skinny water
- Constructed with a super-sharp, 3/0 black nickel needlepoint hook and hand-tied, double-strand monofilament weedguard
- Patented, cap-wrap silicone skirt provides more lifelike action and vibrant coloring versus standard bucktail material
- Multi-color head paint schemes match skirt colors and most popular ElaZtech® inshore patterns

COLORS + PRODUCT CODES

Houdini SKJ14-01/ Smoky Shad SKJ14-02/ New Penny SKJ14-03/ Rootbeer Gold SKJ14-04
Pearl SKJ14-05/ Space Guppy SKJ14-06/ Red/White SKJ14-07/ Black SKJ14-08

WEIGHT	
1/4 OZ	
1 SKIRTED JIG PER PACK	

SHOWN IN HOUDINI



BETTER THAN BUCKTAIL™ BTB FLAT Z JIG™


- A modernized, upgraded version of the venerable bucktail jig that has long been an inshore fishing staple
- Patented quick-change, cap-wrap style silicone skirts for improved action over traditional bucktail material
- Vibrant skirt colors that match Z-Man's most popular inshore color patterns
- Premium heavy duty, needle point 3/0 saltwater-grade hook
- Fish alone, tip with live or cut natural bait, or rig with your favorite soft plastic trailer or scented artificial bait
- Molded-in double keeper holds both 10X Tough ElaZtech® plastics and traditional soft baits securely

COLORS + PRODUCT CODES (1/8 OZ)

Houdini FLJ18-01/ Smoky Shad FLJ18-02/ New Penny FLJ18-03/ Rootbeer Gold FLJ18-04
Pearl FLJ18-05/ Space Guppy FLJ18-06

COLORS + PRODUCT CODES (1/4 OZ)

Houdini FLJ14-01/ Smoky Shad FLJ14-02/ New Penny FLJ14-03/ Rootbeer Gold FLJ14-04
Pearl FLJ14-05/ Space Guppy FLJ14-06

WEIGHT	
1/8 OZ AND 1/4 OZ	
1 SKIRTED JIG PER PACK	

SHOWN IN SPACE GUPPY



Z-MAN® APPAREL



Z-MAN® HATZ™



NEW FOR 2017

STRUCTURED LOGO TRUCKER HATZ™ PRODUCT CODES

Blue/Khaki: ZMAN105 Gray/Black: ZMAN106 Charcoal/Blue: ZMAN107 Charcoal/Yellow: ZMAN108



BASS LOGO TRUCKER HATZ™ PRODUCT CODES

Digital Camo: ZMAN101 Kryptek Camo: ZMAN102



REDFISH LOGO TRUCKER HATZ™ PRODUCT CODES

Digital Camo: ZMAN103 Kryptek Camo: ZMAN104



100% COTTON TWILL HATZ™ PRODUCT CODES

Khaki: ZMAN204 Camo: ZMAN202



TRUCKER HATZ™ PRODUCT CODES

Khaki: ZMAN201 Camo: ZMAN200



100% COTTON TWILL VISORZ™ PRODUCT CODES

Khaki: ZMAN206 Camo: ZMAN205

Z-MAN® PERFORMANCE SHIRTZ™

- Lightweight, comfortable Vapor Apparel UPF 50 Solar Performance long-sleeve shirts for maximum sun protection
- Powered by PURE-tech moisture wicking technology
- Athletic fit. For a looser fit, we recommend ordering one size larger than normal

BASS LOGO SOLAR LONG SLEEVE SHIRT

SIZE M, L, XL, XXL, XXXL

PRODUCT CODES

ZMSLS-GRN-M / ZMSLS-GRN-L
ZMSLS-GRN-XL / ZMSLS-GRN-2XL
ZMSLS-GRN-3XL

REDFISH LOGO SOLAR LONG SLEEVE SHIRT

SIZE M, L, XL, XXL, XXXL

PRODUCT CODES

ZMSLS-BLU-M / ZMSLS-BLU-L
ZMSLS-BLU-XL / ZMSLS-BLU-2XL
ZMSLS-BLU-3XL



Z-MAN® HOODIEZ™

- Soft and durable medium weight (7.8 oz) cotton/polyester blend hooded sweatshirt
- Ribbed waistband and cuffs, and roomy front pocket



ELAZTECH® LOGO HOODIEZ

SIZE M, L, XL, XXL

PRODUCT CODES

ETHSS-M / ETHSS-L / ETHSS-XL
ETHSS-XXL

Z-MAN® T-SHIRTZ™

- Heavyweight (6.1 oz), 100% cotton construction
- Double-needle stitched hem



Z-MAN® LOGO SHORT SLEEVE

SIZE S, M, L, XL, XXL

PRODUCT CODES

ZMTSS-S / ZMTSS-M / ZMTSS-L
ZMTSS-XL / ZMTSS-XXL

ELAZTECH® LOGO LONG SLEEVE

SIZE S, M, L, XL, XXL

PRODUCT CODES

ETTLS-S / ETTLS-M / ETTLS-L
ETTLS-XL / ETTLS-XXL



Z-MAN® PRO STAFF



LUKE CLAUSEN

A Spokane, WA native, Luke Clausen is the only angler in FLW history to win the Forrest Wood Cup in his rookie season, and is one of only five anglers to have won both the Forrest Wood Cup and the Bassmaster Classic. He qualified for the Forrest Wood Cup seven of his nine years on the FLW Tour and amassed second-, fourth-, and fifth-place finishes in the 2009, 2008, and 2015 Angler of the Year standings, respectively. Luke is fishing the Bassmaster Elite Series in 2016, and has been instrumental in the continuing development of Z-Man's finesse bait lineup.



DAVID WALKER

Bassmaster Elite Series angler and the pride of Sevierville, TN, David Walker has been fishing professionally for over 25 years and has accumulated an impressive list of credentials that could fill a bass boat. Among those are a 1999 FLW Tour Angler of the Year title that landed him on a Wheaties cereal box; a 2007 FLW Eastern Series Angler of the Year title; eight Forrest Wood Cup qualifications; eight Bassmaster Classic qualifications; a Toyota Texas Bass Classic win; an Ultimate Match Fishing Title; a combined total of 57 Top 10s across FLW and B.A.S.S. competition trails; and his proudest career moment to date: winning the Bassmaster Elite Series event on Wheeler Lake in 2011. David's unmatched power-fishing experience and keen product insight have helped fuel the continued evolution of our heavy cover offerings.



STEPHEN BROWNING

Stephen Browning hails from Hot Springs, AR and competes in the Bassmaster Elite Series and Bassmaster Open Series tournaments. Since turning pro in 1996, he has competed in well over 200 professional-level events across the United States, qualified for nine Bassmaster Classics, and is a member of the exclusive B.A.S.S. Million-Dollar Earnings Club. Stephen won Bassmaster Central Opens in both 2013 and 2014 with the help of our ChatterBait and ZinkerZ. As with Luke and David, Stephen's vast knowledge of all things fishing tackle has proven invaluable to Z-Man staying on the bleeding edge of product technology and performance.



CAPT. C.A. RICHARDSON

Capt. C.A. Richardson of St. Petersburg, FL is the host of the popular *Flats Class TV* program. C.A. is a full-time charter captain who spends over 200 days a year guiding clients, stalking shallow water gamefish, teaching inshore fishing schools and filming *Flats Class TV*. He is a seasoned professional angler who has competed in redfish tournaments from North Carolina to Texas, and has been integral to our saltwater and inshore product launches.



MARK DAVIS

Mark Davis is the consummate outdoorsman. Having fished and hunted all over the world, Mark is a tackle industry veteran who obtained his offshore captain's license before most folks could legally drive. Billfish, tuna, wahoo, dorado, mackerel, shark, grouper, redfish, stripers and more—if it plies the coastal currents or the deep streams in pelagic paradise, Mark will be hot on its trail!

Z-MAN®-SPONSORED SHOWS

PROJECT Z BREAKING DOWN THE BITE

Built around one of the core ideas in Z-Man's the 'science' of fishing tagline, the third season of our groundbreaking *Project Z* video series utilizes a combination of live video and on-screen graphics to break down the intricate details of an individual fish catch. Each *Project Z: Breaking Down the Bite* video delves into the thought process of one of Z-Man's tour-level pros to examine the elements and technical details that dovetail to help that angler successfully land a trophy bass, including locating a target area, bait selection, presentation and technique.

Speaking to the series' first-class production quality, *Project Z* was selected as a finalist in the Best Branded Web Series category at the 2016 VMX Awards, making it the first such video to be selected in the fishing tackle industry!

FLATSCCLASS



With years of guiding, tournament fishing, and instruction under his belt, Capt. C.A. Richardson is undoubtedly one of the most respected and recognizable personalities in saltwater fishing today. *Flats Class* is heralded by its viewers as more than just an award-winning television production, but as an educational tool that teaches anglers not only the basic 'how-tos' of light tackle fishing, but the subtle nuances that arm viewers with the information that's needed for consistent success.

Airing on Destination America, Sun-Sports and World Fishing Network, C.A. has gained an extremely loyal following of anglers who tune in as he takes his methodical approach to diverse shallow water fisheries from Texas through the Carolinas, educating his viewers about fishing techniques—and the ElaZtech baits they need to match his results—along the way.



A perennial top ratings generator in the Outdoor Channel's Saturday fishing block, *BigWater Adventures* takes its viewers to top saltwater destinations worldwide and pits our 10X Tough ElaZtech soft plastics against the toughest gamefish around. Hosted by renowned outdoorsman and fishing industry veteran Mark Davis, *BigWater Adventures* strives to do things 'bigger and better' than the competition, whether he's targeting billfish, wahoo, tuna, dorado, grouper, redfish or sharks!

While Mark's extreme passion for fishing and filming makes his show among the most authentic and engaging fishing programs on television, his deep understanding of the tackle industry dovetails with his passion for the products he uses to make him one of the foremost promoters in the fishing world.



Airing on NBC Sports, Sportsman Channel and Fox Sports, and hosted by up-and-coming professional bass anglers Joey Nania and Miles "Sonar" Burghoff, *Sweetwater* puts a youthful, modern spin on the traditional bass fishing show. From the producers of the award-winning *Saltwater Experience* and *Into the Blue* saltwater programs, *Sweetwater* brings the same energy, excitement, and production quality of its saltwater counterparts to the bass fishing arena for the first time.

In addition to following Joey and Sonar as they travel to some of bass fishing's top destinations, each show is packed with educational footage and how-to tips focusing on rigging and fishing ElaZtech soft plastics. And, engaged viewers can follow the hosts' guiding and tournament fishing careers via their constant social media activity, blog updates and frequent Web videos.





Just a few years ago, Z-Man was a relative unknown in the fishing tackle industry. Sure, our ChatterBaits® were creating a stir on the bass circuit but, only a handful of pros associated Z-Man with that dynamic tournament-winning lure.



ELA ZTECH®

Super Tough Plastic Baits

Fast forward to the 2010 tackle season... and there are darn few people in the tackle industry who won't recognize the Z-Man® brand or who are unfamiliar with the products in this catalog. Simply put, Z-Man is the fastest growing lure brand in the U.S. Our products virtually cover the waterfront – from trout stream to blue water. **The Original ChatterBait®** still dominates the bass scene, but these amazing baits are joined by a broad – over 300 SKUs – selection of soft plastics for virtually every fresh and saltwater situation including blue water trolling.



A number of these baits are made from Z-Man's proprietary **ElaZtech®**, a remarkable substance that is soft and pliable yet as much as **10X Tougher** than other soft plastic baits.

Word of ElaZtech is spreading like wildfire as these baits gain traction along the tournament trail and are the subject of an aggressive media blitz. Print ads and TV commercials demonstrate emphatically just how tough these baits really are. ElaZtech baits have been blasted with a shot-gun, stabbed with steak knives, and chomped by barracuda. Despite that deliberate abuse, ElaZtech baits not only remain fishable but with their realistic appearance, they consistently outfish ordinary soft plastics by a wide margin. ElaZtech baits boast one of the highest **Fish Per Bait** ratings in the industry, and they are **non-toxic**. Unlike most other soft plastic baits, ElaZtech contains no PVC, Plastisol or Phthalates.

As you look through this catalog, you'll be amazed at the extensive selection of Z-Man baits. There are



body styles, colors and varying lengths to satisfy the most demanding fresh or saltwater angler. A number of baits are new for 2010.

Making their debut are a couple of new "Ultra" baits. Bass fishermen will embrace the dynamic new **UltraFrogZ™**, while coastal fishermen can count on the realism of new **UltraCrabZ™** to keep the lids on their coolers in constant motion. Why, there's even a new hook design from Z-Man that has had field-testers in a frenzy. Z-Man **TriggerHooks™** represent a bold new concept in soft bait rigging. They allow



the bait to perform more naturally and their radical design promises to have a huge impact on increasing the number of hook-ups per strike.

