

PRODUCT CATALOG
LURES | HOOKS | RIGS





**Innovation.
Technology.
Passion.**

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

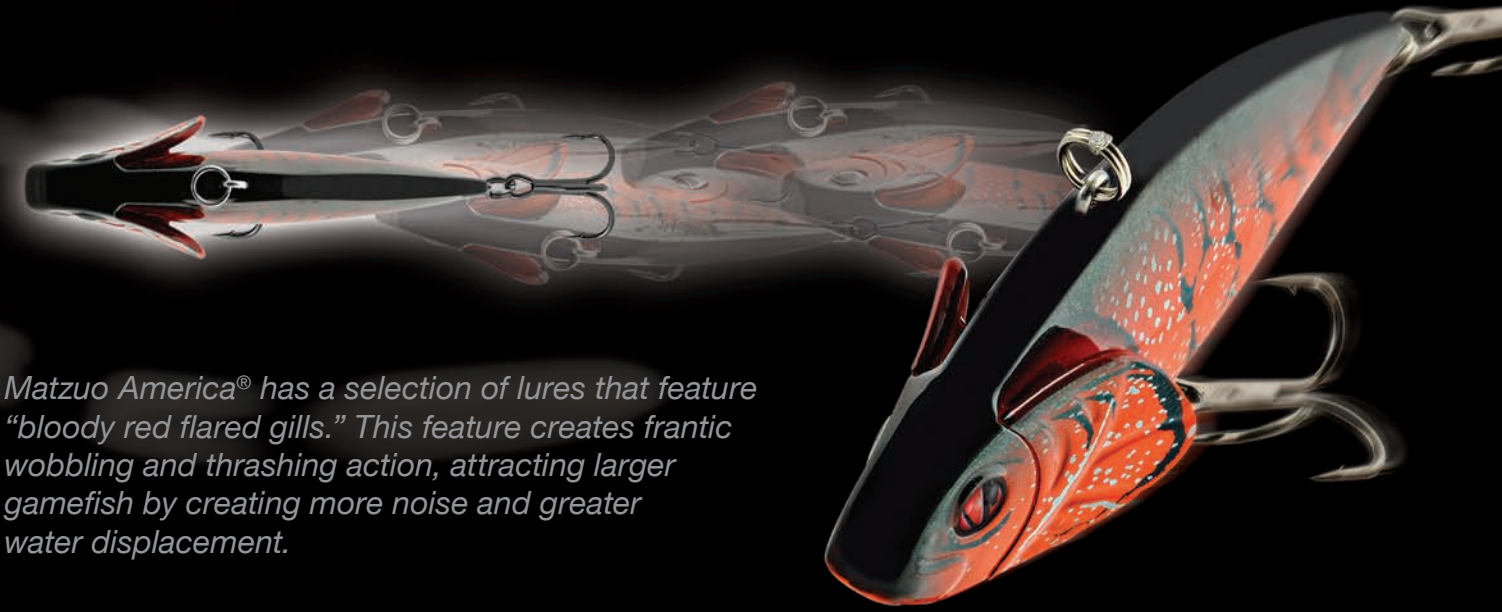


- HARD BAITS **1-16**
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HARD BAIT

Matzuo America® has combined the latest advances in technology with the knowledge and experience of our pro staff to bring you the finest series of innovative tournament baits that we have ever created.



Matzuo America® has a selection of lures that feature "bloody red flared gills." This feature creates frantic wobbling and thrashing action, attracting larger gamefish by creating more noise and greater water displacement.

FURIKO CRANK



- Square Bill Crank Bait
- Loud resonating knocks against a brass plate creating a variety of knocks in different pitches
- PENDULUM Technology: Life-Like Rocking Motion. Slow Rising Action while paused
- Deep diver

Featuring PENDULUM Technology

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



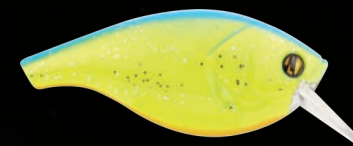
-000 Sexy Shad



-001G Sexy Ghost



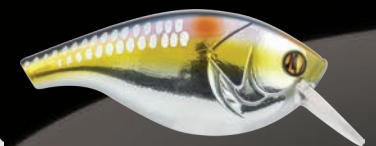
-BGGH Bluegill



-CHBG Chartreuse Blue Black



-MS Mirror Shad



-OLS Oil Slick



-CCRW Chilli Craw



-SBK Silver Black Back

MODEL	MZPCCB25	MZPCCB3
DIVE DEPTH	2-5' (.6-1.52m)	4-6' (1.2-1.82m)
HOOK	#4 X-Strong Rd. Bend	#2 X-Strong Rd. Bend
WEIGHT	7/16oz (12.4g)	3/4oz (21.3g)
LENGTH	2 1/2" (6.3cm)	3.0" (7.5cm)
COLOR	000, 001G, BGGH, CCRW, CHBG, MS, OLS, SBK	

KINCHOU MINNOW



Realistic flared "bloody red" gills



Perfectly balanced • Floats at rest • Chambered body • Resonating stainless steel rattles
 • Super sharp Matzuo® black nickel Angle Grip treble hooks • The Kinchou is excellent for trolling and casting, covering depths from 2 to 20 ft (depending on size and style) and available in 5 different sizes



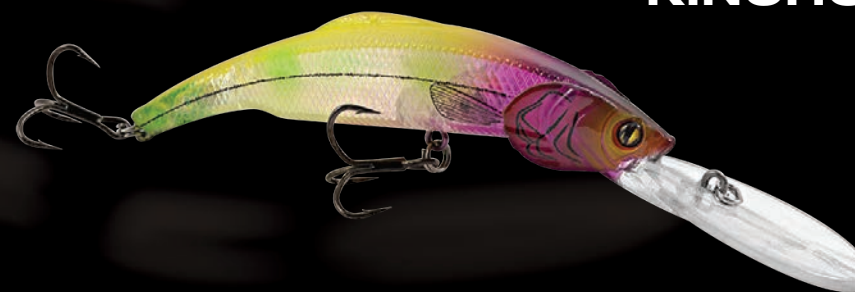
NANO KINCHOU MINNOW		KINCHOU MINNOW				
MODEL	SMDS5	MODEL	SMDS7	SMDS9	SMCS11	SMDS11
DIVE DEPTH	2-4' (0.6-1.2m)	DIVE DEPTH	4-8' (1.2-2.4m)	4-12' (1.2-3.7m)	6-10' (1.8-3.0m)	10-20' (3.0-6.1m)
HOOK	#10 Treble	HOOK	#6 2x Strong Treble	#6 2x Strong Treble	#4 2x Strong Treble	#4 2x Strong Treble
WEIGHT	1/8oz (3.5g)	WEIGHT	1/4oz (7.1g)	5/16oz (8.8g)	5/8oz (17.7g)	5/8oz (17.7g)
LENGTH	2" (5.1cm)	LENGTH	2 3/4" (7cm)	3 1/2" (8.9cm)	4 1/2" (11.4cm)	4 1/2" (11.4cm)
COLOR	001, TPR, MS, 267, DS48ND, CLR, DS53, GGOBY, GSTN, M510, NPR, NWLYE, PD, SBK					

* Designates colors not available in the SMCS11 version

KINCHOU MINNOW



Realistic flared "bloody red" gills



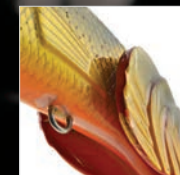
Perfectly balanced • Floats at rest • Chambered body • Resonating stainless steel rattles
 • Super sharp Matzuo® black nickel Angle Grip treble hooks



MODEL	MH-SMDS9	MH-SMDS11
DIVE DEPTH	4-12' (1.2-3.7m)	10-20' (3.0-6.1m)
HOOK	#6 2x Strong Treble	#4 2x Strong Treble
WEIGHT	5/16oz (8.8g)	5/8oz (17.7g)
LENGTH	3 1/2" (8.9cm)	4 1/2" (11.4cm)
COLOR	901, 902, 903, 904, 905, 906, 907, 909, 910, 911	

KINCHOU MINNOW

PIKE/MUSKIE



Realistic flared "bloody red" gills



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



MODEL	SMCS14	SMCS18
DIVE DEPTH	6-10' (1.8-3m)	8-12' (2.4-3.7m)
HOOK	1/0 2x Strong Treble	5/0 front, 3/0 rear 5x Strong Treble
WEIGHT	1.1oz (31.1g)	3oz (85g)
LENGTH	5 1/2" (14cm)	7 1/2" (19.1cm)
COLOR	BRSK, BUMB, GSTN, LOON, M510, NPR, SHAD, YWSP	

KINCHOU MINNOW

SALMON

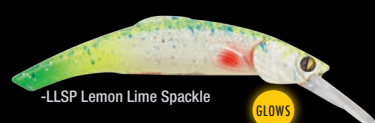


Realistic flared "bloody red" gills

Complete through-wire construction on the SMDS11 • Perfectly balanced • Floats at rest • Resonating stainless steel rattles • SMDS7 and 9 feature heavy-duty black nickel Matzuo® trebles with HD hardware • SMDS11...2X strength black nickel Matzuo® trebles with HD hardware



-LLS Lemon Lime Sherbet



-LLSP Lemon Lime Spackle

GLOWS



-WC Watermelon Core

GLOWS



-LOSP Lemon Orange Spackle

GLOWS



-WF Warm Fuzzy

GLOWS



-SSHIN Shimmer Shiner

GLOWS

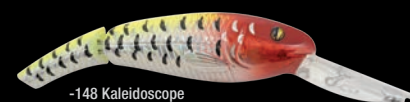
MODEL	SMDS9	SMDS11
DIVE DEPTH	4-12' (1.2-3.7m)	10-20' (3.0-6.1m)
HOOK	#4 2x Strong Treble	#4 2x Strong Treble
WEIGHT	5/16oz (8.8g)	5/8oz (17.7g)
LENGTH	3 1/2" (8.9cm)	4 1/2" (11.4cm)
COLOR	LLS, LLSP, LOSP, SSHIN, WC, WF	

JOINTED TOURNAMENT CRANK

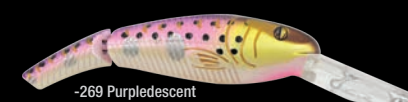


Jointed body for realistic swimming action

Contoured and jointed body • Stainless steel rattles • Super sharp red Matzuo® treble hooks • Floats at rest