As we embark on a new tackle year, you can count on Z-Man to continue to support our broad product lineup. And you can be sure that the ChatterBait and ElaZtech brands will be among the most visible and exciting in the entire fishing tackle industry!

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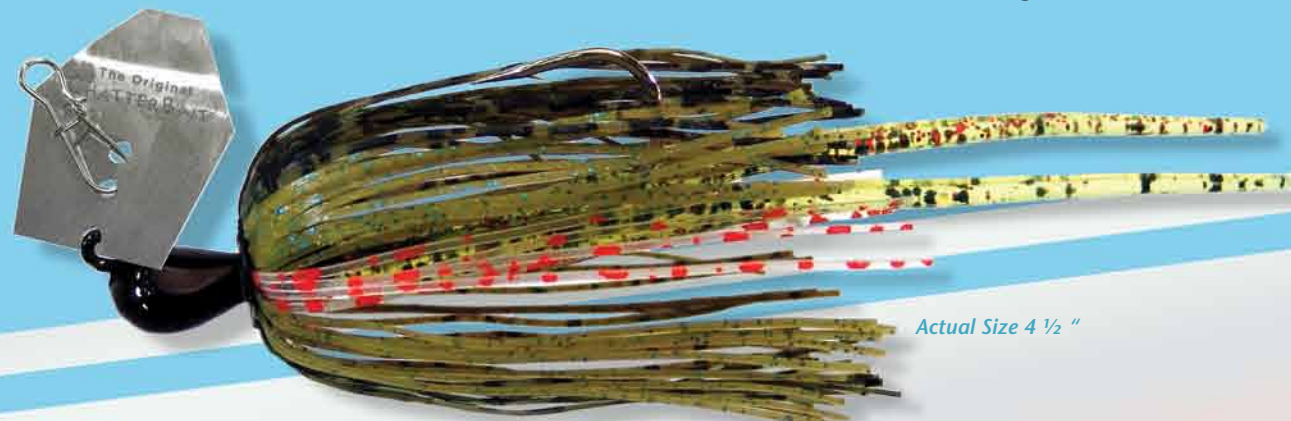
The Original CHATTERBAIT®

With EZ Skirt® and Super Tough ElaZtech® Split-Tail TrailerZ™

No lure in recent memory has had such a profound impact on freshwater fishing as The Original ChatterBait. With its patent-pending design and unique hex-shaped ChatterBlade®, the sound, vibration, flash, and action of The Original ChatterBait is unmatched. The Original ChatterBait is designed to “swim” in an erratic motion that mimics wounded prey. It offers the action of a crankbait, the profile of a jig, and the flash of

a spinnerbait. When you work an Original ChatterBait, you’ll feel every pulse – especially on braided line. That vibration helps to monitor the position and speed of your lure and it prompts fish to strike.

The Original ChatterBait is a great choice to fish heavy cover. The hex-blade serves as a weed-guard to keep the hook from snagging on weeds or brush. And unlike other lures, The Original ChatterBait won’t hydroplane on a fast retrieve. You can regulate depth by working it slowly, at a moderate rate, or cranking the reel handle as fast as you can. The Original ChatterBait responds with the appropriate action to track straight and stir fish into striking.



Actual Size 4 1/2"

THE ORIGINAL CHATTERBAIT®

ChatterBait® – Colors / Codes

Colors available in 1/4 oz., 3/8 oz., 1/2 oz. and 5/8 oz.



1/4 oz.	CB14-00	CB14-01	CB14-02	CB14-03	CB14-04	CB14-05	CB14-06
3/8 oz.	CB38-07	CB38-08	CB38-09	CB38-10	CB38-11	CB38-12	CB38-13
1/2 oz.	CB12-14	CB12-15	CB12-16	CB12-17	CB12-18	CB12-19	CB12-20
5/8 oz.	CB58-27	CB58-28	CB58-29	CB58-30	CB58-31	CB58-32	CB58-33

Each Original ChatterBait includes a Super Tough ElaZtech Split-Tail Trailer.

Colors available in 3/8 oz. only.



NEW COLOR

ChatterBait® 3/8 oz. SilaFlash® Series

For even more brilliant flash, check out the new ChatterBait SilaFlash Series. A unique Z-Man process fuses holographic foil to the EZ Skirt® silicone strands for heightened attraction and an enticing, undulating action. Perfect for muddy or stained water conditions. They literally light-up... so fish see 'em coming!

ChatterBait® 1/4 oz. Mini and 1/8 oz. Micro

These downsized ChatterBait “finesse” models deliver the same action and vibration as their bigger brothers. They’re excellent for light tackle, clear water, and finicky fish. Each includes one super tough ElaZtech® mini Split-Tail TrailerZ™.



Actual Size 4 1/2"

CHATTERBAIT® SILAFLASH® SERIES

CHATTERBAIT® MINI/MICRO

Actual Size 3"

Actual Size 3 1/2"

Actual Size 4 1/2"

NEW FOR 2010

ChatterBait® SilaFlash® Colors / Codes

3/8 oz.



Shad	White	Chartreuse/White	Chartreuse	Blue/Black	Green Pumpkin/Black	Fluoro
CB-SF38-07	CB-SF38-08	CB-SF38-09	CB-SF38-10	CB-SF38-11	CB-SF38-12	CB-SF38-36

ChatterBait® Mini/Micro Colors / Codes



Green Pumpkin/Black	Brown/Black	Blue/Black	Chartreuse	Chartreuse/White	Shad/Blue/Glimmer	White
CB-MINI14-06	CB-MINI14-05	CB-MINI14-04	CB-MINI14-03	CB-MINI14-02	CB-MINI14-00	CB-MINI14-01
CB-MICRO18-05	CB-MICRO18-04	CB-MICRO18-03	CB-MICRO18-02	CB-MICRO18-00	CB-MICRO18-01	

MINI (1/4 oz.)
MICRO (1/8 oz.)



The Original CHATTERBAIT®

With Quick-Change EZ Skirt®



Nothing Can Match...
SilaFlash®

WEEDLESS
Twin RattleZ™

Actual Size 4¾"

CHATTERBAIT® PRO

Let's take it up a notch!

ChatterBait® Pro and Pro-2

Now fishermen can enjoy extraordinary ChatterBait action plus the benefit of several significant features that set the Pro and Pro-2 apart. Prominent red eyes provide an enticing target. Although a ChatterBait will, by design, resist hang-ups, the Pro and Pro-2 have a weed-guard that makes these lures close to 100% weed-free.

The Pro features Z-Man's proprietary SilaFlash® EZ Skirt® with highly reflective holographic strands that literally sparkle as they pulsate on the retrieve. Twin rattles emit a fish-calling sound

WEEDLESS



Actual Size 4¾"

CHATTERBAIT® PRO-2

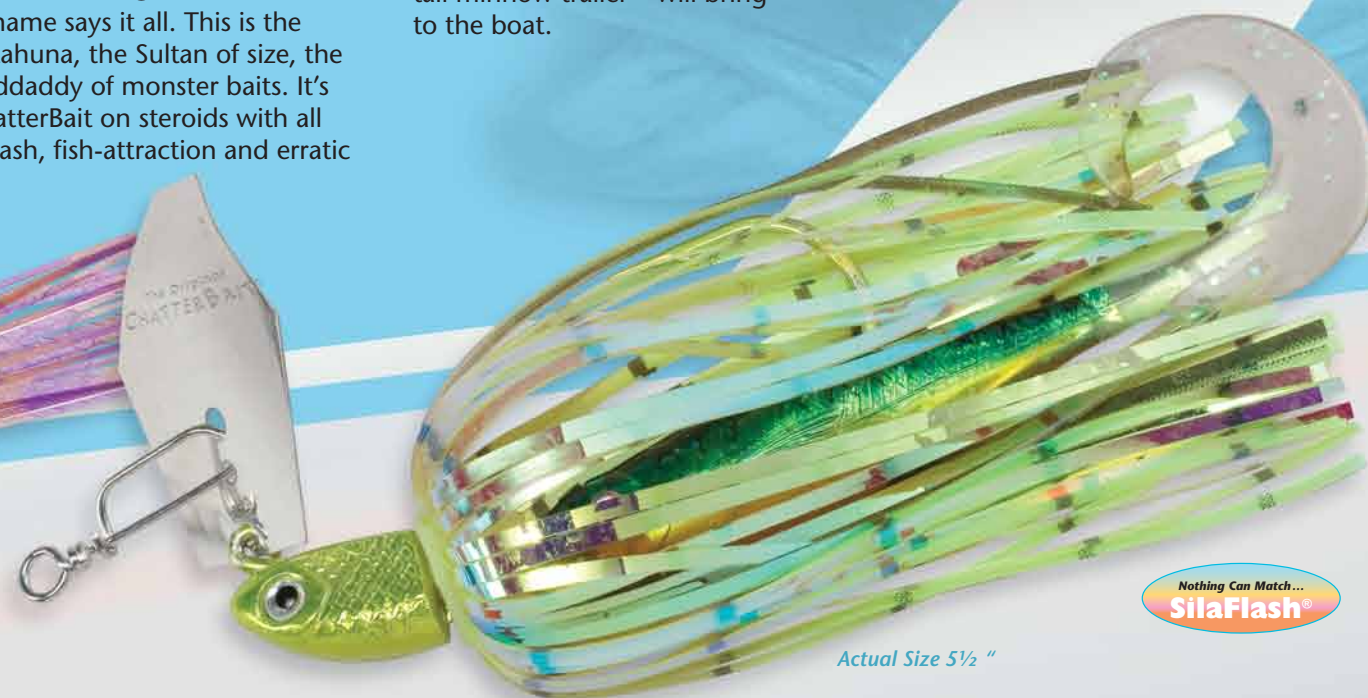
that's a must where water clarity is poor. The Pro-2 features a multi-color EZ Skirt and holographic foil on the ChatterBlade™

For a highly reflective, sound-producing, weedless bait that has the action of a crankbait, the profile of a jig and a flash that will rival any spinnerbait, step-up to a ChatterBait Pro and Pro-2.

ChatterBait® Big Game

The name says it all. This is the big Kahuna, the Sultan of size, the granddaddy of monster baits. It's a ChatterBait on steroids with all the flash, fish-attraction and erratic

action of its smaller brethren in a bait that is a full-course meal for muskies, pike, stripers and other king-size gamefish. You'll need a stiff rod to fish it and a few days at the gym wouldn't be a bad idea either. But you're going to be impressed at the size of the fish the ChatterBait Big Game – with its holographic SilaFlash® EZ Skirt® and gargantuan FlashBack® curly tail minnow trailer – will bring to the boat.



Nothing Can Match...
SilaFlash®

Actual Size 5½"

CHATTERBAIT® BIG GAME

ChatterBait® Pro Colors / Codes

5/8 oz.



ChatterBait® Pro-2 Colors / Codes

3/8 oz.



ChatterBait® Big Game – Colors / Codes

1 oz. ChatterBait® Big Game with SilaFlash® skirt and 8/0 Hook.

Each package includes one 4½" FlashBack® curly tail minnow trailer that matches skirt color.





The Original CHATTERFROG®

With EZ Skirt® and Super Tough ElaZtech® TrailerZ™

No other "frog bait" can compare to the versatile ChatterFrog®!

Freshwater fishermen have revered "frog baits" for years, but none can match the action of the amazing ChatterFrog. The superiority of this remarkable bait lies in its unique sound, vibration, and action. And credit for that rests with the unique hex-shaped ChatterBlade®. It's the blade that adds a unique dimension to these incredibly productive skirted lures.

The ChatterFrog, with its fast-change EZ Skirt, swims in a tantalizing side-to-side motion that makes it look like an easy mark

All ChatterFrogs Are LEAD FREE!



Actual Size 4 1/2"

CHATTERFROG®



All ChatterFrog blades are finished in frog skin camo colors for added realism and attraction.

ChatterFrog® – Colors / Codes

Each 3/8 oz. ChatterFrog includes two ElaZtech TrailerZ – one Web-foot and one Paddle-foot.



for predator species.