-148 Kaleidoscope

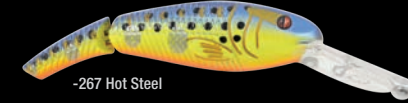


-269 Purpledescent



-268 Candy Corn

MODEL	TCJ149	TCJ148
DIVE DEPTH	6-12' (1.8-3.7m)	8-16' (2.4-4.9m)
HOOK	#6 Treble	#4 Treble
WEIGHT	1/4oz (7.1g)	3/8oz (10.6g)
LENGTH	2 1/2" (6.4cm)	3" (7.6cm)
COLOR	148, 267, 268, 269, 270, 271	



-267 Hot Steel



-271 White Satin



-270 Perch

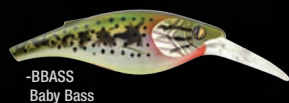
KINCHOU SHAD



Realistic flared "bloody red" gills



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



-BBASS Baby Bass



-BG Bluegill



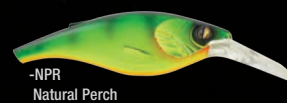
-OOC Chartreuse Sexy Shad



-FRT Firetiger



-GSHD Ghost Shad



-NPR Natural Perch



-NWLYE Natural Walleye



-PURCT Purple Chartreuse*



-RTBER Rootbeer



-RC Red Claw

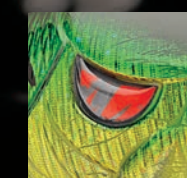


-SHAD Shad

MODEL	SMSS5	SMSS7	SMSS9
DIVE DEPTH	3-5' (1-1.5m)	4-8' (1.2-2.4m)	7-12' (2.1-3.7m)
HOOK	#6 Treble	#5 2x Strong Treble	#3 2x Strong Treble
WEIGHT	1/4oz (7.1g)	3/8oz (10.6g)	1/2oz (14.2g)
LENGTH	2 1/4" (5.7cm)	3" (7.6cm)	3 1/2" (8.9cm)
COLOR	BBASS, BG, OOC, FRT, GSHD, NPR, NWLYE, PURCT, RTBER, RCRAW, SHAD		

*Available in size 7 & 9 only

TORYU SHAD



Blood red "MEAN" attractant eyes



Wide compact body casts well • Blood red "MEAN" Matzuo® attractant eyes • Stainless steel rattles • Super sharp red and black nickel treble hooks • Floats at rest



-000 Sexy Shad



-100 Firetiger



-116 Silver Black Back



-118 Emerald Shiner

MODEL	MTZ-MTS
DIVE DEPTH	0-3' (0-0.9m)
HOOK	#6 Treble
WEIGHT	3/8oz (10.6g)
LENGTH	2" (5.1cm)
COLOR	000, 100, 116, 118, 258, 259

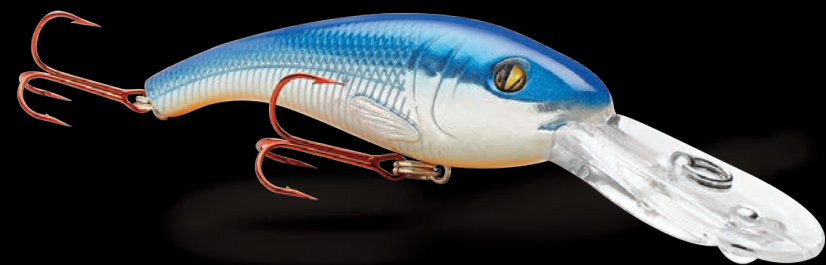


-258 Chrome Black Back Orange Belly



-259 Pearl White

TOURNAMENT CRANK



Stainless steel bearings create high resonating rattle



Deep diver • Resonating stainless steel rattles • Super sharp Matzuo® red chrome treble hooks • Floats at rest



-000 Sexy Shad



-BG Bluegill



-FRT Firetiger



-GBOG Gold Black Back Orange Belly



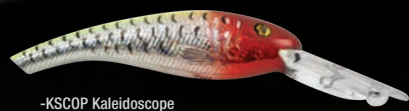
-GS Golden Shiner



-HFTR Hot Firetiger



-HST Hot Steel



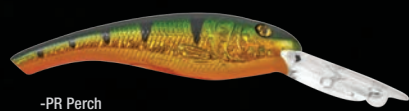
-KSCOP Kaleidoscope



-NWLYE Natural Walleye



-PD Purpledescent



-PR Perch



-PUS Purple Shad



-SBK Silver Black Back



-TPR Tiger Perch



-TRS Threadfin Shad



-LUNA Luna



-PKZ Pink Zombie



-WPER White Perch



-RPR Royal Perch



-CON Convict

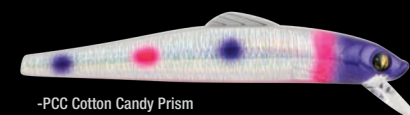
MODEL	TC149	TC148
DIVE DEPTH	6-12' (1.8-3.7m)	8-16' (2.4-4.9m)
HOOK	#6 Treble	#4 Treble
WEIGHT	1/4oz (7.1g)	3/8oz (10.6g)
LENGTH	2 1/2" (6.4cm)	3" (7.6cm)
COLOR	000, BG, FRT, GBOG, GS, HFTR, HST, KSCOP, NWLYE, PD, PR, PUS, SEK, TPR, TRS, LUNA, PKZ, WPER, RPR, CON	

ZANDA SHAD

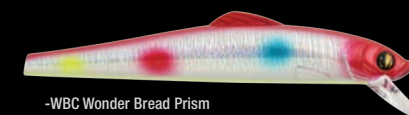


The next generation of the popular Zander Shad with new dorsal fin • Suspending and Diving body styles

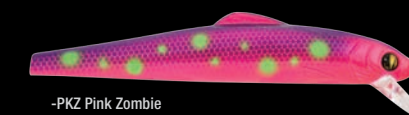
• Highly reflective prism or matte finishes • Super sharp, black nickel treble hooks • The Shallow version suspends in 2-8' depths, while the Deep Diver can get down to 10-24' • Excellent for use in larger lakes, deep weed lines and cover or simply deep trolling



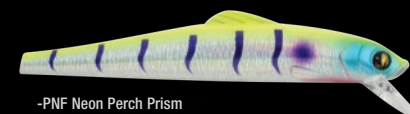
-PCC Cotton Candy Prism



-WBC Wonder Bread Prism



-PKZ Pink Zombie



-PNF Neon Perch Prism



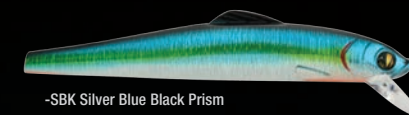
-FRT Firetiger



-PPL PurPearl Prism



-GFL Green Flash



-SBK Silver Blue Black Prism



-PNF Neon Flash Prism



-RPR Royal Perch Prism



-GRP Royal Perch Glass



-PMP Purple Moon Prism



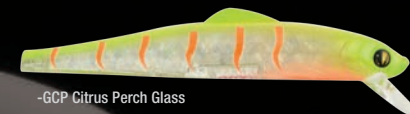
-NWLYE Natural Walleye Prism



-GWE Walleye Glass



-CON Convict



-GCP Citrus Perch Glass

MODEL	MZZS9S	MZZS9D	MZZS11S	MZZS11D
DIVE DEPTH	2-8' (0.6-2.4m)	10-18' (3.0-5.5m)	2-8' (0.6-2.4m)	15-24' (4.6-7.3m)
HOOK	Size 8	Size 8	Size 4	Size 4
WEIGHT	5/16oz (8.9g)	3/8oz (10.6g)	5/8oz (17.7g)	7/8oz (24.8g)
LENGTH	3 5/8" (9.2cm)	3 5/8" (9.2cm)	4 3/8" (11.1cm)	4 3/8" (11.1cm)
COLOR	PCC, WBC, PKZ, NPR, FT, PPL, GFL, SBK, PNF, PRP, GRP, PMP, NWLYE, GWE, CON, GCP			

IKARI



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



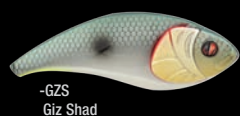
Realistic flared "bloody red" gills



Stainless steel bearings create high resonating rattle



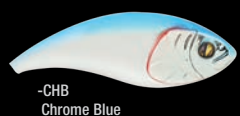
-BBASS Baby Bass



-GZS Giz Shad



-BRM Bream



-CHB Chrome Blue



-GC Green Craw



-LD Laverdescent



-PSS Pumpkinseed Sunfish



-FC Fire Craw



-RC Red Craw



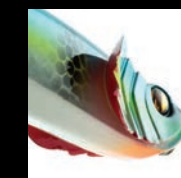
-RU Rusty Craw

MODEL	MTZ-38IK	MTZ-12IK
HOOK	#6 Treble	#4 Treble
WEIGHT	3/8oz (10.6g)	1/2oz (14.2g)
LENGTH	2 1/2" (6.4cm)	3" (7.6cm)
COLOR	BBASS, BRM, CHB, FC, GZS, GG, LD, PSS, RU, RC	

SURASSHA



Top water walking bait • Loud resonating tungsten rattles • Unique cupped mouth with flared gills spits plumes of water when retrieved • Balanced for excellent action at all retrieve speeds • Super sharp Matzuo® black nickel round bend treble hooks



Realistic flared "bloody red" gills



W
TUNGSTEN
74 183.84

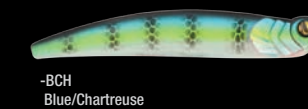
Tungsten weighted for precise action & longer casts



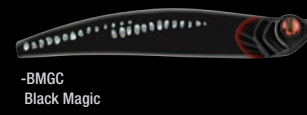
-001 Sexy Shad



-167LC Ghost



-BCH Blue/Chartreuse



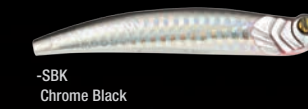
-BMGC Black Magic



-HDSHD HD Shad



-MS Mirror Shad



-SBK Chrome Black

HOOK	#4 Treble	#2 2x Strong Treble
WEIGHT	3/8oz (10.6g)	5/8oz (17.7g)
LENGTH	3 1/2" (8.9cm)	4 1/4" (10.8cm)
COLOR	001, 167LC, BCH, BMGC, HDSHD, MS, SBK	