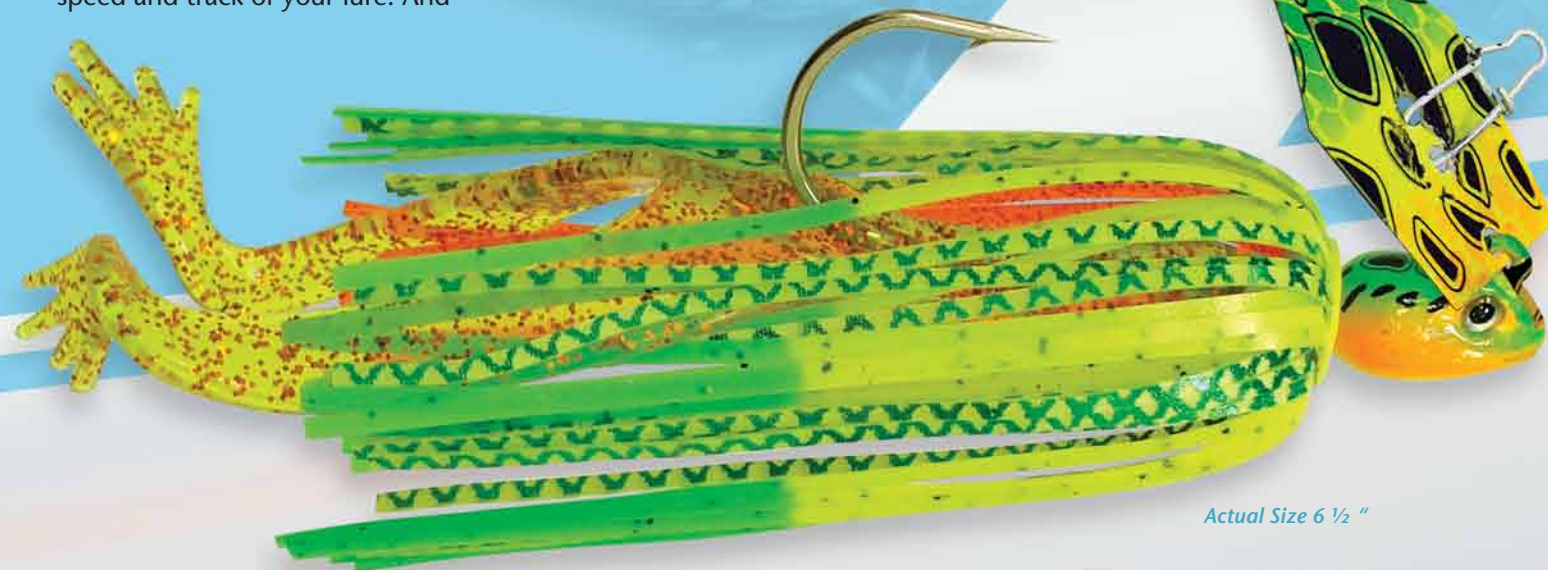
The ChatterFrog has the action of a crankbait, the profile of a jig – complete with super tough Web-Foot or Paddle-Foot ElaZtech® TrailerZ™ – and the flash of a spinnerbait.

The first thing you'll notice when you start your retrieve with a ChatterFrog is how every vibration caused by the lure's action is felt in the rod handle. Those pulses allow you to keep tabs on the position, speed and track of your lure. And

the pulses prompt strikes!

The ChatterFrog design makes it naturally weed-free without the need for a protruding weed-guard. You can work it through the "bad stuff" unscathed – except for an 8-pounder that is likely to hitch a ride!

ChatterFrog is available in three sizes for everything from panfish and bass right up to the 8/0 model that's deadly for monster muskie and pike.



Actual Size 6 1/2"

CHATTERFROG® 8/0

CHATTERFROG® MICRO



ChatterFrog 8/0 includes two Super Tough ElaZtech Web-foot TrailerZ – ChatterFrog Micro includes one.

Actual Size 3"

ChatterFrog® 8/0 and ChatterFrog® Micro – Colors / Codes



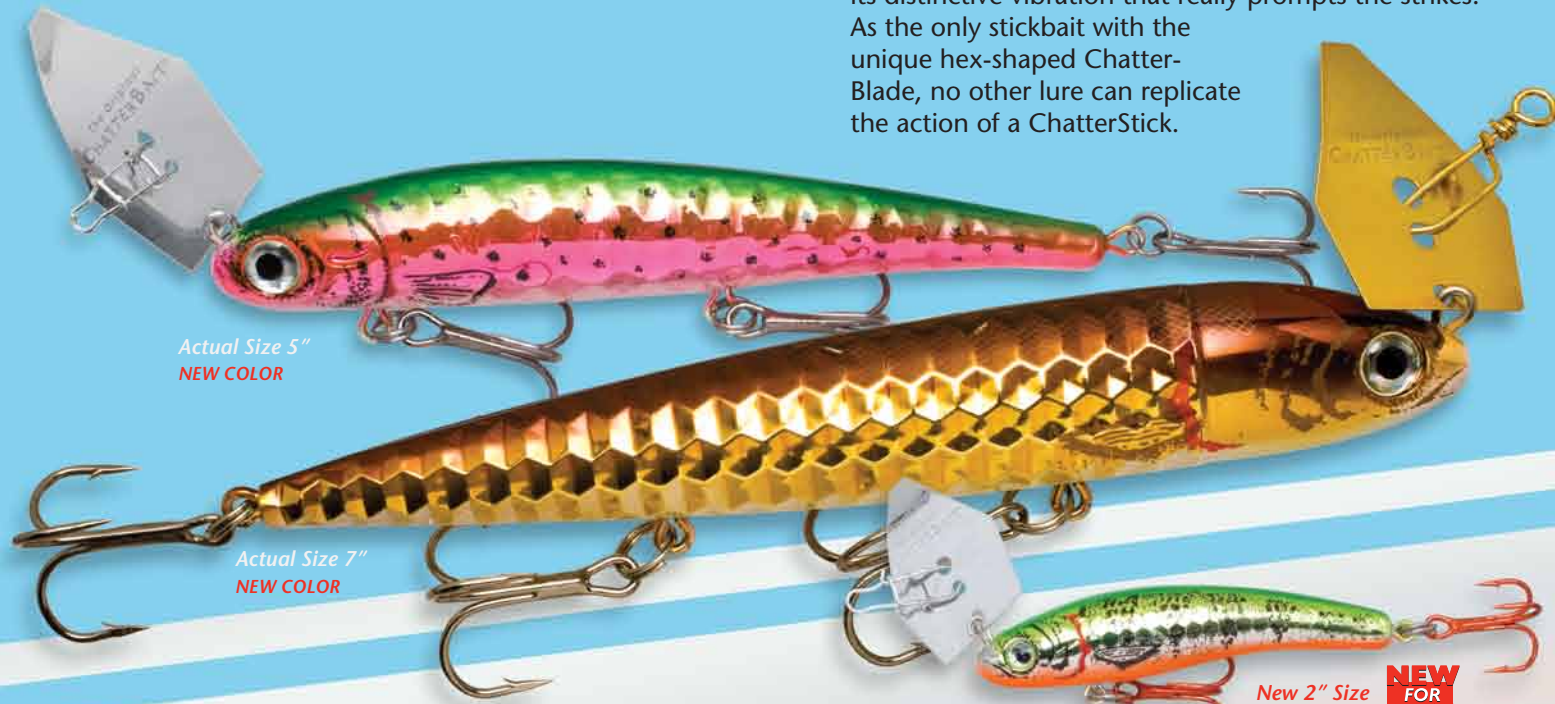
8/0 (1 oz.)
MICRO (3/16 oz.)

ZMAN

The Original
CHATTERSTICK

How do you turbo-charge a hardbait? Add a ChatterBlade®!

There's no disputing the fact that stickbaits are among the most productive of all hard-bodied lures. But you could argue for hours over which stickbait tops the list. The choice is obvious for anyone who has ever fished a ChatterStick®. Simply put, no other bait can match the look, action or fish catching attraction of this amazing lure. In the water its "dimpled" finish reflects light in all directions, creating a shimmer that's irresistible. But it's the deliberate side-to-side motion with its distinctive vibration that really prompts the strikes. As the only stickbait with the unique hex-shaped Chatter-Blade, no other lure can replicate the action of a ChatterStick.



Actual Size 5"
NEW COLOR

Actual Size 7"
NEW COLOR

New 2" Size
NEW FOR 2010

CHATTERSTICK®

ChatterStick® Colors / Codes

Available in 2", 3", 4", 5" and 7" models.
2", 3" and 4" models have two treble hooks.
5" and 7" models have three treble hooks.

NEW COLORS



2"	CB-CSTK2-04	CB-CSTK2-05	CB-CSTK2-07	CB-CSTK2-06	CB-CSTK2-03	CB-CSTK2-08
3"	CB-CSTK3-04	CB-CSTK3-05	CB-CSTK3-07	CB-CSTK3-06	CB-CSTK3-03	CB-CSTK3-08
4"	CB-CSTK4-04	CB-CSTK4-05	CB-CSTK4-07	CB-CSTK4-06	CB-CSTK4-03	CB-CSTK4-08
5"	CB-CSTK5-04	CB-CSTK5-05	CB-CSTK5-07	CB-CSTK5-06	CB-CSTK5-03	CB-CSTK5-08
7"	CB-CSTK7-04	CB-CSTK7-05	CB-CSTK7-07	CB-CSTK7-06	CB-CSTK7-03	CB-CSTK7-08

ZMAN

The Original
CHATTERSHAD

One look at the shad body and you know this bait will catch fish. But until you see a ChatterShad® in action, it's difficult to appreciate all that this lure has to offer. The ChatterShad has all the right stuff with a highly reflective, dimpled skin that puts on a "light show" every time it splashes down. But it's the swimming action and vibration caused by the hex-shaped ChatterBlade® that grabs a predator's attention. Ramp-up your fishing success with the bait that's gaining a lot of traction on the tournament trail, stock-up on ChatterShad today!



Actual Size 3"

CHATTERSHAD®

ChatterShad® - Colors / Codes



CB-CSHAD3-02	CB-CSHAD3-03	CB-CSHAD3-05	CB-CSHAD3-06	CB-CSHAD3-09	CB-CSHAD3-04	CB-CSHAD3-01
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ZMAN

The Original
CHATTER BAIT
FLASHBACK®
Series

A killer combination!
Legendary ChatterBait® vibe action with an ultra reflective Flashback® body.

Gamefish are primarily sight predators – they see it, then they eat it. Well, being seen is what the Z-Man® ChatterBait® FlashBack™ Series is all about. With holographic foil imbedded in the translucent lure body, these highly reflective baits have the... *Flash that attracts!*

But the tell-tale “flash” isn’t the only feature that distinguishes FlashBack lures. The action is remarkable thanks to patent-pending design and the unique hex-shaped ChatterBlade®. On the retrieve, these baits feature an exaggerated side-to-side motion and distinc-

tive vibration that gamefish just can’t resist. And when you combine that action with a multi-hue holographic flash, you’ve got a fish-catching combination that knows no equal!

ChatterBait FlashBack lures are available in several body types, a range of sizes and a broad selection of highly reflective colors that literally ‘light-up’ in the water. They are packed one rigged bait – with super-sharp hook – and one spare body per card. And they’re ‘ready to start catching right out of the package!



Actual Size 4"
Weight: ¼ oz.

Available Sizes: 1/16 oz – 2",
1/8 oz. – 2½", and 3/16 oz. – 3"



Available Sizes: 3", 4", and 6"

FLASHBACK® MINNOW

FLASHBACK® MINI

FLASHBACK® SHAD

**FlashBack® Minnow
Colors / Codes**

Includes one rigged ¼ oz. minnow and one unriggered minnow per package.



Natural
CB-FBMN14-04

Red Fire Tiger
CB-FBMN14-03

ChatterBlade Fire Tiger
CB-FBMN14-02

Shad
CB-FBMN14-01

**FlashBack® Mini
Colors / Codes**

Includes one rigged fan-tail minnow and one spare curly-tail per package.



1/16 oz.
CB-FBMINI116-02

CB-FBMINI116-04

CB-FBMINI116-01

CB-FBMINI116-05

CB-FBMINI116-03

1/8 oz.
CB-FBMINI118-07

CB-FBMINI118-09

CB-FBMINI118-06

CB-FBMINI118-10

CB-FBMINI118-08

3/16 oz.
CB-FBMINI316-12

CB-FBMINI316-14

CB-FBMINI316-11

CB-FBMINI316-15

CB-FBMINI316-13

**FlashBack® Shad
Colors / Codes**

Includes one rigged and one spare shad body per package.



Natural
CB-FBSHAD3-05

Black
CB-FBSHAD3-07

Swedish
CB-FBSHAD3-08

Bluegill
CB-FBSHAD3-02

Rainbow
CB-FBSHAD3-06

Bunker
CB-FBSHAD3-03

Baby Bass
CB-FBSHAD3-01

Perch
CB-FBSHAD3-04

CB-FBSHAD4-05

CB-FBSHAD4-07

CB-FBSHAD4-08

CB-FBSHAD4-02

CB-FBSHAD4-06

CB-FBSHAD4-03

CB-FBSHAD4-01

CB-FBSHAD4-04

CB-FBSHAD6-05

CB-FBSHAD6-07

CB-FBSHAD6-08

CB-FBSHAD6-02

CB-FBSHAD6-06

CB-FBSHAD6-03

CB-FBSHAD6-01

CB-FBSHAD6-04

3"

4"

6"

ZMAN

The Original CHATTERSTREAK™

With Super Tough ElaZtech® StreakZ™ Body

A fish catching pair without compare!

ChatterStreak™ Tapered Tail and Curly Tail

These dynamic baits have the right features for exceptional results with a wide array of gamefish. The patent-pending design creates quite a stir in the water. The StreakZ™ trailer is flexible, yet extremely durable with 10X Tough ElaZtech® construction. Tapered tail models feature StreakZ Elite baits (see pg. 29) with hand-painted backs and scale patterns. Curly tail models have ribbed backs.

ChatterStreaks are available in a selection of colors that provide anglers with a versatile bait that gamefish will jump-on from the get-go.

ELAZTECH®

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

Actual Size 5½"
Weight: ¾ oz.

CHATTERSTREAK™

Actual Size 4¾"
Weight: ¾ oz.

ChatterStreak™ Tapered Tail Colors / Codes

Each 3/8 oz.
ChatterStreak package includes two ElaZtech StreakZ tapered tail bodies.



ChatterStreak™ Curly Tail Colors / Codes

Each 3/8 oz.
ChatterStreak Curly Tail Package includes two ElaZtech StreakZ curly tail bodies.

ZMAN

The Original CHATTERSHRIMP™

ChatterShrimp® – a flashy crustacean fish won't resist.

There's clearly a stroke of genius behind marrying one of the most universally popular baits – the shrimp – with the ChatterBlade®. The result is ChatterShrimp, an irresistibly tantalizing lure that has the look and action of a live shrimp just begging to be devoured. This bait is an easy mark for gamefish, and that makes it a great choice to be tied to the end of your line.



Actual Size 5"
Weight: 1/2 oz.
NEW COLOR

Actual Size 3½"
Weight: 3/8 oz.

CHATTERSHRIMP™

ChatterShrimp® Colors / Codes

Available in 3½" and 5" sizes.

Includes one rigged and one unriggered shrimp body per package.





Always choose quality Z-Man® Chatterbait® replacements for maximum performance.

Fast Change with EZ Skirt®

One of the unsung components in the success of The Original Chatterbait® is the EZ Skirt®, so named for its unique design that enables EZ-On/EZ-Off skirt changes. With the tight compression fit of an EZ Skirt you can give your ChatterBait a new look or replace a worn skirt in a matter of seconds. Every EZ Skirt is designed so that each silicone strand is properly positioned to avoid tangles and bunching. The skirt pulsates on the retrieve to provide an enticing target that gamefish just can't resist. Keep a variety of colors in your tackle box to match the bite.

Super Tough ElaZtech® TrailerZ™

Z-Man® is an industry leader in plastics technology, which explains why Z-Man® ElaZtech® TrailerZ™ are at the forefront of a revolution in soft bait performance.

EZ Skirt®
Quick-Change Replacement Skirts



TRAILERZ™
Super Tough ElaZtech®

STANDARD SPLIT-TAIL
Actual Size 4"

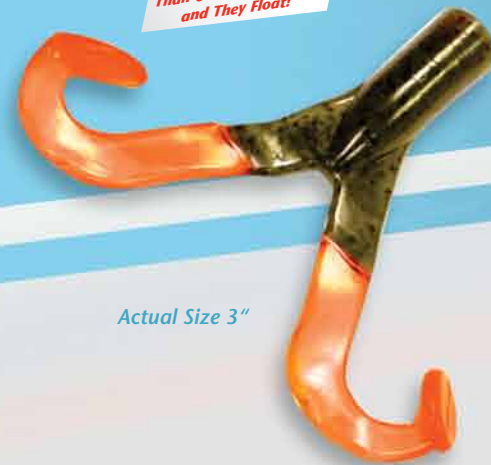


The defining characteristics that separate ElaZtech TrailerZ from other soft plastics are the life-like action, natural buoyancy (they float) and their unmatched durability. ElaZtech baits not only look great but they are also up to **10X Tougher** than other plastics. They resist nicks, cuts and tears, and that means you're likely to catch a lot more fish on ElaZtech TrailerZ before having to replace them.

And when it comes to prompting strikes, Z-Man ElaZtech baits have proven themselves time and again for everything from bass to monster muskies. Insist on ElaZtech TrailerZ for your ChatterBaits and use them on most other popular lures.

ELAZTECH®

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!



EZ RATTLEZ™

It's not just sound, it's the right level and pitch to draw strikes. Use these dual chamber EZ RattleZ™ in conjunction with Z-Man EZ Skirts®. Just slide on the hub of the skirt and you're ready to fish. RattleZ really prove their worth in off-colored water.

RattleZ Order Codes
Large RattleZ - RATTLER BLK LG
Small RattleZ - RATTLER BLK SM

3-PACK EZ SKIRT®
Colors / Codes



10-PACK SPLIT-TAIL TRAILERZ™
Colors / Codes



5-PACK PADDLE-FOOT TRAILERZ™
Colors / Codes



5-PACK WEB-FOOT TRAILERZ™
Colors / Codes



Z-MAN[®]

Raising The Bar For Innovation and Performance

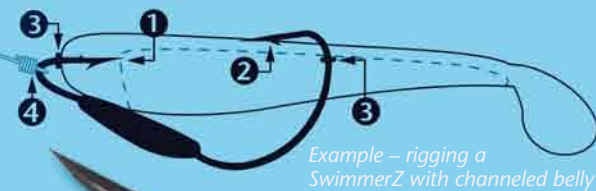
The New EZ Rigging Z-Man[®] TriggerHook[™] Lightning-Fast Rigging!

Don't let the unusual design fool you, the patented, double-barb design of the new Z-Man TriggerHook[™] provides a truly ingenious tool to rig virtually every type of soft plastic bait quickly and easily.

How to rig a soft plastic bait with a TriggerHook.

1) Insert the double-barbed point of the small hook into the nose of the bait. 2) Push the point of the large end up through the belly and out the back. 3) Push the small rubber grommets up against the nose and bait body to hold it in position. 4) Tie fishing line to the small bend at the front end of the hook using any reliable knot.

Available in true-balanced weighted (1/16 oz. – 1/4 oz.) or non-weighted models – sizes 3/0, 4/0 and 5/0.



NEW FOR 2010

Weighted

Non-Weighted

TRIGGERHOOK[™]

Weighted TriggerHook

Order Code	Size	Weight
TRHK5014PK3	5/0	1/4 oz.
TRHK40316PK3	4/0	3/16 oz.
TRHK4018PK3	4/0	1/8 oz.
TRHK40116PK3	4/0	1/16 oz.
TRHK3018PK3	3/0	1/8 oz.
TRHK30116PK3	3/0	1/16 oz.

Unweighted TriggerHook

Order Code	Size	Weight
TRHK50PK4	5/0	–
TRHK40PK4	4/0	–
TRHK30PK4	3/0	–

4 Unweighted TriggerHooks per Package

3 Weighted TriggerHooks per Package

The durability of 10X Tougher ElaZtech[®] baits means you'll get more mileage from every one of these soft plastics.

SwimmerZ[™]

There's a revolution going on in soft plastic baits and Z-Man is at the forefront with its ElaZtech line-up. And there's no finer example of the flexibility, durability (up to 10X tougher) and life-like appearance that characterizes ElaZtech[®] than the all-new SwimmerZ[™] series. These remarkable lures are realistic in every detail – from the prominent 3-D eyes to the beautifully painted, molded scale finish. And their record of success is growing by

leaps and bounds in both fresh and salt water. They have yet to discover the gamefish that will turn away from one of these beautiful baits.

Rig these naturally buoyant, 4" or 6" paddle-tails with the new Z-Man TriggerHook provided (instructions on opposite pg.). You'll have one of the most potent baits on the planet!

ELAZTECH[®] Super Tough Plastic Baits

Up to 10X Tougher Than Ordinary Plastics... and They Float!



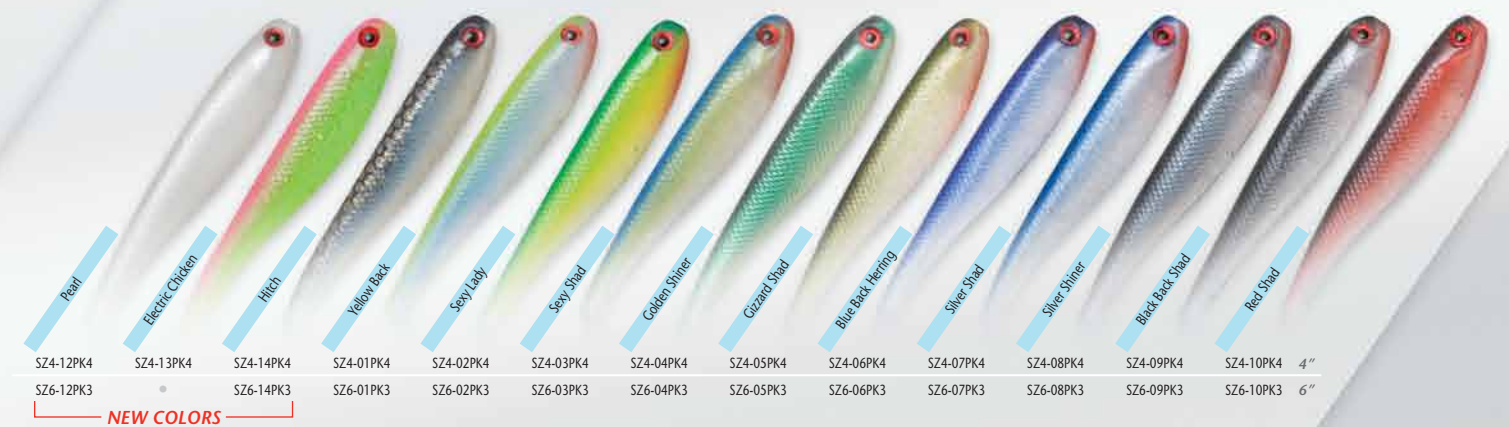
6" SwimmerZ come 3 per pack and include one 1/4 oz., 5/0 weighted TriggerHook.

4" SwimmerZ come 4 per pack and include one 3/16 oz., 4/0 weighted TriggerHook.

NEW FOR 2010

SWIMMERZ[™]

SwimmerZ[™] – Colors / Codes



Z-MAN[®] ELAZTECH[®] Super Tough Plastic Baits

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

If big baits catch bigger fish, these beauties are bound to attract giants!

7" Water Hawk™

The look and action of a Water Hawk™ paddle-tail is incredibly natural, yet its durability is anything but. ElaZtech® construction, a Z-Man exclusive, is practically invincible – with **up to 10X** the durability of ordinary soft plastic lures.

Water Hawk features an embedded ¾ oz. weight that allows anglers to fish the full depth range. The weight is channelled, making it easy to rig the Water Hawk with a 2/0 or 3/0 treble hook. The treble hook seats in a special molded channel between the pectoral fins with one of the barbs imbedded in the underside of the bait. For a lure that looks and acts like the real thing, yet is virtually indestructible, tie-on a Z-Man Water Hawk.



Actual Size 7"

WATER HAWK™

Water Hawk™ – Colors / Codes



Water Hawk features a channelled, embedded ¾ oz. weight to allow rigging with a 2/0 or 3/0 treble hook.

A super-tough tube that's devastating for everything from smallmouth to speckled trout.

Swim ToobZ™

These ribbed tube baits with prominent, patent-pending, soft 3-D eyes are available in a selection of popular blended hand-painted colors that are stunning in appearance and incredibly productive in their ability to draw strikes.

Swim ToobZ™ are naturally buoyant thanks to their **10X Tough** ElaZtech® construction. They can float on the surface or, when weighted, do a headstand (with skirt up) on the bottom. A great bait for flipping, sightcasting or jigging in fresh or salt water.



Actual Size 4"

3-PACK SWIM TOOBZ™

Swim ToobZ™ – Colors / Codes



Bulging, sparkle red eyes are part of the bait and won't pop off like stick-ons. They provide an enticing target for predators.

Z-MAN[®]

ELAZTECH[®]

Super Tough Plastic Baits

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

There's nothin' wimpy about these shrimp!

UltraShrimp[®]

Z-Man UltraShrimp replicates the look and action of a live shrimp perfectly. It is designed for an upright, realistic presentation whether cast and retrieved, worked along the bottom, or twitched. UltraShrimp comes with a new 1/8 oz. saltwater Z-Hook™. It can be rigged with hook toward the head or through the tail. The hook-forward technique produces a life-like, tail-flapping swimming motion. When rigged with hook through the tail, the buoyant UltraShrimp body will "crawl" along the bottom with tail-up. UltraShrimp also feature Z-Man's proprietary ElaZtech construction that's up to 10X more durable than ordinary soft plastics. Four new exciting colors are available for 2010.



Actual Size 4"

4" UltraShrimp[®]/New Penny – Tail-Rig for fleeing shrimp action.

New 3" UltraShrimp[®]/Holographic – Head-Rig for swimming or crawling action.

New 3" Size
NEW FOR 2010

ULTRASHRIMP[®]

UltraShrimp[®] Colors / Codes

3" shrimp includes one ultra-balanced 3/0, 1/8 oz. Z-Hook™.
4" shrimp includes one ultra-balanced 5/0, 1/8 oz. Z-Hook™.