DORAGON MINNOW



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



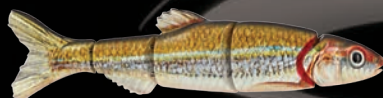
Jointed for natural swimming action



-130 Pike



-19 Chub



-33 Natural Minnow



-144 Golden Shiner



-21 Silver Minnow



-36 Perch



-32 Tiger Minnow



-75 Rainbow Trout

MODEL	MTZ-4	MTZ-6
HOOK	#6 Treble	#3 Treble
WEIGHT	7/16oz (12.4g)	1 3/8oz (39g)
LENGTH	4" (10.16cm)	6 1/2" (16.51cm)
COLOR	130, 144, 19, 21, 32, 33, 36, 75	

SNAPPY MINNOW



Suspending • Long cast model • Matzuo® black nickel hooks with dressed rear treble



Dressed Treble for added attraction



-FBG Female Bluegill



-GBOG Gold/Black Back/Orange Belly



-PCB Pearl Chartreuse/Orange Belly



-SBK Silver/Blue/Black Back

MODEL	SM9
DIVE DEPTH	4-8' (1.2-2.4m)
HOOK	#6 Treble
WEIGHT	7/16oz (12.4g)
LENGTH	4" (10.2cm)
COLOR	FBF, GBOG, PCB, SBK, SXD



-SXD Sexy Shad

KROAKER FROG



NEW
Design
& Colors
for 2018



Unique cupped mouth
for better popping action

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



-19 White



-28C All Star



-BNE Banana Lime



-M10 Leopard Frog



-28 Black



-CG Clear Gill



-M28 Bull Frog



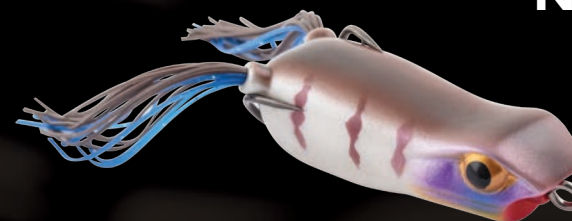
-31 Natural Frog



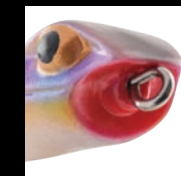
-FFG Fire

MODEL	MZ-CFV2
DIVE DEPTH	Surface
HOOK	5/0
WEIGHT	5/8oz (17.7g)
LENGTH	2.5" (6.35cm)
COLOR	19, 28, 28C, 31, BNE, CG, FFG, M10, M28

NANO KROAKER FROG



NEW
Design
& Colors
for 2018



Unique cupped mouth
for better popping action

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



-19 White



-28C All Star



-BNE Banana Lime



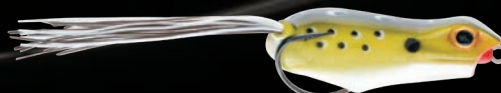
-M10 Leopard Frog



-28 Black



-CG Clear Gill



-M28 Bull Frog



-31 Natural Frog



-FFG Fire

MODEL	MZ-CFMV2
DIVE DEPTH	Surface
HOOK	5/0
WEIGHT	5/8oz (17.7g)
LENGTH	2" (5.08cm)
COLOR	19, 28, 28C, 31, BNE, CG, FFG, M10, M28

NANO CRANK



Bite-sized baitfish, the size of a penny



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



MODEL	NC2	NC3
DIVE DEPTH	0-2' (0-0.6m)	0-3' (0-0.9m)
HOOK	#8 Treble	#10 Treble
WEIGHT	5/32oz (4.4g)	9/32oz (7.97g)
LENGTH	1" (2.5cm)	1 1/2" (3.8cm)
COLOR	000, BLK/GLD, BTR, CHB, GS, RT, SHIN	

NANO DEEP DIVER



Bite-sized, achieves greater depth when needed • Highly reflective prism or matte finishes • Super sharp Matzuo® black nickel hooks • Floats at rest

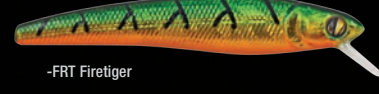
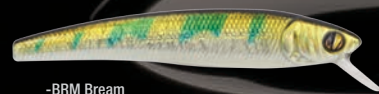


MODEL	NDM4
DIVE DEPTH	0-4' (0-1.2m)
HOOK	#8 Treble
WEIGHT	1/8oz (3.5g)
LENGTH	2" (5.1cm)
COLOR	000, BLK/GLD, EMSHIN, FRT, SHIN, WTSAT

NANO MINNOW

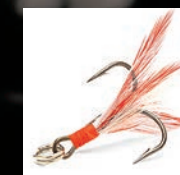


Bite-sized for moderate sized or neutral game fish • Highly reflective prism or matte finishes • Super sharp Matzuo® black nickel treble hooks • Floats at rest



MODEL	NM4	NM5
DIVE DEPTH	0-2' (0-0.6m)	0-3' (0-0.9m)
HOOK	#10 Treble	#8 Treble
WEIGHT	1/8oz (3.5g)	5/32oz (4.4g)
LENGTH	2 1/4" (5.7cm)	2 3/4" (7cm)
COLOR	000, BLK/GLD, BRM, CHB, EMSHIN, FRT, RT, SHIN, WTSAT	

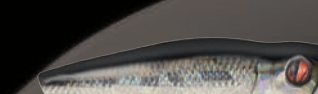
NANO POPPER



Dressed Treble for added attraction



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



MODEL	NP2
DIVE DEPTH	Topwater
HOOK	#10 Treble
WEIGHT	3/16oz (5.3g)
LENGTH	2" (5.1cm)
COLOR	000, BRM, CHB, FROG, SHIN

SHOCKWAVE INLINE SPINNER



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



MODEL	1MS	3MS	6MS
HOOK	#8 Treble	#6 Treble	#6 Treble
WEIGHT	1/16oz (1.8g)	1/8oz (3.5g)	1/4oz (7.1g)
COLOR	FRT, GOLD, RT, SILVER, STR		

DOUBLE SHOCKWAVE SPINNER



Double blades for twice the flash • Treble hook is dressed with Marabou and Flashabou • The 3/8oz version is perfect for bass, walleye and large trout • The 1/2oz is excellent for trophy fish

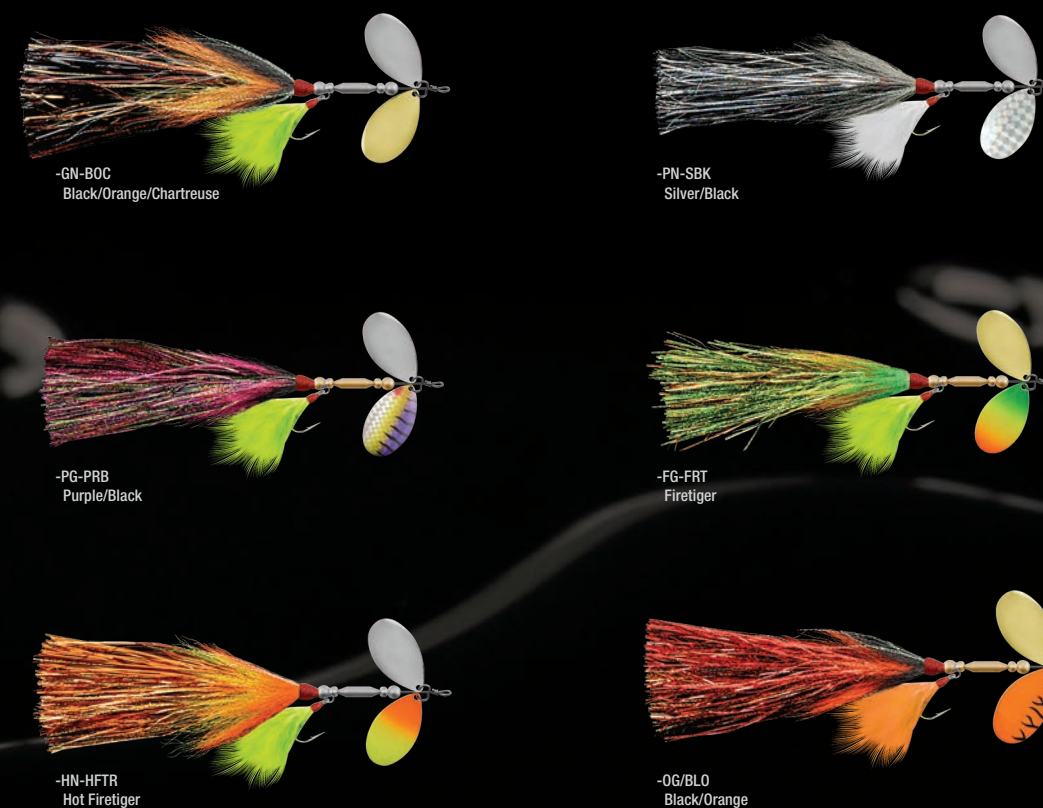


MODEL	7MSD	9MSD	11MSD
HOOK	#6 Treble	#4 Treble	#2 Treble
WEIGHT	3/8oz (10.6g)	1/2oz (14.17g)	3/4oz (21.26g)
COLOR	001, FRT, GOLD, RT, SILVER, STR		

MONSUTA SPINNER



Dual #9 & #5 Magnum Indiana blades • Industry's first triple combination of bucktail, tinsel, flashabou and marabou • Marabou dressed front Siwash hook is designed to run more clearly through vegetation ensuring solid hook ups on sideways or forward strikes



MODEL	MZM25
HOOK	Front #4/0 Rear #8/0
WEIGHT	2.5oz (70.87g)
LENGTH	11" (27.94cm)
COLOR	GN-BOC, PN-SBK, PG-PRB, FG-FRT, HN-HFTR, OG-BLO

SOFT PLASTICS

Matzuo America® has combined the latest advances in injection mold technology, with the knowledge and experience of our pro staff to introduce the highest quality, tournament grade soft plastics.



RAIBU SWIM SHAD



Precision molded soft plastic shad • Durable formula with impeccable action • Thumping paddle tail design
 • Mylar flash to attract fish from a distance • Great for swimming, jigging or drop-shotting



-BOM Bombay Lime



-CON Convict



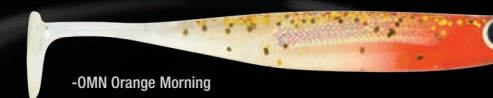
-CTC Cotton Candy



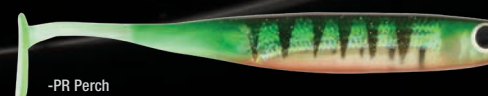
-GDB Gold Blush



-HHD Hot Head



-OMN Orange Morning



-PR Perch



-PSM Purple Smoke

MODEL	MZ-RA14	MZ-RA16
RECOMMENDED HOOK	1, 1/0, 2/0, 3/0	3/0, 4/0, 5/0
LENGTH	4" (10.16cm)	6" (15.24cm)
COLOR	BOM, HHD, PSM, OMN, CTC, PR, GDB, CON	



HOOKS

From the beginning, Matzuo built its reputation on creating unique and innovative hooks.