New 10X tough soft-bodied crab that'll "Put the Pinch on Big Fish"!

UltraCrabZ™

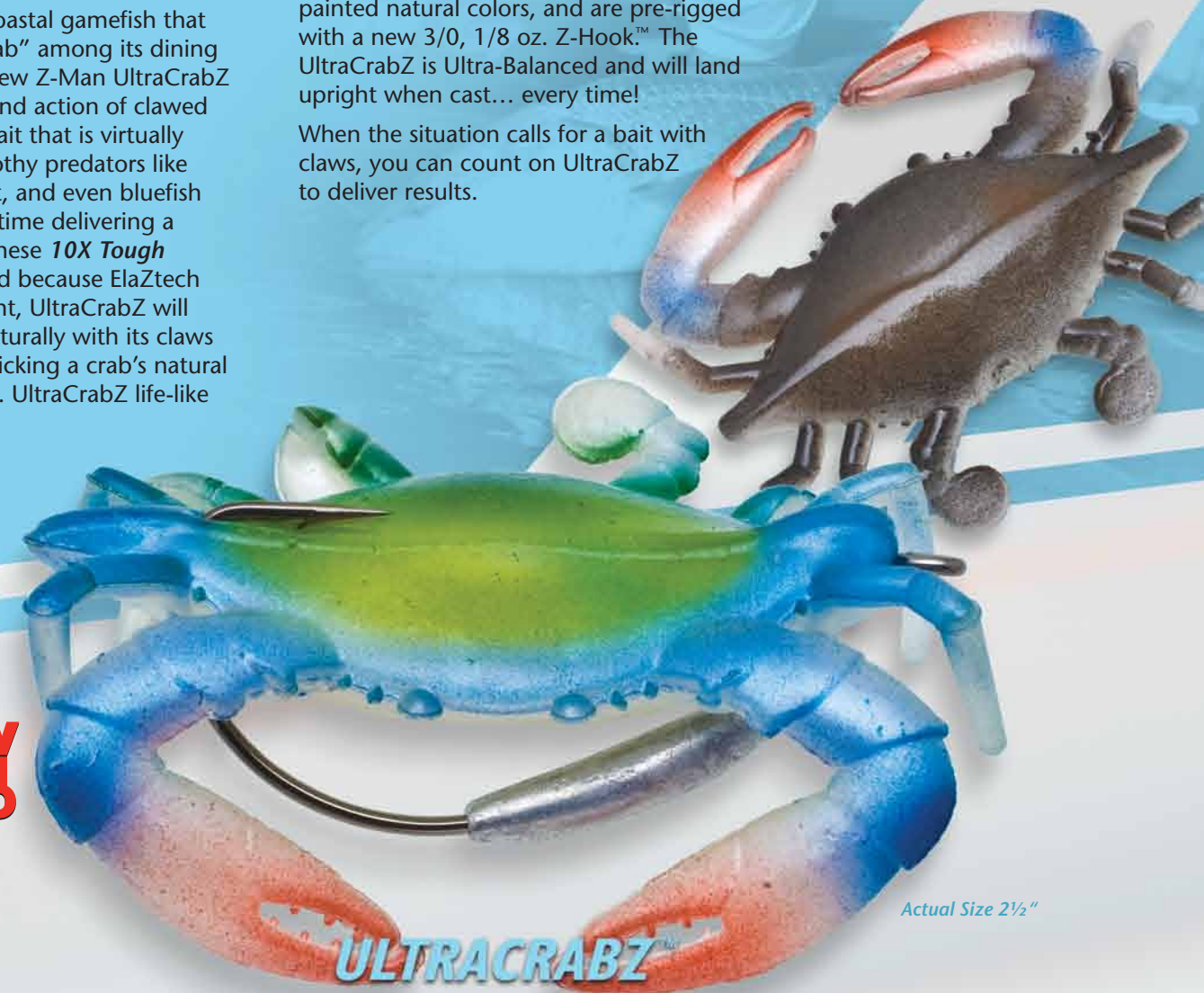
There's hardly a coastal gamefish that doesn't count "crab" among its dining staples. And the new Z-Man UltraCrabZ delivers the look and action of clawed crustaceans in a bait that is virtually indestructible. Toothy predators like flounder, sea trout, and even bluefish will have a tough time delivering a disabling bite to these **10X Tough** ElaZtech baits. And because ElaZtech is naturally buoyant, UltraCrabZ will sink slowly and naturally with its claws floating up – mimicking a crab's natural defensive position. UltraCrabZ life-like

detail and action, is sure to fool even wary fish like permit and redfish.

Z-Man UltraCrabZ come in four hand-painted natural colors, and are pre-rigged with a new 3/0, 1/8 oz. Z-Hook™. The UltraCrabZ is Ultra-Balanced and will land upright when cast... every time!

When the situation calls for a bait with claws, you can count on UltraCrabZ to deliver results.

NEW FOR 2010



Actual Size 2 1/2"

UltraCrabZ™ – Colors / Codes

UltraCrabZ™ Colors / Codes

Pre-rigged with an ultra-balanced 3/0, 1/8 oz. Z-Hook™.

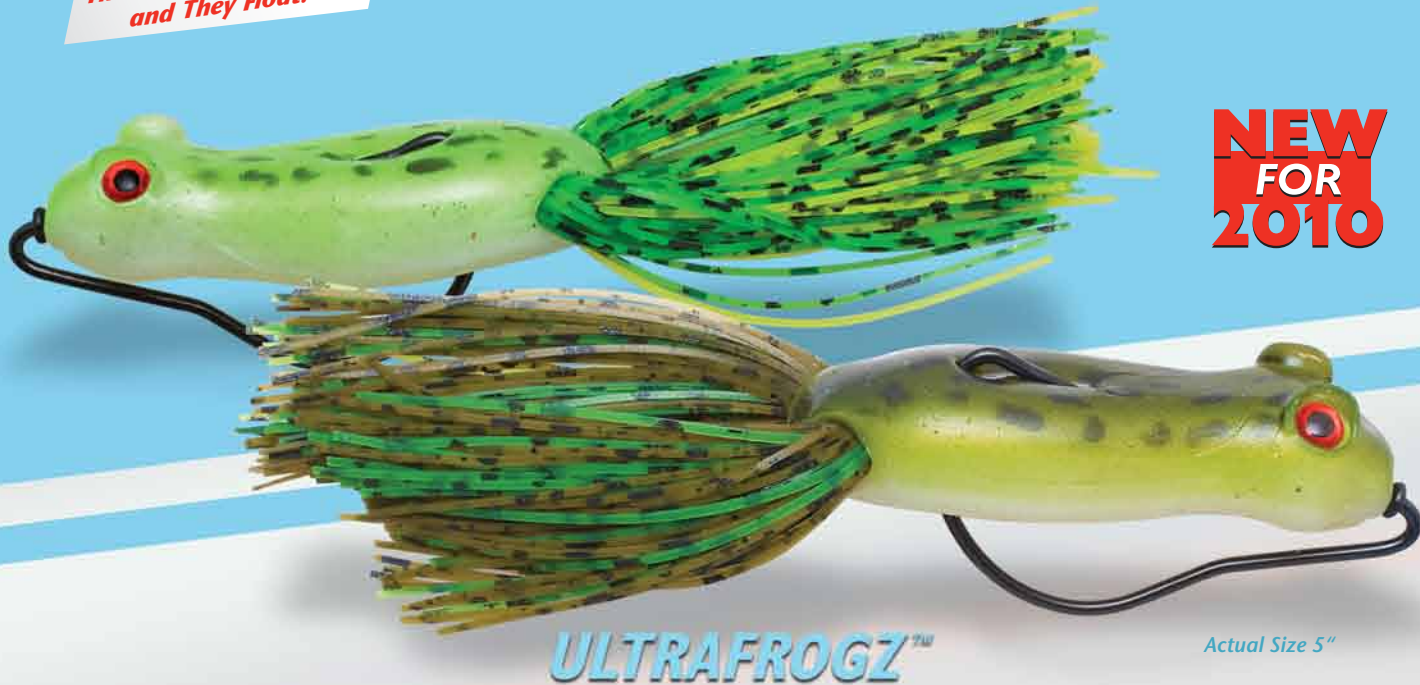


Z-MAN[®] ELAZTECH[®] Super Tough Plastic Baits

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

There are literally hundreds of frog-type baits, but there's never been anything quite like the All-New Z-Man[®] UltraFrogZ.[™]

This 10X Tough ElazTech floating bait is absolutely "a kick" in the water. Multi-strand silicone "legs" respond to even the slightest rod movement with a swimming motion that is positively tantalizing. This is a great bait to cast into the bank, fish over cover, through the lily pads or weight slightly to go sub-surface. Each bait is rigged with a Z-Man TriggerHook[™] that provides the right balance for a natural, upright attitude. In the realm of frog look-alikes, Z-Man UltraFrogZ is as good as it gets!



ULTRAFROGZ[™]

Actual Size 5"

The toughest FrogZ on the padz!

Hard Leg FrogZ[™]

Not just another "Frog" but dynamic ElazTech[®] Hard Leg FrogZ[™] with lively paddle-foot swimming action, up to **10X Tougher** and **they float... even with big hooks!** This 4" super-amphibian is a must-have bait for every bass fisherman's tackle box.

NEW Hard Leg FrogZ[™] Elite Series

Hard Leg FrogZ Elite offer the same toughness and action as standard Hard LegZ but are enhanced with hand-painted bodies for exceptional realism. Choose from 6 new strike-provoking colors.



Actual Size 4"

**3-PACK
HARD LEG FROGZ[™]**

Colors / Codes



HARDLEGZ-03PK3 HARDLEGZ-18PK3 HARDLEGZ-38PK3 HARDLEGZ-02PK3

**NEW
FOR
2010**



Actual Size 4"

Red throat detail
on natural/white
belly color.

**3-PACK
HARD LEG FROGZ[™] Elite**

Colors / Codes



HARDLEGZEL-01PK3 HARDLEGZEL-02PK3 HARDLEGZEL-03PK3 HARDLEGZEL-04PK3 HARDLEGZEL-05PK3 HARDLEGZEL-06PK3

**UltraFrogZ[™]
Colors / Codes**

UltraFrogZ come pre-rigged with a Z-Man unweighted TriggerHook.[™]



ULTRAFROG-01 ULTRAFROG-02 ULTRAFROG-03 ULTRAFROG-04 ULTRAFROG-05 ULTRAFROG-06

Z-MAN[®] ELAZTECH[®] Super Tough Plastic Baits

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

Darn few topwater baits can match the action of the lively Z-Man[®] Pop FrogZ[™].

Pop FrogZ[™]
Like all ElaZtech[®] baits, FrogZ float and will maintain a horizontal profile – even while motionless on the water. They pop, gurgle and push water with each rod twitch. The leg action is incredible as they swim on the retrieve.

NEW Pop FrogZ[™] Elite Series
Pop FrogZ Elite feature genuine hand-painted bodies and red 3-D plastic eyes for an even more life-like appearance and irresistible fish attraction.

ToobZ[™]
This is the only tube bait that can float on the surface or stand on its head along the bottom. Salt-impregnated ElaZtech[®] ToobZ[™] are perfect for flipping or sight fishing, and they're tougher than any fish that dares to put the bite on them.

MinnowZ[™]
If ever there was a soft plastic that replicates the look, action and strike-prompting attraction of a live minnow, this **10X Tough** ElaZtech bait is it. MinnowZ are table fare for the majority of fresh and salt water gamefish. From big lake bass, to back-bay flounder, to sea trout, snook and reds, MinnowZ are making their mark as one of the most universally productive baits in any tackle box. Available in a broad range of colors, with 6 hot new colors for 2010.



Actual Size 4"

Actual Size 6"

(6") 3-PACK
(3") 4-PACK
POP FROGZ[™]

Colors / Codes



NEW FOR 2010

Actual Size 4"

3-PACK
POP FROGZ[™] Elite Series

Colors / Codes



Actual Size 4"

8-PACK
TOOBZ[™]

Colors / Codes



Actual Size 4"

8-PACK
MINNOWZ[™]

Colors / Codes

NEW COLORS



- POPFR0G4-03PK4 POPFR0G4-83PK4 POPFR0G4-46PK4 POPFR0G4-16PK4 4"
- POPFR0G6-03PK3 POPFR0G6-83PK3 POPFR0G6-46PK3 POPFR0G6-16PK3 6"



- POPFR0GEL4-01 POPFR0GEL4-06 POPFR0GEL4-02 POPFR0GEL4-04



- TUBE4-84PK8 TUBE4-83PK8 TUBE4-18PK8 TUBE4-46PK8 TUBE4-02PK8



- GMIN-84PK8 GMIN-81PK8 GMIN-27PK8 GMIN-263PK8 GMIN-63PK8 GMIN-83PK8 GMIN-75PK8

- GMIN-264PK8 GMIN-41PK8 GMIN-260PK8 GMIN-17PK8 GMIN-69PK8 GMIN-60PK8 GMIN-261PK8 GMIN-43PK8

NEW COLORS

NEW COLOR

MAN[®] ELAZTECH[®] Super Tough Plastic Baits

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

It may be tough for anglers to see things from the perspective of the fish, but man, from our point of view these baits really look good in the water!

StreakZ™

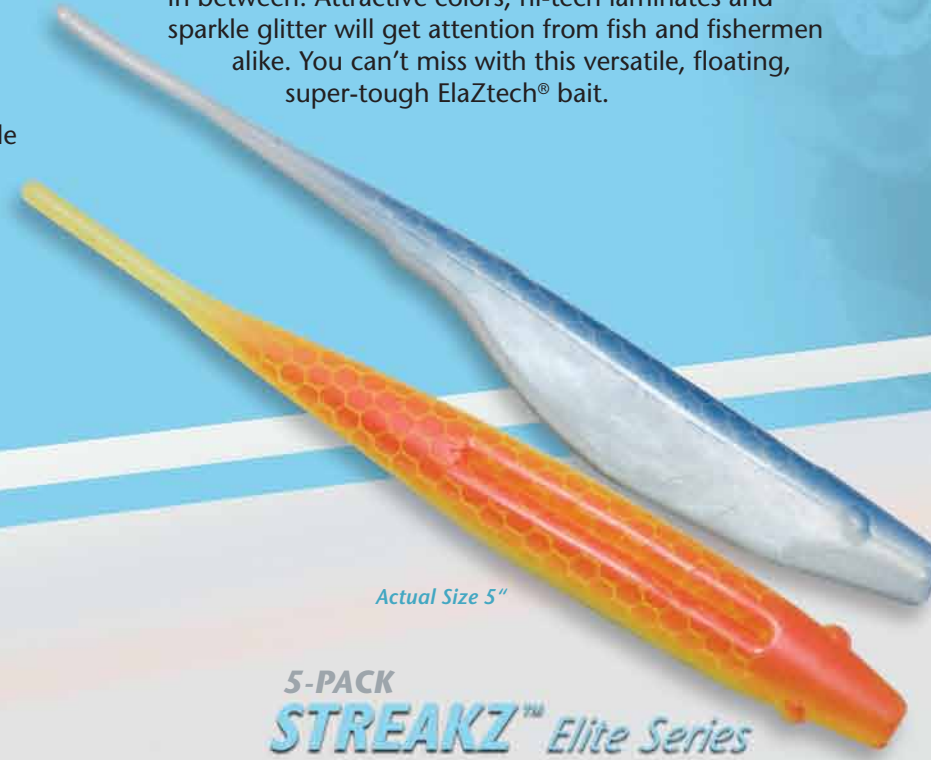
These amazing jerkbaits mimic a darting baitfish with uncanny realism. Their soft, pot belly minnow design represents a universal target for just about every fresh and saltwater gamefish. With **10X Tough** ElaZtech construction, every bait in the StreakZ series is built to withstand repeated strikes without so much as flinching. The buoyancy of StreakZ means they can be fished from top to bottom depending on how they're weighted. And rigging options are virtually limitless. Plus, this year's StreakZ lineup has expanded to include six hot new colors.



Actual Size 5"

5-PACK STREAKZ™

Colors / Codes



Actual Size 5"

5-PACK STREAKZ™ Elite Series

Colors / Codes



Actual Size 4"

5-PACK STREAKZ™ Curly TailZ

Colors / Codes

NEW COLOR

NEW COLORS

NEW COLOR



Z-MAN[®] ELAZTECH[®] Super Tough Plastic Baits

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

Whether fishing up top or on the bottom, these ElaZtech "creepy crawllez" are tough to beat!

Crawdadz™

These colorful ElaZtech® Crawdadz™ are so life-like you'll be tempted to reach for the hot sauce. Built-in hook slot rigs it weedless yet provides for a solid hookset. This is the bait serious fishermen count on in the clutch.

ChunkZ™

This is the jig trailer of choice for tournament pros across the country. ChunkZ are 10X Tough ElaZtech® and naturally buoyant. The "claws" flutter provocatively on a steady retrieve and will float up, even while sitting still on the bottom, to entice strikes. ChunkZ will turn any ordinary bass jig into the perfect stand-up jig.

LizardZ™

Z-Man LizardZ feature a new smooth body style that makes them as enticing as they are versatile. Rig them Texas or Carolina style, use a small jig head, or go with a Z-Man TriggerHook™. The LizardZ is a super durable, salt-impregnated ElaZtech bait that floats. The curly tail and legs produce a natural swimming motion in the water. Now available in 3 sizes!

CreatureZ™

This is a big fish bait whose popularity is soaring. The oversized profile plays right into the "Big Meal" needs of jumbo fish. CreatureZ™ flutter, pulsate and swim on the fall. And the ElaZtech body means the bait settles at a naturally slow rate – even with larger hooks. You'll be feeding 'em right when you present this salt-impregnated lure to a big gamefish.



Actual Size 4"



Actual Size 8"

Actual Size 6"

Actual Size 10"



Actual Size 4"

10-PACK CRAWDADZ™

Colors / Codes

8-PACK CHUNKZ™

Colors / Codes

NEW FOR 2010 LIZARDZ™

Colors / Codes

8-PACK CREATUREZ™

Colors / Codes



Watermelon/Hot Chartreuse Claws CRAW4-44PK10
Brown/Orange/Orange Claws CRAW4-36PK10
Green Pumpkin/Orange Claws CRAW4-47PK10
Black/Neon/Red Claws CRAW4-14PK10
Black/Hot Chartreuse Claws CRAW4-49PK10
Black/Blue/Blue Claws CRAW4-35PK10



White Pearl CHUNKZ-84PK8
Watermelon CHUNKZ-16PK8
Watermelon/Red Chartreuse CHUNKZ-18PK8
Pumpkin CHUNKZ-31PK8
Black/Neon CHUNKZ-38PK8
Lime Bug CHUNKZ-42PK8
Black/Blue CHUNKZ-02PK8



Watermelon LIZ6-16PK8
Watermelon/Chart. Tail LIZ6-17PK8
Watermelon/Red Chartreuse LIZ6-18PK8
Green Pumpkin LIZ6-46PK8
Pumpkin/Chart. Tail LIZ6-48PK8
Black/Neon LIZ6-38PK8
Lime Bug LIZ6-42PK8
Black/Blue LIZ6-02PK8
Black/Blue Chart./Blue Tail LIZ6-64PK8
Green Pumpkin LIZ8-16PK8
Watermelon LIZ8-17PK8
Watermelon/Red Chartreuse LIZ8-18PK8
Lime Bug LIZ8-46PK8
Black/Neon LIZ8-48PK8
Lime Bug LIZ8-38PK8
Black/Blue LIZ8-42PK8
Black/Blue LIZ8-02PK8
Black/Blue LIZ8-64PK8
Green Pumpkin CREATURE4-46PK8
Watermelon CREATURE4-16PK8
Watermelon/Red Chartreuse CREATURE4-18PK8
Lime Bug CREATURE4-42PK8
Black/Neon CREATURE4-38PK8
Black/Blue CREATURE4-2PK8

Z-MAN[®] ELAZTECH[®] Super Tough Plastic Baits

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

"Worms are Worms" unless they happen to be Z-Man[®] ElaZtech[®] WormZ.[™] These slimy-looking baits will amaze you with their superior toughness and versatility.

ZinkerZ[™]

There's no logical explanation as to why this bait catches fish, but man-o-man does it! Rig it straight, Texas, Carolina, Wacky or drop-shot style. It's as versatile as it is productive. This super-tough, salt impregnated ElaZtech[®] body sinks slowly when fished unweighted. Z-Man[®] ZinkerZ[™] are available in dazzling color combinations with glow-in-the-dark, sparkle and unique laminate details that are... *deadly attractive!*

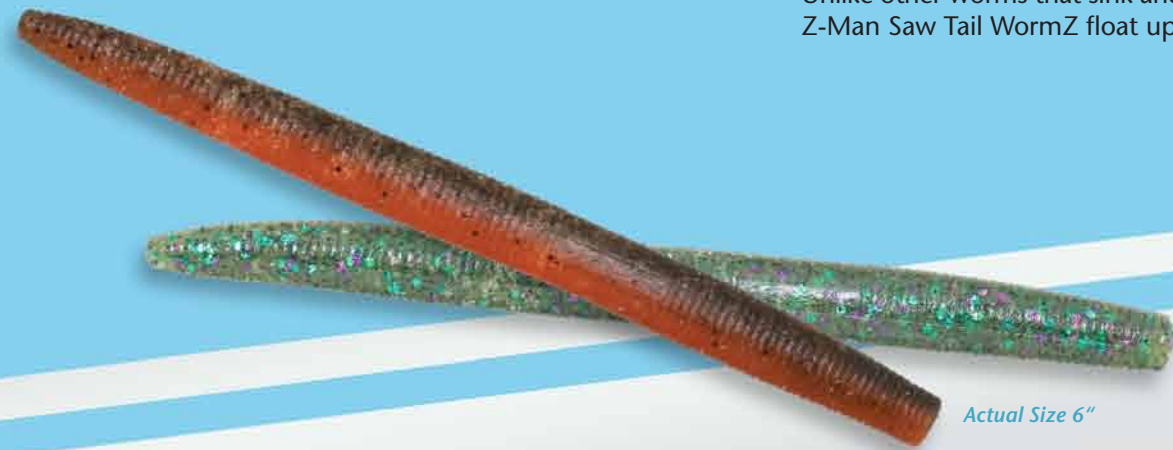
Saw Tail WormZ[™]

Salt-impregnated, **10X Tough** ElaZtech Saw Tail WormZ draw strikes where ordinary worms don't warrant a look. Unlike other worms that sink and lay flat on the bottom, Z-Man Saw Tail WormZ float up off the bottom and

move enticingly, triggering big bass to strike. These WormZ are perfect for Texas or Carolina rigging.

Finesse WormZ[™]

A brand new entry in this year's catalog but a tried and proven performer on the bass circuit. Z-Man Finesse WormZ are made of ElaZtech, which means they are **10X Tough** and they float. The profile of the bait is bigger and the action is more natural – whether rigged Texas style, on a drop shot rig, or on a shaky head. Either way, this is a must addition to any bass fisherman's primary tackle box!



Actual Size 6"

6-PACK ZINKERZ[™]

Colors / Codes



Actual Size 10"

Actual Size 6"

(6") 8-PACK (10") 6-PACK Saw Tail WORMZ[™]

Colors / Codes



Actual Size 7"

Actual Size 4"

(7") 8-PACK (4") 10-PACK Finesse WORMZ[™]

Colors / Codes



Z-MAN[®] ELAZTECH[®] Super Tough Plastic Baits

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

Floating WormZ™
The desire of fishermen to have plastic worms float has prompted some novel innovations – including an air injection syringe. But the natural buoyancy of Z-Man's proprietary ElaZtech[®] has made gadgets like that obsolete. New Z-Man Floating WormZ give fishermen the ability to "crawl" a worm through the lily pads or, by adding a bullet head, to go deep. And when worked along the bottom, the worm body floats up in a tantalizing fashion that gives the bait a better strike profile – which is likely to put more fish in the livewell!

EelZ™
"Everything but the slime." That's how realistic these ElaZtech[®] baits are in the water. The tail flutters so naturally that its almost indistinguishable from

the real thing. Rigged with a jig head or Carolina style, EelZ™ are the ultimate bait for big fish in fresh or salt water.

GrubZ™
There's only one way to dramatically improve on the effectiveness of a grub... make it out of ElaZtech[®]! The result is a next-generation bait that is incredibly life-like yet up to **10X Tougher** than ordinary plastics.

EZ EggZ™
Thanks to the strength, elasticity and buoyancy of ElaZtech[®], EZ EggZ™ enable anglers to design their own floating cluster of eggs. These scented eggs can be fished by themselves or combined with natural eggs. Every trout and steelhead angler should have an ample supply of EZ EggZ as primary bait.

PANFISH KIT

These naturally buoyant ElaZtech[®] baits can be fished on top or weighted for a deeper presentation. They look great, boast life-like action, and they are up to **10X Tougher** than ordinary plastics. Successfully field tested from Washington State to the 'Glades of Florida.