From the tournament-winning Rip-N-Roll™ to the massively popular Sickle®, Matzuo® hooks are precisely engineered, chemically sharpened and feature micro-calibrated strength bends.



Sickle® ADVANTAGE™

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

STRENGTH BEND

Ordinary hooks have a constant curve shape like the letter “U.” Under strain, this curve straightens more easily than the Sickle® Hook’s “strength bend.” Because of this the Sickle® hook can be produced from a finer wire, yet remain as strong or stronger than common hooks. Finer wire allows faster penetration when setting the hook, so this is the key to one of the Sickle hook’s unique advantages.

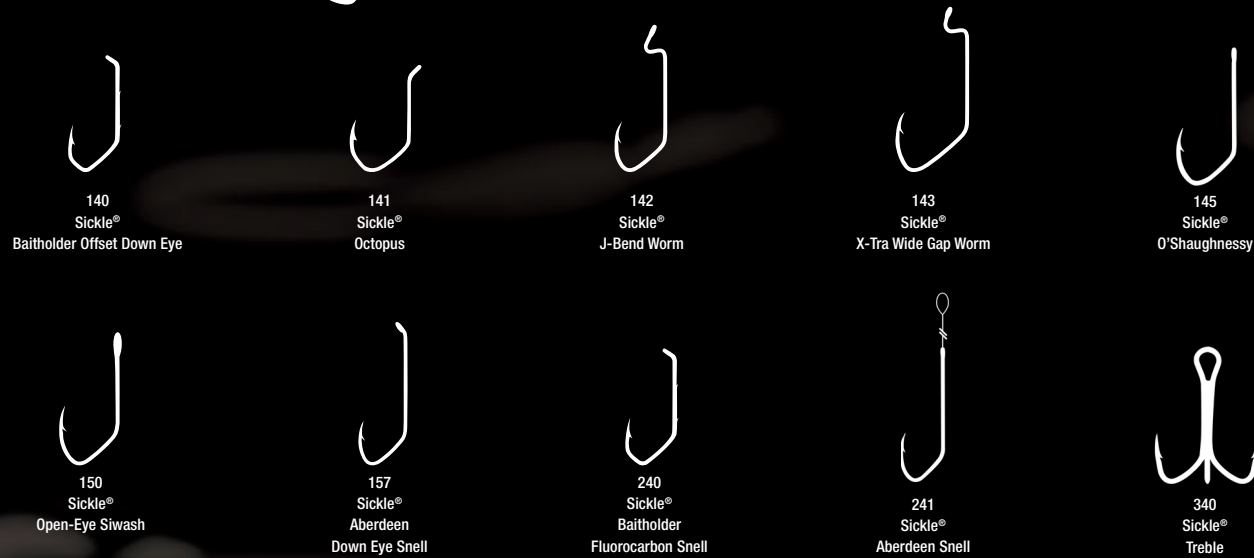


ANGLE BEND

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



Sickle® ADVANTAGE™ HOOK CHART



STANDARD / SPECIALTY



CODE KEY: 133011 - 3/0

A	B	C	D
---	---	---	---

A) HOOK NUMBER
 B) COLOR KEY: Black Chrome (01), Bronze (02), Gold (04), Sea Armor (05), Red Chrome (06)
 C) PACKAGING: Daypacks (1), Profit Hawgs (2)
 D) HOOK SIZE

Sickle® OCTOPUS



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

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

MODEL	141011-	141011-	141011-	141061-	141061-	141012-	141062-
COLOR	Black Chrome	Black Chrome	Black Chrome	Red Chrome	Red Chrome	Black Chrome	Red Chrome
SIZE	8, 6, 4, 2, 1	1/0, 2/0, 3/0	4/0, 5/0, 6/0	1/0	6, 4, 2, 1	8, 6, 4, 2, 1, 1/0, 2/0, 3/0, 4/0, 5/0, 6/0, 7/0	8, 6, 4, 2, 1, 1/0, 2/0, 3/0, 4/0
QTY	10	8	6	8	10	25	25

Sickle® X-TRA WIDE GAP WORM

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

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

MODEL	143011-	143011-	143061-	143061-	143012-
COLOR	Black Chrome	Black Chrome	Red Chrome	Red Chrome	Black Chrome
SIZE	1/0, 2/0, 3/0	4/0, 5/0	2/0, 3/0	4/0, 5/0	1, 1/0, 2/0, 3/0, 4/0, 5/0
QTY	6	5	6	5	25

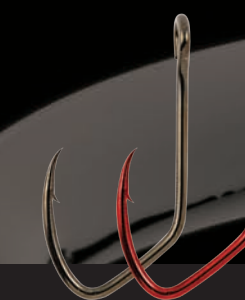


Sickle® SIWASH OPEN EYE

Favorite for salmon and steelhead in both fresh and saltwater

- Matzuo's hooks have ultra-sharp, chemically etched needle points and unique calibrated bends
- The Siwash Open Eye hook is ideal for replacement on spoons, as a trailer hook for spinnerbaits or as a stringer hook

MODEL	150011-	150011-	150011-	150012-
COLOR	Black Chrome	Black Chrome	Black Chrome	Black Chrome
SIZE	6, 4, 2, 1	1/0, 2/0, 3/0, 4/0	5/0	3/0, 4/0, 5/0
QTY	10	8	6	25



Sickle® J BEND WORM HOOK



Built for any thin bodied soft plastic, like worms, lizards or small creatures • Matzuo® worm hooks are made with high carbon wire and finished with a needle point

MODEL	142012-
COLOR	Black Chrome
SIZE	1, 1/0, 2/0, 3/0, 4/0, 5/0
QTY	25

Sickle® BAITHOLDER OFFSET DOWN EYE



A Sickle® Baitholder Offset Down Eye with slices on the shank to hold wiggling live bait or plastics in place for better bait presentation • Smaller sizes are great for walleye, trout and panfish

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

Sickle® 24 PIECE TREBLE HOOK ASSORTMENT



Treble hook assortment consists of a variety of treble hook sizes for lure hook replacements, rigs and bait fishing

MODEL	MHS-146					
COLOR	Blk Chrome Treble	Red Chrome Treble	Blk Chrome Treble	Red Chrome Treble	Blk Chrome Treble	Red Chrome Treble
SIZE	2	2	4	4	6	6
QTY	4	4	4	4	4	4

BAITHOLDER OFFSET DOWN EYE



This Baitholder is a turn down eye offset hook with two slices on the shank to hold wiggling live bait or plastics in place for better bait presentation • Smaller sizes are good for trout, panfish and walleye • Larger sizes perform well for larger gamefish or saltwater applications

MODEL	10021-
COLOR	Bronze
SIZE	10, 8, 6, 4, 2, 1
QTY	10

Sickle® ABERDEEN



The Sickle® Aberdeen hook is constructed of extra light wire eliminating excessive damage when puncturing baits and designed with an extra wide Sickle® bend between the point and shank for baiting minnows • The specially tempered wire will flex without breaking

MODEL	157022-	157062-
COLOR	Bronze	Red Chrome
SIZE	8, 6, 4, 2, 1, 1/0, 2/0	12, 10, 8, 6, 4, 2, 1, 1/0, 2/0, 3/0
QTY	25	25

Sickle® TREBLE



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

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

BAITHOLDER OFFSET STRAIGHT EYE



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

MODEL	102021-	102021-	102020-	102022-
COLOR	Bronze	Bronze	Bronze	Bronze
SIZE	8, 6, 4, 2, 1	1/0, 2/0	8, 6, 4, 2, 1, 1/0, 2/0	8, 6, 4, 2, 1, 1/0
QTY	10	8	25	25

X-TRA WIDE GAP J-BEND



The X-Wide Gap J-Bend hook is designed for today's soft plastics • The space from the point to the shank is wider than the standard hook • Hook has a needle point with high carbon wire

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

OCTOPUS BEAK



With its up eye and offset needle point hook design, this is a great hook for many applications • Hook of choice for both fresh and saltwater rigs

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

SALMON EGG



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

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

ROUND BEND XX STRONG



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

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

SNAGGING WEIGHTED



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

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

OCTOPUS BEAK



With its up eye and offset needle point hook design, this is a great hook for many applications • Hook of choice for both fresh and saltwater rigs

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

CIRCLE HOOK STRAIGHT EYE



The Matzuo® Circle Hook Straight Eye is a non-offset self-setting hook that works great in both salt and fresh water • A proven winner in many catfish tournaments • A popular guide and boat captain's hook for salt water fishing for catch and release

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

FINESSE WACKY WORM



Designed for wacky worm fishing • Perfect for wacky rigging for bass and free drifting for salmon and steelhead with small baits

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



RIP-N ROLL HOOK



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



Matzuo's® Rip-N Roll hooks are specially designed to slowly roll live bait while trolling or drifting • Built-in strength and field-tested angles keep the hook firmly planted in the fish's mouth when it makes a last minute run or jump • This premium hook is more effective than other hooks of the same size and weight • Works great with a bottom bouncer rig with 36" to 60" leader.