ORDER CODE: PANFISHKIT



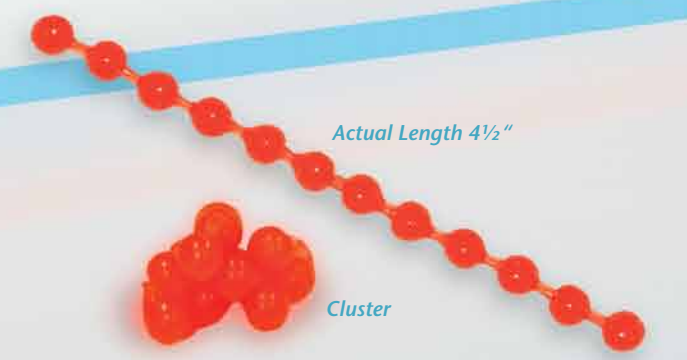
8-PACK
Floating **WORMZ™**
Colors / Codes



4-PACK
EELZ™
Colors / Codes



3-PACK
GRUBZ™
Colors / Codes



6-STRINGS/PACK
EZ EGGZ™
Colors / Codes



Z-MAN[®]

Turn-onZ[®] Offshore Trolling Lures

Nothing Can Match...
SilaFlash[®]

The world's only trolling lures with the unmatched holographic reflectiveness of Z-Man[®] SilaFlash[®] skirts!

Unlike stiff, motionless skirts, a patent-pending process fuses holographic foil with silicone to make Z-Man[®] Turn-onZ[®] with SilaFlash[®] skirts soft and pliable. On the troll, they billow in-and-out in a natural, pulsating motion with a highly-reflective flash pattern that's a real turn-on for gamefish.

SilaFlash[®] skirts are paired with each of 5 Turn-onZ trolling head options. Choose from a relatively straight track, to a darting motion, or chugging/bubbling action. The patent-pending EZ Skirt[®] design provides quick-change or replacement with a simple on/off press fit – no glue, wire, or tools are required. Rig Turn-onZ as a primary lure, a teaser, in a daisy chain or on a dredge.

Choose from 5 available head styles.
Available combinations listed below under skirt colors.



SilaFlash[®] 4" and 6" Skirts, and Head/Skirt combinations – Colors / Codes

Skirt Only 4"	n/a	SF4-02	SF4-03	n/a	SF4-05	n/a	SF4-07
BulletZ 4"	n/a	BS2-SF4-02	BS2-SF4-03	n/a	BS2-SF4-05	n/a	BS2-SF4-07
NeedlerZ SS 4"	n/a	NS1-SF4-02	NS1-SF4-03	n/a	NS1-SF4-05	n/a	NS1-SF4-07
ChuggerZ 4"	n/a	CA-SF4-02	CA-SF4-03	n/a	CA-SF4-05	n/a	CA-SF4-07
NeedlerZ Acryl. 4"	n/a	NA1-SF4-02	NA1-SF4-03	n/a	NA1-SF4-05	n/a	NA1-SF4-07
DarterZ 4"	n/a	DA2-SF4-02	DA2-SF4-03	n/a	DA2-SF4-05	n/a	DA2-SF4-07
Skirt Only 6"	SF6-01	SF6-02	SF6-03	SF6-04	SF6-05	SF6-06	SF6-07
BulletZ 6"	BS2-SF6-01	BS2-SF6-02	BS2-SF6-03	BS2-SF6-04	BS2-SF6-05	BS2-SF6-06	BS2-SF6-07
NeedlerZ SS 6"	NS1-SF6-01	NS1-SF6-02	NS1-SF6-03	NS1-SF6-04	NS1-SF6-05	NS1-SF6-06	NS1-SF6-07
ChuggerZ 6"	CA-SF6-01	CA-SF6-02	CA-SF6-03	CA-SF6-04	CA-SF6-05	CA-SF6-06	CA-SF6-07
NeedlerZ Acryl. 6"	NA1-SF6-01	NA1-SF6-02	NA1-SF6-03	NA1-SF6-04	NA1-SF6-05	NA1-SF6-06	NA1-SF6-07
DarterZ 6"	DA2-SF6-01	DA2-SF6-02	DA2-SF6-03	DA2-SF6-04	DA2-SF6-05	DA2-SF6-06	DA2-SF6-07

Skirt Only 4"	SF4-08	SF4-09	SF4-10	SF4-18	SF4-19	SF4-20
BulletZ 4"	BS2-SF4-08	BS2-SF4-09	BS2-SF4-10	BS2-SF4-18	BS2-SF4-19	BS2-SF4-20
NeedlerZ S.S. 4"	NS1-SF4-08	NS1-SF4-09	NS1-SF4-10	NS1-SF4-18	NS1-SF4-19	NS1-SF4-20
ChuggerZ 4"	CA-SF4-08	CA-SF4-09	CA-SF4-10	CA-SF4-18	CA-SF4-19	CA-SF4-20
NeedlerZ Acryl. 4"	NA1-SF4-08	NA1-SF4-09	NA1-SF4-10	NA1-SF4-18	NA1-SF4-19	NA1-SF4-20
DarterZ 4"	DA2-SF4-08	DA2-SF4-09	DA2-SF4-10	DA2-SF4-18	DA2-SF4-19	DA2-SF4-20
Skirt Only 6"	SF6-08	SF6-09	SF6-10	n/a	n/a	n/a
BulletZ 6"	BS2-SF6-08	BS2-SF6-09	BS2-SF6-10	n/a	n/a	n/a
NeedlerZ S.S. 6"	NS1-SF6-08	NS1-SF6-09	NS1-SF6-10	n/a	n/a	n/a
ChuggerZ 6"	CA-SF6-08	CA-SF6-09	CA-SF6-10	n/a	n/a	n/a
NeedlerZ Acryl. 6"	NA1-SF6-08	NA1-SF6-09	NA1-SF6-10	n/a	n/a	n/a
DarterZ 6"	DA2-SF6-08	DA2-SF6-09	DA2-SF6-10	n/a	n/a	n/a

Turn-onZ[®] H.S.L.[™] – High Speed 12 oz. trolling lures with ultra-reflective SilaFlash[®] EZ Skirt[®].

The needle-shaped head cuts clean through the water and can be trolled at speeds in the "teens." The brilliant SilaFlash skirt produces an irresistible holographic flash. These 12" long speedsters are a top choice for wahoo, tuna, kings and other "go-fast" gamefish. Each Turn-onZ H.S.L. comes with two 8" SilaFlash EZ Skirts. Available in two popular offshore colors.

Mean Greene[™] – offshore gamefish kryptonite!

This highly productive lure features Z-Man's exclusive Mean Greene[™] acrylic needle-nose head and holographic SilaFlash[®] EZ Skirt[®]. The result is a highly reflective bait with ever-changing colors – a perennial favorite among top captains and experienced tournament anglers. Available in 1 oz. Mean Greene[™] acrylic needle-nose head with 6" green barb SilaFlash EZ Skirt.

TURN-ONZ[®] H.S.L.



Weight: 12 oz.
Length: 12"

NS12-SF8X2-22 NS12-SF8X2-23

TURN-ONZ[®] MEAN GREENE

Weight: 1 oz.
Length: 7 1/2"



NAG1-SF6-21

TURN-ONZ[®]



6" standard skirt with Acrylic ChuggerZ[™] Head.

4" Standard Skirt with Stainless Steel NeedlerZ[™] Head.

6" Trailer Skirt with Stainless Steel BulletZ[™] Head.

TURN-ONZ[®]

SilaFlash[®] 6" Trailer Skirts and Head/Skirt combinations – Colors / Codes



Skirt Only	SF6T-12	SF6T-11	SF6T-14	SF6T-17	SF6T-15	SF6T-16	SF6T-13
BulletZ [™] SS	BS2-SF6T-12	BS2-SF6T-11	BS2-SF6T-14	BS2-SF6T-17	BS2-SF6T-15	BS2-SF6T-16	BS2-SF6T-13
NeedlerZ [™] SS	NS1-SF6T-12	NS1-SF6T-11	NS1-SF6T-14	NS1-SF6T-17	NS1-SF6T-15	NS1-SF6T-16	NS1-SF6T-13
ChuggerZ [™] Acryl.	CA-SF6T-12	CA-SF6T-11	CA-SF6T-14	CA-SF6T-17	CA-SF6T-15	CA-SF6T-16	CA-SF6T-13
NeedlerZ [™] Acryl.	NA1-SF6T-12	NA1-SF6T-11	NA1-SF6T-14	NA1-SF6T-17	NA1-SF6T-15	NA1-SF6T-16	NA1-SF6T-13
DarterZ [™] Acryl.	DA2-SF6T-12	DA2-SF6T-11	DA2-SF6T-14	DA2-SF6T-17	DA2-SF6T-15	DA2-SF6T-16	DA2-SF6T-13



SilaFlash® EZ-TeaZer® and DaiZy ChainZ™

Z-Man® EZ-TeaZer™... For quick-change, ultra-flash and extreme versatility. It's the "EZ" choice for success offshore!

These highly reflective billowing skirts feature Z-Man's exclusive SilaFlash® material. Holographic foil is laminated with silicone for a flash that the fish and boat crew can follow. Rig these skirts as individual lures, use them as nose-dressing on a trolled natural or soft plastic bait, or dress cedar plugs and similar lures.

The EZ Skirt® press-fits onto the bullet-head collar to allow fast skirt change. Just pop the old skirt off, slip a new skirt on and you're ready to get back in the action.

Nothing Can Match...
SilaFlash®



EZ-TEAZER®

Actual size 3"



Actual Size 6"

DAIZY CHAINZ™

EZ-TeaZer™ – Colors / Codes

3" SilaFlash® EZ-TeaZer® Packed 3 per card.



DaiZy ChainZ™ – Colors / Codes

DaiZy ChainZ™ are packed 1 per reusable mesh bag.



5 bullet-head lures per chain.

Z-MAN[®]

Madako™ Deep Jigs and FlyerZ™ ElaZtech® Offshore Trolling Lures

Nothing Can Match...

SilaFlash®

Z-Man® Madako™ – Don't let the bulbous head fool you, this is a fish-catchin' jig of the highest order.

While the Madako™ may look unusual, results for those who fish it are extraordinary! If you look carefully at the head, you see "fins" extending from the nose down toward the eyes. These twin "fins" allow the Madako to glide down with a side-to-side motion that is truly irresistible. Available in 2, 4 and 6 ounce models, the Madako gets down fast. It's a great lure for deep jigging and is also an effective trolling lure. Madako is the only jig of its kind with highly reflective, holographic SilaFlash® skirt and trailer. Madako comes rigged with two stinger/assist hooks (3/0 on the 2 oz., 5/0 on the 4 oz. and 6 oz. models).



Weight: 6 oz.
Length: 6"

Weight: 2 oz.
Length: 5"

MADAKO™

Fins on Madako™ provide erratic action when jigging or trolling.

Madako™ – Colors / Codes

2 oz. lures include two 3/0 stinger hooks.
4 oz. and 6 oz. lures include two 5/0 stinger hooks.



MJ2-03	MJ2-04	MJ2-01	MJ2-02	MJ2-05	2 oz.
MJ4-03	MJ4-04	MJ4-01	MJ4-02	MJ4-05	4 oz.
MJ6-03	MJ6-04	MJ6-01	MJ6-02	MJ6-05	6 oz.

Z-Man® FlyerZ™ are off-the-chart when it comes to creating a surface commotion.

One of the most active lures you can have in your offshore trolling set. This lively bait skips, jumps, skitters and will actually become airborne in the wake. And best of all, this amazing bait is virtually indestructible. It is super resistant to rips, nicks or tears thanks to its tough ElaZtech® construction – arguably the most durable (**Up to 10X Tougher**) soft plastic you can fish. The solid 8" wing-thru-body design is a Z-Man exclusive that adds to the action and the strength of this lure.

You can rig Z-Man® FlyerZ™ as primary bait by inserting an 8/0 hook in the molded channel in the head and throat. Or, run a leader laterally through the body (using a rigging needle) and attach a trailing lure. FlyerZ are also great for kite fishing and "bump trolling." Because they float, the FlyerZ will stay on top when the boat is out of gear. Incorporate multiple Z-Man FlyerZ into your bait set for tuna, dolphin, wahoo and billfish.



Actual size 7"

FLYERZ™

FlyerZ™ – Colors / Codes



FF7-13	FF7-12	FF7-11	FF7-06	FF7-05	FF7-08	FF7-07	FF7-09
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ELAZTECH®
Super Tough Plastic Baits

Z-MAN[®] ELAZTECH[®]

Sof-TeaZ[®] – Real-Feel Plastic Baits

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

Z-Man[®] BallyhooZ™ – Look like the “real deal” but are much more durable on the troll.

There are few offshore baits whose popularity rivals a ballyhoo. And Z-Man has created a ballyhoo look-alike that is realistic in every respect. The appearance is life-like, and in the water, the action is right on. Rig Z-Man[®] BallyhooZ™ with a 7/0 short shank hook and you have the right bait for everything from tuna and wahoo, to dolphin and billfish.

Z-Man BallyhooZ are virtually indestructible. The Elaztech[®] body is up to **10X Tougher** than other soft plastics. It resists nicks, cuts and tears – even from toothy or big-billed gamefish.

Rig Z-Man BallyhooZ as primary bait, use multiple ‘hooZ on a dredge, or rig in combination with a Z-Man SilaFlash[®] EZ-TeaZer.™ No matter how you incorporate Z-Man BallyhooZ into your spread, they are sure to get a lot of action!