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



ALL-PURPOSE BAITHOLDER SNELLS



This snell is perfect for all types of live bait • Great for all fresh and saltwater uses

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

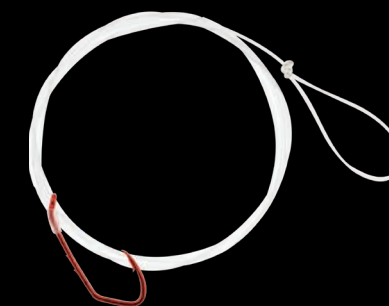
ABERDEEN DOWN EYE SNELL



Matzuo® Down Eye Snells feature the latest technology: hi-carbon wire, heat treating, plating, design, and chemically-sharpened needle points

MODEL	205041-
COLOR	Gold
SIZE	8, 6, 4, 2
LENGTH	18"
QTY	6

ALL-PURPOSE BAITHOLDER SNELLS



Featuring fluorocarbon leaders and our patented Sickle® hook design • Perfect for all fishing applications

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

RIP-N ROLL SWIVEL HOOK



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



The Rip-N Roll Swivel Hook has all the exclusive features of the Matzuo® Rip-N Roll Hook, but adds an attached swivel to allow the hook to spin freely and prevent line twist

MODEL	91001-
COLOR	Black Chrome
SIZE	1, 1/0
QTY	10

RIP-N ROLL RIG



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



The Rip-N Roll Rig features our specially designed hook that slowly rolls live bait while trolling

MODEL	92001-	92006-
COLOR	Black Chrome	Red Chrome
SIZE	1, 1/0	1, 1/0
LENGTH	60	60
QTY	3	3

FLUOROCARBON TREBLE SNELLS



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

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

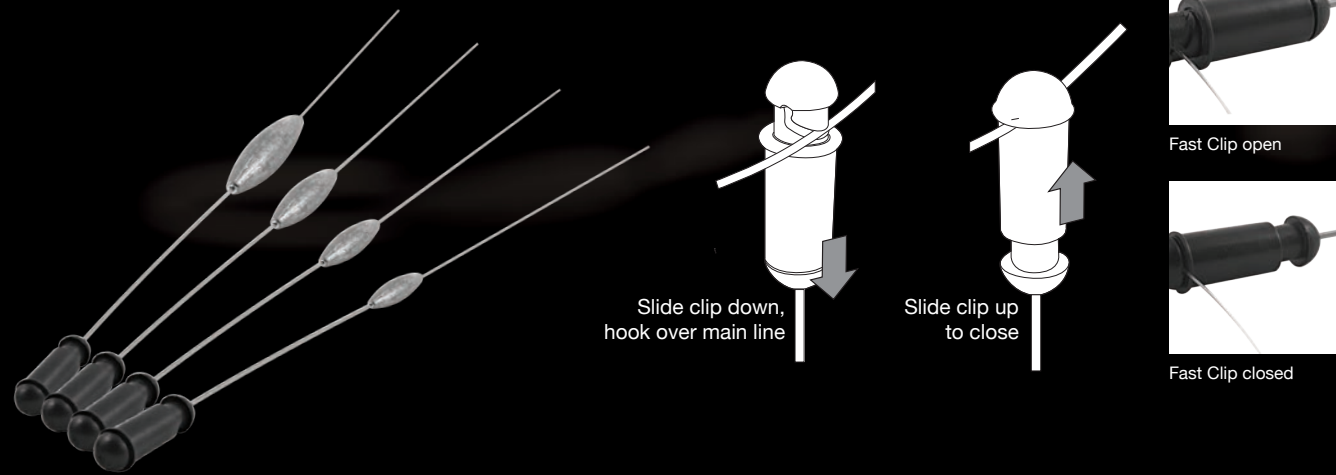
FLUOROCARBON CIRCLE HOOK SNELL



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

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

FAST CLIP BOTTOM BOUNCERS



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

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

MODEL	MTZ-FSC12	MTZ-FSC34	MTZ-FSC1	MTZ-FSC112	MTZ-FSC2	MTZ-FSC13
COLOR	Natural	Natural	Natural	Natural	Natural	Natural
WEIGHT	1/2oz	3/4oz	1oz	1 1/2oz	2oz	3oz
QTY	2	2	2	2	2	2

STAND UP FLOATING BOTTOM BOUNCERS



This FIRST EVER stand-up, floating bouncer is a must have

- It slides over rocks, timber and weeds as it floats freely in the upright position at all times - tension or no tension
- Complete with glass bead and a premium swivel, and available in three colors and four sizes

MODEL	MTZ-SUF12-0	MTZ-SUF12-C	MTZ-SUF12-B	MTZ-SUF34-0	MTZ-SUF34-C	MTZ-SUF34-B	MTZ-SUF1-0	MTZ-SUF1-C	MTZ-SUF1-B	MTZ-SUF112-0	MTZ-SUF112-C
COLOR	Orange	Chartreuse	Black	Orange	Chartreuse	Black	Orange	Chartreuse	Black	Orange	Chartreuse
WEIGHT	1/2oz	1/2oz	1/2oz	3/4oz	1/2oz	1/2oz	1oz	1oz	1oz	1 1/2oz	1 1/2oz
QTY	1	1	1	1	1	1	1	1	1	1	1

JIGS & TERMINAL

We have an endless offering of jigs and rigs no matter what specie you are targeting or body of water you're fishing in.

Regionally developed by our Matzuo America® pro staff to ensure that you have the correct rig configuration for your specific application...all with Matzuo® hooks.



BULK JIGS

Matzuo® jigheads feature premium solid and multi-color paint finishes, super sharp Matzuo® jig hooks in Bronze and Black Chrome, and a variety of sizes and styles. Offered in a wide range of jig styles in bulk, fully UPC coded.

A wide variety of colors and sizes 1/32 to 1 oz in various styles - Stand-up jigs, Round jigs, Round jigs with short Shank Stinger eyelets, Glitter jigs, Rattling jigs, Whirly jigs, Micro-Flet jigs and Tube jigs, painted with high attention to detail. Sold 50 to a box.



Bulk Jig Displays and Bulk Bags are available.

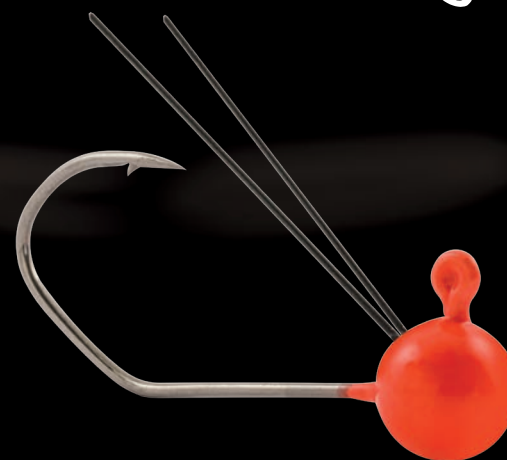
BULK JIG STYLES



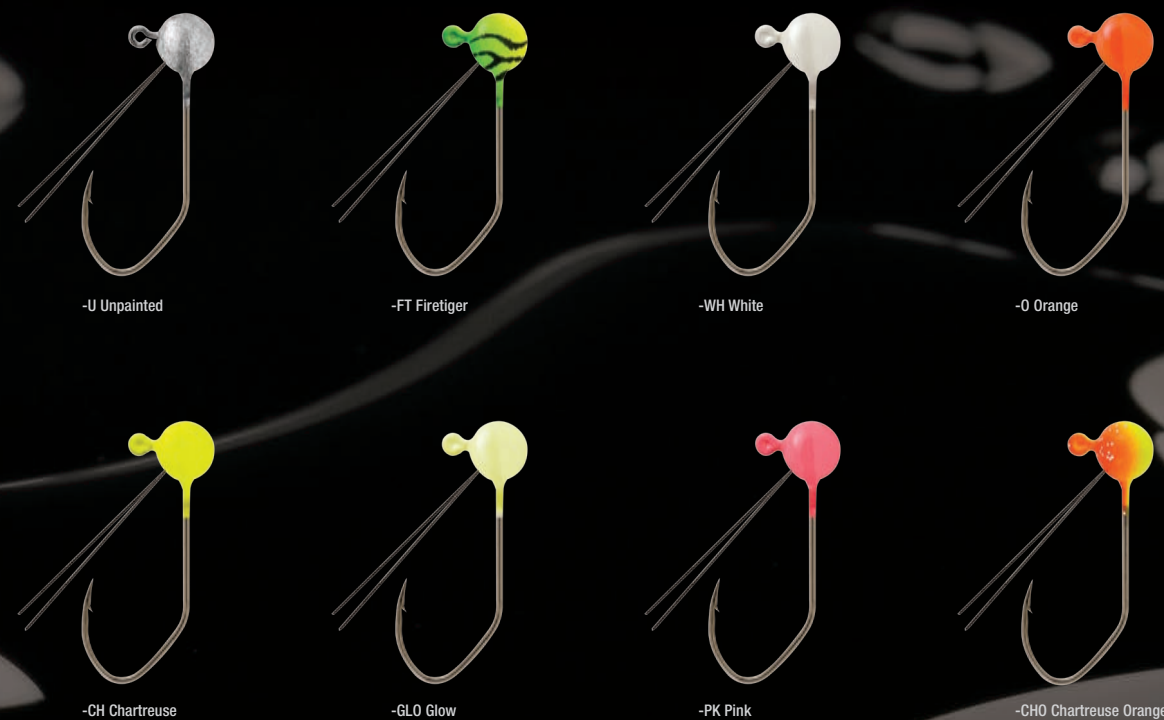
COLOR CHART



Sickle® WEEDLESS JIG



Matzuo Sickle® hook technology with improved shorter shank • Titanium Weed guard technology reduces snags, unwanted vegetation and debris • Weed guard is flexible for maximized hook sets • Chip resistant paint with heavy epoxy coating

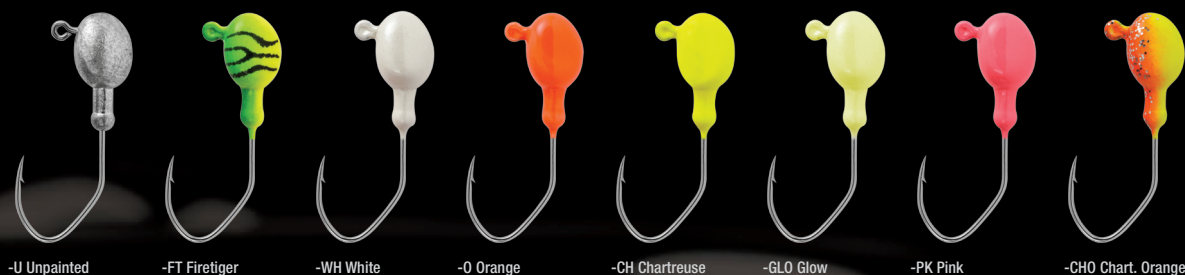


MODEL	MZSWJ16	MZSWJ18	MZSWJ14
WEIGHT	1/16oz (1.8g)	1/8oz (3.5g)	3/16oz (5.3g)
HOOK	3/0	3/0	4/0
QTY	5	5	5
COLOR	CH, FT, WH, O, CH, GLO, PK, CHO		



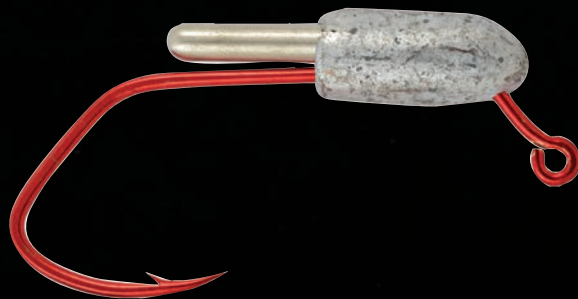
Sickle® CUTTER JIGHEADS

Economic, Current Cutter jighead design to cut through strong current • Chemically sharpened black nickel Matzuo Sickle® hook
 • Chip resistant paint with heavy epoxy coating



MODEL	MZSJC16	MZSJC18	MZSJC14	MZSJC38
WEIGHT	1/16oz (1.8g)	1/8oz (3.5g)	1/4oz (7.1g)	3/8oz (10.6g)
HOOK	3/0	3/0	4/0	4/0
QTY	5	5	5	5
COLOR	U, FT, WH, O CH, GLO, PK, CHO			

Sickle® RATTLING TUBE JIGHEADS



When a little sound is needed, the Matzuo® Rattling Tube Jighead provides the answer by making all bass tubes doubly effective • Features premium, chemically sharpened Matzuo® red chrome hooks

MODEL	RSJ616	RSJ618	RSJ614	RSJ638
WEIGHT	1/16oz (1.8g)	1/8oz (3.5g)	1/4oz (7.1g)	3/8oz (10.6g)
HOOK	3/0	4/0	5/0	5/0
QTY	5	5	5	5
COLOR	Red Chrome			

STAINLESS STEEL SWIVELS

OVER
2X
STRONGER
THAN BRASS



Super-strong, premium stainless steel swivels offer ultra-smooth rotation, making line twist a thing of the past. An angler's dream—compact, beautiful, and super strong! Available in 6 different configurations. Over twice as strong as brass.

BALL BEARING SWIVEL



MODEL	SSBBS-						
SIZE	2	3	4	5	6	7	8
TEST	50lb	100lb	150lb	175lb	200lb	250lb	300lb
QTY	5	5	4	3	3	2	2
SWIVEL STRENGTH	120lb	180lb	230lb	420lb	490lb	550lb	680lb

CRANE SWIVEL



MODEL	SSBS-							
SIZE	12	10	7	5	3	1	1/10	
TEST	100lb	150lb	180lb	220lb	310lb	500lb	600lb	
QTY	15	15	12	12	12	10	8	
SWIVEL STRENGTH	70lb	90lb	150lb	180lb	300lb	350lb	480lb	

BALL BEARING COAST LOCK SWIVEL



MODEL	SSCLBB-		
SIZE	5	6	7
TEST	100lb	175lb	200lb
QTY	3	2	2
SWIVEL	420lb	490lb	550lb
SNAP	100lb	175lb	200lb

BALL BEARING INTERLOCK SWIVEL



MODEL	SSBBSS-			
SIZE	2	3	4	5
TEST	30lb	50lb	75lb	100lb
QTY	5	5	4	3
SWIVEL	120lb	180lb	230lb	420lb
SNAP	25lb	35lb	45lb	55lb

COAST LOCK CRANE SWIVEL



MODEL	SSCLSS-					
SIZE	12	10	5	3	1	2/0
TEST	100lb	130lb	200lb	250lb	300lb	550lb
QTY	8	8	6	4	3	2
SWIVEL	70lb	90lb	180lb	300lb	350lb	600lb
SNAP	30lb	40lb	100lb	110lb	150lb	220lb

INTERLOCK BARREL SWIVELS



MODEL	SSBSS-					
SIZE	12	10	7	5	3	1
TEST	100lb	130lb	175lb	200lb	250lb	300lb
QTY	10	10	8	8	6	5
SWIVEL	35lb	40lb	44lb	55lb	67lb	89lb
SNAP	15lb	25lb	35lb	35lb	45lb	55lb

PROMOTIONAL DISPLAYS



Small Sidekick



Large Display Sidekick



Large Nano Display Sidekick



SOFT PLASTICS 39

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

JIGHEADS 43

- RATTLE JIGHEAD
- ROUND HEAD JIG
- WHIPLASH JIG
- STANDUP JIGHEAD
- FLOATING JIG

SPOONS 47

- LIFELIKE SPOON
- GAMEFISH SPOON

RIGS 49

- WALLEYE A PLUG
- WALLEYE SPIN RIG
- PERCH MARAFASH RIG
- PERCH BEAD RIG
- COLORADO STEEL / MONO RIG
- WORM WIGGLER
- STEEL WILLOW HARNESS
- BOTTOM BOUNCER



SOFT PLASTICS



CURLY TAIL GRUB

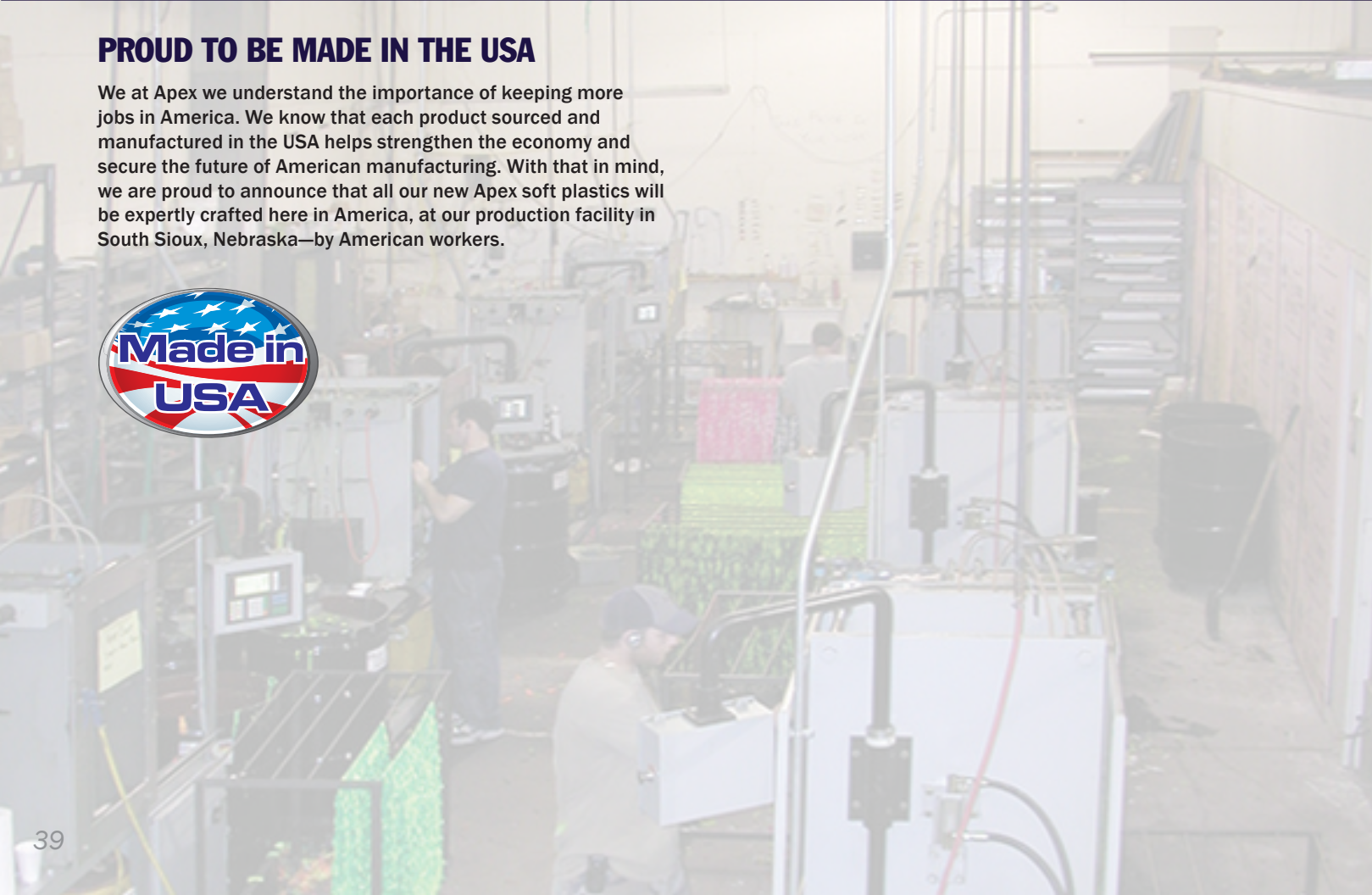
The Apex® Curly Tail Grub has an incredibly enticing action that drives fish crazy. Made in America. Available in 10 colors and 3 sizes.



1" (2.5cm)	MODEL	AP-CT1-11	AP-CT1-16	AP-CT1-17	AP-CT1-33	AP-CT1-44	AP-CT1-68	AP-CT1-73	AP-CT1-74	AP-CT1-75	AP-CT1-8
	QTY	12	12	12	12	12	12	12	12	12	12
	COLOR	Orange	Chart/Silver Flake	Glow	Purple/Blue Flake	Clear/Red Flake	Pink/Silver Flake	Hi-Lite Blue	Dirt	Chart/Blue Flake	White
2" (5cm)	MODEL	AP-CT2-11	AP-CT2-16	AP-CT2-17	AP-CT2-33	AP-CT2-44	AP-CT2-68	AP-CT2-73	AP-CT2-74	AP-CT2-75	AP-CT2-8
	QTY	10	10	10	10	10	10	10	10	10	10
	COLOR	Orange	Chart/Silver Flake	Glow	Purple/Blue Flake	Clear/Red Flake	Pink/Silver Flake	Hi-Lite Blue	Dirt	Chart/Blue Flake	White
3" (7.6cm)	MODEL	AP-CT3-11	AP-CT3-16	AP-CT3-17	AP-CT3-33	AP-CT3-44	AP-CT3-68	AP-CT3-73	AP-CT3-74	AP-CT3-75	AP-CT3-8
	QTY	10	10	10	10	10	10	10	10	10	10
	COLOR	Orange	Chart/Silver Flake	Glow	Purple/Blue Flake	Clear/Red Flake	Pink/Silver Flake	Hi-Lite Blue	Dirt	Chart/Blue Flake	White

PROUD TO BE MADE IN THE USA

We at Apex we understand the importance of keeping more jobs in America. We know that each product sourced and manufactured in the USA helps strengthen the economy and secure the future of American manufacturing. With that in mind, we are proud to announce that all our new Apex soft plastics will be expertly crafted here in America, at our production facility in South Sioux, Nebraska—by American workers.