Available in 7" and 9"



Actual size 16"

Sof-TeaZ[®] RibbonZ™ – Sixteen inches of natural slithering action with incredible durability.

These streamlined baits will ignite strikes when other lures won't draw a look. The soft, flexible ElaZtech[®] construction provides a natural look, feel and swimming motion. For a slim-bodied bait, Sof-TeaZ RibbonZ are incredibly tough. That's because ElaZtech is up to **10X Tougher** than other soft plastics. Even huge, sharp-toothed gamefish won't easily ruin these rugged baits.

Sof-TeaZ[®] BubblerZ™ are amazingly life-like and totally buoyant, thanks to super-tough ElaZtech.®

You could make a strong case that these soft-bodied lures with their prominent eyes, are the most realistic tentacled baits that have ever graced a trolling set. But it's not just appearance that separates Sof-TeaZ™ BubblerZ™ from other lures – it's their unpredictable side-to-side, gurgling, splashing action, followed by a distinctive bubble trail. And because these baits are molded from proprietary Z-Man[®] ElaZtech[®], they are also up to **10X Tougher** than other plastic lures. Add buoyancy and the real-feel of natural bait and you've got a lure that offshore gamefish attack aggressively!

SOF-TEAZ[®]
Feels Right On The Bite...
So They Won't Let Go!



Actual size 9"

Actual size 5 1/2"

BALLYHOOZ™ and SOF-TEAZ[®] RIBBONZ™

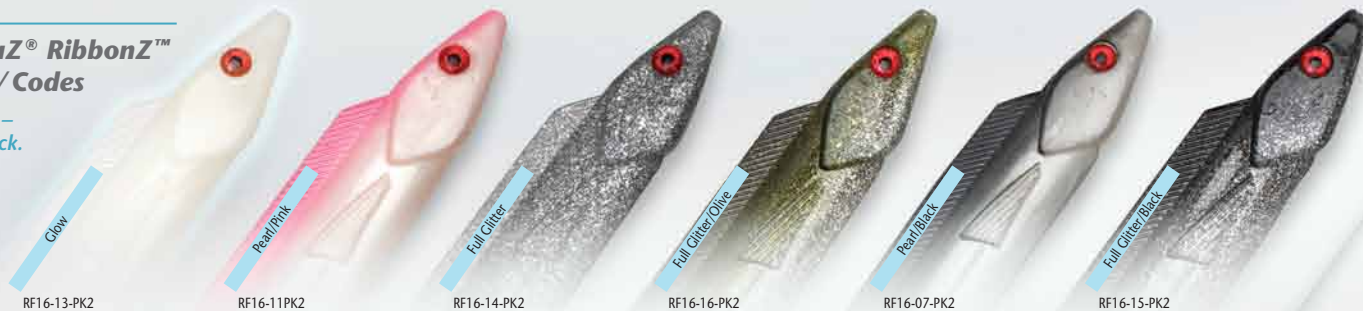
BallyhooZ™ Colors / Codes

Sizes 7" and 9" – 3 per pack.



Sof-TeaZ[®] RibbonZ™ Colors / Codes

Size 16" – 2 per pack.



Available in 5 1/2" (2 baits per package) and 9" (1 bait per package).

SOF-TEAZ[®] BUBBLERZ™

Sof-TeaZ[®] BubblerZ™ – Colors / Codes



Z-MAN[®] ELAZTECH[®]

Sof-TeaZ[®] – Real-Feel Plastic Baits

Up to **10X Tougher**
Than Ordinary Plastics...
and They Float!

Sof-TeaZ[®] SquidZ[™] look and feel real, but fish tougher – thanks to Super-Durable ElaZtech[®].

The appearance of Sof-TeaZ[®] SquidZ[™] speaks a lot louder than any words that might be used to describe this amazing lure. It's a dead-ringer for the world's most universal blue water bait. The Sof-TeaZ SquidZ are made of Z-Man's exclusive ElaZtech[®], an extremely soft, flexible plastic that looks and feels remarkably real, yet is incredibly durable – **up to 10X Tougher** than ordinary plastic baits.

Fish SquidZ as skipbaits or weighted to run deep. Regardless of how they fit into your trolling set, you'll quickly discover that Sof-TeaZ SquidZ will be in the thick of the action when tuna, wahoo or billfish show.

SOF-TEAZ[®]

Feels Right On The Bite...
So They Won't Let Go!

Actual size 7"

Actual size 4"

Actual size 12"

SOF-TEAZ[®] SQUIDZ[™]

Sof-TeaZ[®] SquidZ[™] – Colors / Codes

Available in 4" (3 baits per pack), 7" (2 baits per pack) and 12" (un-packaged in bulk).



A super-tough ElaZtech[®] body and irresistible FlashBack[®] attraction... one deadly offshore trolling combination!

FlashBack[®] 8" Paddle Tail

A number of baits talk about "realistic appearance," this one walks the walk. When you first lay eyes on it, you won't believe how life-like it looks. The FlashBack[®] name is derived from a technology that enables Z-Man to embed holographic foil into the translucent body of the bait. The result is a reflective flash that's one of nature's most powerful strike triggers.

This jumbo (8-inch) ElaZtech[®] Paddle Tail swim bait, with its 8/0 hook, can be cast and retrieved, jigged or trolled. Regardless of the technique, the look and action will prompt bone-jarring strikes from a wide range of B-I-G fresh and saltwater gamefish.

Embedded, Ultra-Sharp
8/0 weighted hook.



Actual Size 8"
Weight: 4 oz.

FLASHBACK[®]
Series

FLASHBACK[®] PADDLE TAIL

FlashBack[®] Paddle Tail – Colors / Codes



Z-MAN[®]

Top Quality Offshore Bait Spreads
FLASHBACK[®]
Series

Z-Man[®] FlashBack[®] Dredge – The King of Spreads.

These super strong stainless steel dredges are designed for years of active use and fold easily to stow. You've never seen a "school" of baitfish presented in such an enticing fashion. Z-Man dredges are designed to work gamefish into a frenzy. The baits are separated on umbrella-like bars. There are 4-bar and 6-bar models. Each 17" bar holds two 8" hookless ElaZtech[®] FlashBack[™] Paddletail baits with an additional Paddletail on the hub. ElaZtech Paddletails are up to **10X Tougher** than ordinary plastic baits and feature imbedded FlashBack holographic foil that's highly reflective. Thus, the bait set has a multiple flash pattern that attracts and holds gamefish so they can choose from your other (hook-bearing) offerings.



4-Bar dredge - shown in full spread



6-Bar Dredge Total Spread Width: 34"

Both Dredges fold easily (with baits) into the original nylon mesh bag.

4-Bar Dredge Total Spread Width: 34"

ELAZTECH[®]
Up to **10X Tougher**
Than Ordinary Plastics!

FLASHBACK[®] DREDGE

Actual size 8"

Z-Man[®] FlashBack[®] 8" Wye Tail Dredge BaitZ.

Increase the attraction level of any spread rig. These natural-looking 8" hookless, flashing baitz send out a beacon of rainbow color to draw hungry predators in from long distance. Available in 5 of the hottest offshore colors. A stainless wire eyelet is molded into the body for easy, secure rigging. *Sold unpackaged in bulk only.*

Z-Man[®] FlashBack[®] Umbrella Rig. "Ultra-Bling" attraction.

This bait spread is ready to take care of business the instant it's submerged. Four 5" jointed FlashBack[®] baits (without hooks) dangle from four 6" spreader bars, and a fifth bait with hook trails from the hub on a 20" wire leader. That trailing lure is the vulnerable bait. To a gamefish, it's an easy target. If there are fish in the area, this rig is sure to draw a strike. Fish the Z-Man FlashBack Umbrella Rig on wire, braid, or mono. It works best slow-trolled. Use your sounder to locate the holding depth of the fish, then drop these rigs down to that level and... hang-on! The Z-Man Umbrella Rig is stainless steel... designed to catch and built to last!

NEW FOR 2010



Actual size 8"

FLASHBACK[®] WYE TAIL Dredge BaitZ



Overall spread width: 12" X 12"
Includes 4 hookless jointed FlashBack[®] baits and one center-trailing bait w/hook on a black 20" wire leader.

FLASHBACK[®] UMBRELLA RIG

Actual size 5"

FlashBack[®] Dredge Colors / Codes

4-Bar dredge includes 9 hookless Paddletails.
6-Bar Dredge includes 13 hookless Paddletails.



- DG36-03-4
DG36-03-6
- DG36-05-4
DG36-05-6
- DG36-04-4
DG36-04-6
- DG36-01-4
DG36-01-6
- DG36-02-4
DG36-02-6
- 4-Arm
6-Arm

FlashBack[®] Paddle Tail Dredge Baitz sold unpackaged in bulk only.

- PTAIL-GLOW9SD
- PTAIL-PNK9SD
- PTAIL-GRNBK9SD
- PTAIL-BLU9SD
- PTAIL-BUNKR9SD

FlashBack[®] Wye Tail Dredge BaitZ – Colors / Codes



- YT8M-NT
- YT8M-CT
- YT8M-PK
- YT8M-BL
- YT8M-BK

Sold unpackaged in bulk quantities only.

FlashBack[®] Umbrella Rig – Colors / Codes



- UR12-03-4
- UR12-02-4
- UR12-01-4
- UR12-04-4



Packaging, POP and Clothing

PACKAGING

Z-Man packaging has a new look and is arguably the most distinctive packaging in the fishing tackle industry. The bright visuals literally pop off the wall, and product names are easy to spot and clearly identifiable.

Wherever the Z-Man® brand is displayed, you'll be assured of receiving a level of quality and dependability that other lure companies can only hope to achieve.



POP MATERIAL

Drawing attention to the Z-Man product line is easy with colorful point-of-purchase banners and signs. And, customized Z-Man displays make it simple for retailers to showcase top-selling products to their customers. There has never been a better time to find the right Z-Man bait for every fishing application.



Side-Kick Displays

CLOTHING



100% Cotton T-ShirtZ™

100% Cotton Offshore ShirtZ™



100% Cotton Twill HatZ™



100% Cotton Twill VisorZ™



Quick-Dry Nylon Guide ShirtZ™

Z-Man® 100% Cotton T-ShirtZ™

- Heavyweight 6.1-ounce, 100% cotton construction
- Double-needle stitched hem

Short Sleeve/Long Sleeve Sizes: S, M, L, XL, XXL

Z-Man Logo S/S	ZMTSS-S	ZMTSS-M	ZMTSS-L	ZMTSS-XL	ZMTSS-XXL
ChatterBait Logo S/S	CBTSS-S	CBTSS-M	CBTSS-L	CBTSS-XL	CBTSS-XXL
Offshore L/S	OSTLS-S	OSTLS-M	OSTLS-L	OSTLS-XL	OSTLS-XXL
Offshore S/S	OSTSS-S	OSTSS-M	OSTSS-L	OSTSS-XL	OSTSS-XXL

Z-Man® 100% Cotton Twill HatZ™

- 100% cotton twill with contrast sandwich bill
- Unstructured 6-panel construction with hook and loop fastener

Khaki/Blue: HAT-01 Stone/Black: HAT-02

100% Cotton Twill VisorZ™

- 100% cotton twill • Unstructured 6-panel construction
- Hook and loop fastener. Blue: VISOR-1 Camo: VISOR-2 Stone: VISOR-3

Z-Man® Quick-Dry Nylon Guide ShirtZ™

- 100% Cool Tek Bimini Bay Outfitters Ltd.™ quick-dry nylon
- UV protection • Breathable caped back w/ mesh liner
- Bellows pockets • Hidden button down collar w/sun flap
- Rod loop • 2 flap-top • Roll-up sleeves on long sleeve model

Short Sleeve/Long Sleeve Sizes: S, M, LG, XL, XXL

White S/S	BBGSS01-S	BBGSS01-M	BBGSS01-L	BBGSS01-XL	BBGSS01-XXL
Yellow S/S	BBGSS02-S	BBGSS02-M	BBGSS02-L	BBGSS02-XL	BBGSS02-XXL
Fossil S/S	BBGSS03-S	BBGSS03-M	BBGSS03-L	BBGSS03-XL	BBGSS03-XXL
Blue S/S	BBGSS04-S	BBGSS04-M	BBGSS04-L	BBGSS04-XL	BBGSS04-XXL
White L/S	BBGLS01-S	BBGLS01-M	BBGLS01-L	BBGLS01-XL	BBGLS01-XXL
Yellow L/S	BBGLS02-S	BBGLS02-M	BBGLS02-L	BBGLS02-XL	BBGLS02-XXL
Fossil L/S	BBGLS03-S	BBGLS03-M	BBGLS03-L	BBGLS03-XL	BBGLS03-XXL
Blue L/S	BBGLS04-S	BBGLS04-M	BBGLS04-L	BBGLS04-XL	BBGLS04-XXL