SHAD

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



1" (2.5cm)	MODEL	AP-SH1-16	AP-SH1-37	AP-SH1-38	AP-SH1-5	AP-SH1-6	AP-SH1-66	AP-SH1-67	AP-SH1-73	AP-SH1-81	AP-SH1-9
	QTY	12	12	12	12	12	12	12	12	12	12
	COLOR	Chart/Silver Flake	Clear/Gold Flake	Chart/Red Flake	Orange/Black	Chart/Orange	Purple/Pearl	Bubble Gum/Pearl	Hi-Lite/Black	Dace	Chart/Green
2" (5cm)	MODEL	AP-SH2-16	AP-SH2-37	AP-SH2-38	AP-SH2-5	AP-SH2-6	AP-SH2-66	AP-SH2-67	AP-SH2-73	AP-SH2-81	AP-SH2-9
	QTY	10	10	10	10	10	10	10	10	10	10
	COLOR	Chart/Silver Flake	Clear/Gold Flake	Chart/Red Flake	Orange/Black	Chart/Orange	Purple/Pearl	Bubble Gum/Pearl	Hi-Lite/Black	Dace	Chart/Green
3" (7.6cm)	MODEL	AP-SH3-16	AP-SH3-37	AP-SH3-38	AP-SH3-5	AP-SH3-6	AP-SH3-66	AP-SH3-67	AP-SH3-73	AP-SH3-81	AP-SH3-9
	QTY	10	10	10	10	10	10	10	10	10	10
	COLOR	Chart/Silver Flake	Clear/Gold Flake	Chart/Red Flake	Orange/Black	Chart/Orange	Purple/Pearl	Bubble Gum/Pearl	Hi-Lite/Black	Dace	Chart/Green

PADDLETAIL WORM

Whether you're rigging this on a jighead or weedless hook, the long body provides a great profile for fish to attack while the paddle tail kicks and thumps. A tremendous combination for either active or inactive fish. Made in America. Available in 8 colors.



4" (10.2cm)								
MODEL	AP-PT4-14	AP-PT4-16	AP-PT4-44	AP-PT4-53	AP-PT4-63	AP-PT4-64	AP-PT4-68	AP-PT4-69
QTY	8	8	8	8	8	8	8	8
COLOR	Chart	Chart/Silver Flake	Clear/Red Flake	Clear/Holo Flake	Water/Red Flake	Natural	Pink/Silver Flake	Lime/Silver Flake

CRAWLER

One of the oldest and most traditional shapes in soft plastics is the worm, and with good reason; it catches fish. Made in America. Available in 8 colors.



6" (15.2cm)								
MODEL	AP-6CR-14	AP-6CR-15	AP-6CR-37	AP-6CR-38	AP-6CR-48	AP-6CR-54	AP-6CR-64	AP-6CR-76
QTY	10	10	10	10	10	10	10	10
COLOR	Chartreuse	Pearl Chartreuse	Clear/Gold Flake	Chart/Red Flake	Electric Grape	Minnow Flash	Natural	Bubble Gum

TINSEL TAIL TUBE

Super soft, brilliant colors, lively tails. High flash tinsel and flash-a-bou when a little extra flash is needed.



1.5" (3.8cm)						
MODEL	APT15-10-36	APT15-10-16	APT15-10-67	APT15-10-25	APT15-10-52	APT15-10-1G
QTY	10	10	10	10	10	10
COLOR	Red/Chart Glitter	Chart Glitter/Chart Slv	Pink/White	Black/Chartreuse	Yellow/White	Glow

INSIDE TUBE JIGHEAD

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



1/32oz (.88g)		1/16oz (1.77g)	
MODEL	APTJH132-10	MODEL	APTJH116-10
HOOK	#2	HOOK	#2
QTY	10	QTY	10
COLOR	Gold	COLOR	Gold

SALTY MINI TUBE

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



1.5" (3.8cm)										
MODEL	APMT15-73	APMT15-16	APMT15-1	APMT15-36	APMT15-25	APMT15-52	APMT15-67	APMT15-75	APMT15-6	APMT15-314
QTY	10	10	10	10	10	10	10	10	10	10
COLOR	Pearl	Chart Glitter/Chart	Red Gitr/White	Red Gitr/Chart Gitr	Black Red Gitr/Chart Gitr	Yellow/Pearl	Pink/Pearl	Blue Glitter/White	Orange/Chart Gitr	Pink/Chart Gitr

RIGGED MINI TUBE

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



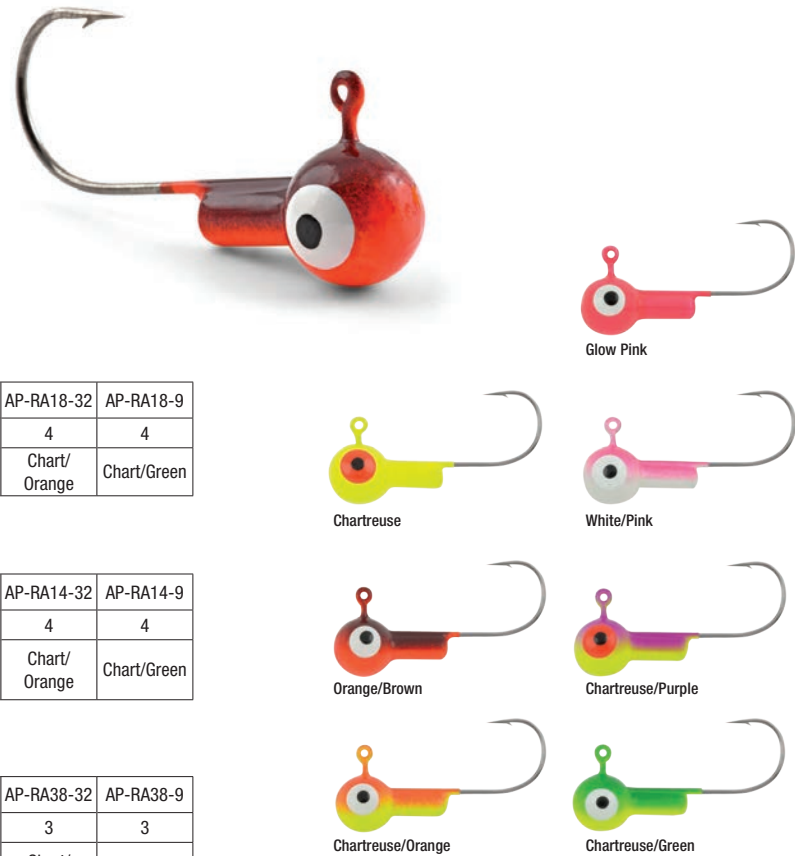
1.5" (3.8cm)						
MODEL	APMT15R-16	APMT15R-36	APMT15R-25	APMT15R-67	APMT15R-1	APMT15R-75
HOOK	#2	#2	#2	#2	#2	#2
QTY	5	5	5	5	5	5
COLOR	Chart Gitr/Chart	Red Gitr/Chart Gitr	Black Rd Gitr/Chart Gitr	Pink/White	Red Gitr/White	Glow

JIGHEADS



RATTLE JIGHEAD

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



1/8oz 3.5g						
MODEL	AP-RA18-14	AP-RA18-22	AP-RA18-27	AP-RA18-28	AP-RA18-32	AP-RA18-9
QTY	4	4	4	4	4	4
COLOR	Chartreuse	Glow Pink	White/Pink	Orange/Brown	Chart/Orange	Chart/Green

1/4oz 7.1g						
MODEL	AP-RA14-14	AP-RA14-22	AP-RA14-27	AP-RA14-28	AP-RA14-32	AP-RA14-9
QTY	4	4	4	4	4	4
COLOR	Chartreuse	Glow Pink	White/Pink	Orange/Brown	Chart/Orange	Chart/Green

3/8oz 10.6g						
MODEL	AP-RA38-14	AP-RA38-22	AP-RA38-27	AP-RA38-28	AP-RA38-32	AP-RA38-9
QTY	3	3	3	3	3	3
COLOR	Chartreuse	Glow Pink	White/Pink	Orange/Brown	Chart/Orange	Chart/Green

ROUND HEAD JIG

Our special X-Strong Thru-Head Construction is a huge improvement over traditional round head jigs. The unique construction provides incredible strength and does not split soft plastics with the improved keeper. Available in 8 colors and 4 sizes.



1/16oz 1.8g						
MODEL	AP-RH116-11	AP-RH116-14	AP-RH116-23	AP-RH116-3	AP-RH116-30	AP-RH116-8
QTY	10	10	10	10	10	10
COLOR	Orange	Chartreuse	Glow White	Firetiger	Pink	White

1/8oz 3.5g						
MODEL	AP-RH118-11	AP-RH118-14	AP-RH118-23	AP-RH118-3	AP-RH118-30	AP-RH118-8
QTY	8	8	8	8	8	8
COLOR	Orange	Chartreuse	Glow White	Firetiger	Pink	White

1/4oz 7.1g						
MODEL	AP-RH114-11	AP-RH114-14	AP-RH114-23	AP-RH114-3	AP-RH114-30	AP-RH114-8
QTY	8	8	8	8	8	8
COLOR	Orange	Chartreuse	Glow White	Firetiger	Pink	White

3/8oz 10.6g						
MODEL	AP-RH38-11	AP-RH38-14	AP-RH38-23	AP-RH38-3	AP-RH38-30	AP-RH38-8
QTY	6	6	6	6	6	6
COLOR	Orange	Chartreuse	Glow White	Firetiger	Pink	White

WHIPLASH JIG

With its rotating propeller to call in fish from a distance and tremendous paint finishes, this jig is sure to be around for a long time! Available in 6 colors and 3 sizes.

1/8oz 3.5g						
MODEL	AP-WH18-11	AP-WH18-17	AP-WH18-27	AP-WH18-29	AP-WH18-3	AP-WH18-32
QTY	3	3	3	3	3	3
COLOR	Orange	Glow	White/Pink	Chart/Purple	Firetiger	Chart/Orange

1/4oz 7.1g						
MODEL	AP-WH14-11	AP-WH14-17	AP-WH14-27	AP-WH14-29	AP-WH14-3	AP-WH14-32
QTY	3	3	3	3	3	3
COLOR	Orange	Glow	White/Pink	Chart/Purple	Firetiger	Chart/Orange

3/8oz 10.6g						
MODEL	AP-WH38-11	AP-WH38-17	AP-WH38-27	AP-WH38-29	AP-WH38-3	AP-WH38-32
QTY	3	3	3	3	3	3
COLOR	Orange	Glow	White/Pink	Chart/Purple	Firetiger	Chart/Orange



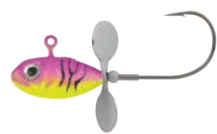
Orange



Glow



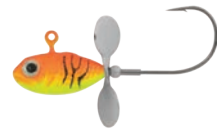
White/Pink



Chartreuse/Purple



Firetiger



Chartreuse/Orange

STANDUP JIGHEAD

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



1/8oz 3.5g								
MODEL	AP-SU18-10	AP-SU18-24	AP-SU18-25	AP-SU18-26	AP-SU18-28	AP-SU18-29	AP-SU18-3	AP-SU18-32
QTY	3	3	3	3	3	3	3	3
COLOR	Chart/Pink	White/Black	Chart/Black	Glow Rainbow	Orange/Brown	Chart/Purple	Firetiger	Chart/Orange

1/4oz 7.1g								
MODEL	AP-SU14-10	AP-SU14-24	AP-SU14-25	AP-SU14-26	AP-SU14-28	AP-SU14-29	AP-SU14-3	AP-SU14-32
QTY	3	3	3	3	3	3	3	3
COLOR	Chart/Pink	White/Black	Chart/Black	Glow Rainbow	Orange/Brown	Chart/Purple	Firetiger	Chart/Orange

3/8oz 10.6g								
MODEL	AP-SU38-10	AP-SU38-24	AP-SU38-25	AP-SU38-26	AP-SU38-28	AP-SU38-29	AP-SU38-3	AP-SU38-32
QTY	3	3	3	3	3	3	3	3
COLOR	Chart/Pink	White/Black	Chart/Black	Glow Rainbow	Orange/Brown	Chart/Purple	Firetiger	Chart/Orange



Chartreuse/Pink



White/Black



Chartreuse/Black



Glow Rainbow



Orange/Brown



Chartreuse/Purple



Firetiger



Chartreuse/Orange

FLOATING JIG

The upturned hook catches fish much more effectively than its predecessors and the foam provides a lot of flotation while feeling natural to the fish when they bite. Available in 6 sizes and 2 colors.

HOOK SIZE 2					
MODEL	AP-FJH12-14	AP-FJH12-27	AP-FJH12-30	AP-FJH12-32	AP-FJH12-9
QTY	10	10	10	10	10
COLOR	Chartreuse	Pink	White/Pink	Chart/Orange	Chart/Green

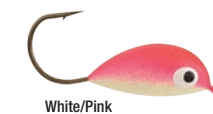
HOOK SIZE 1/0					
MODEL	AP-FJH10-14	AP-FJH10-27	AP-FJH10-30	AP-FJH10-32	AP-FJH10-9
QTY	8	8	8	8	8
COLOR	Chartreuse	Pink	White/Pink	Chart/Orange	Chart/Green



Chartreuse



Pink



White/Pink



Chartreuse/Orange



Chart/Green

SPOONS



LIFELIKE SPOON

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



Rainbow Trout



Perch



Dace



Goldfish



Chub



Shiner

1/2 oz 2 1/4" (5.7cm)
MODEL AP-LL225-4 AP-LL225-80 AP-LL225-81 AP-LL225-82 AP-LL225-83 AP-LL225-84
COLOR Rainbow Trout Perch Dace Goldfish Chub Shiner

5/8 oz 2 7/8" (7.3cm)
MODEL AP-LL278-4 AP-LL278-80 AP-LL278-81 AP-LL278-82 AP-LL278-83 AP-LL278-84
COLOR Rainbow Trout Perch Dace Goldfish Chub Shiner

3/4 oz 3 1/4" (8.3cm)
MODEL AP-LL325-4 AP-LL325-80 AP-LL325-81 AP-LL325-82 AP-LL325-83 AP-LL325-84
COLOR Rainbow Trout Perch Dace Goldfish Chub Shiner

GAMEFISH SPOON

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



SPECIES SPECIFIC KITS



TROUT

3/8oz 10.6g
MODEL SP38-1 SP38-2 SP38-3 SP38-4 SP38-5 SP38-6
COLOR Red/White 5 Diamond Firetiger Trout Orange/Black Chart/Orange

1/2oz 14.2g
MODEL SP12-1 SP312-2 SP12-3 SP12-4 SP12-5 SP12-6
COLOR Red/White 5 Diamond Firetiger Trout Orange/Black Chart/Orange

5/8oz 17.7g
MODEL SP58-2 SP58-3 SP58-4 SP58-6
COLOR 5 Diamond Firetiger Trout Chart/Orange

7/8oz 24.8g
MODEL SP78-1 SP78-2 SP78-3 SP78-4
COLOR Red/White 5 Diamond Firetiger Trout

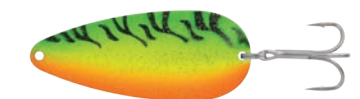
AST
MODEL AP-6TRT
COLOR Trout GF Spn Kit



Red/White



5 Diamond



Firetiger



Trout



Orange/Black



Chartreuse/Orange

RIGS



WALLEYE A PLUG

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

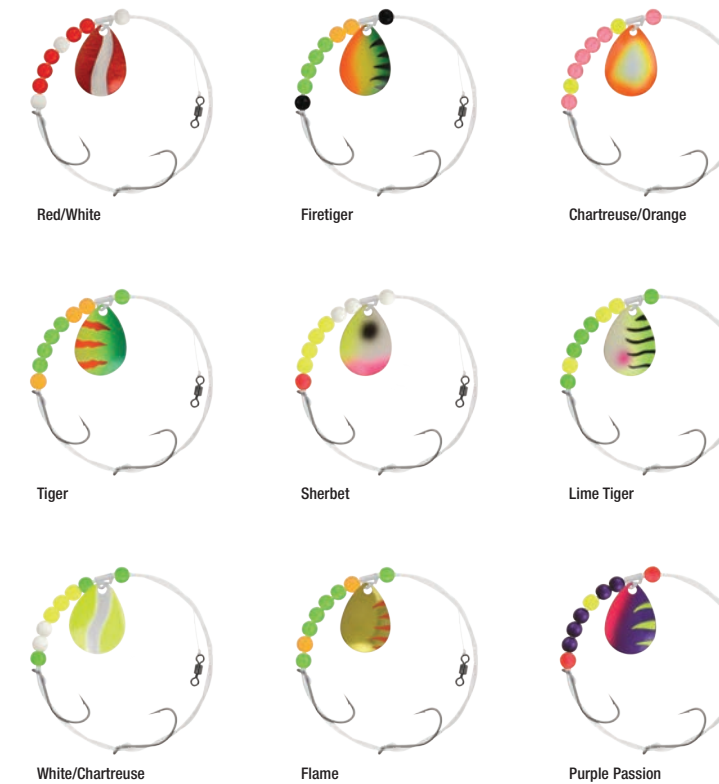


1.5" (3.8cm)						
MODEL	AP-WAP15-19	AP-WAP15-22	AP-WAP15-3	AP-WAP15-20	AP-WAP15-31	AP-WAP15-32
COLOR	Glow Chartreuse	Glow Pink	Firetiger	Glow Purple	Chartreuse/Orange	Purple/Chartreuse

2" (5cm)						
MODEL	AP-WAP2-19	AP-WAP2-22	AP-WAP2-3	AP-WAP2-20	AP-WAP2-31	AP-WAP2-32
COLOR	Glow Chartreuse	Glow Pink	Firetiger	Glow Purple	Chartreuse/Orange	Purple/Chartreuse

WALLEYE SPIN RIG

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

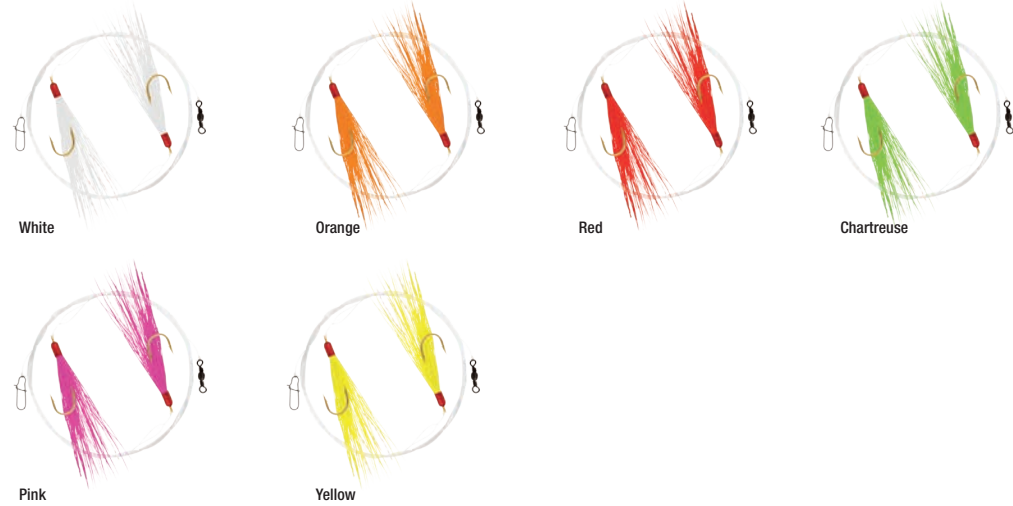


1.5" (3.8cm)						
MODEL	AP-WAP15-19	AP-WAP15-22	AP-WAP15-3	AP-WAP15-20	AP-WAP15-31	AP-WAP15-32
COLOR	Glow Chartreuse	Glow Pink	Firetiger	Glow Purple	Chartreuse/Orange	Purple/Chartreuse

2" (5cm)						
MODEL	AP-WAP2-19	AP-WAP2-22	AP-WAP2-3	AP-WAP2-20	AP-WAP2-31	AP-WAP2-32
COLOR	Glow Chartreuse	Glow Pink	Firetiger	Glow Purple	Chartreuse/Orange	Purple/Chartreuse

PERCH MARAFLASH RIG

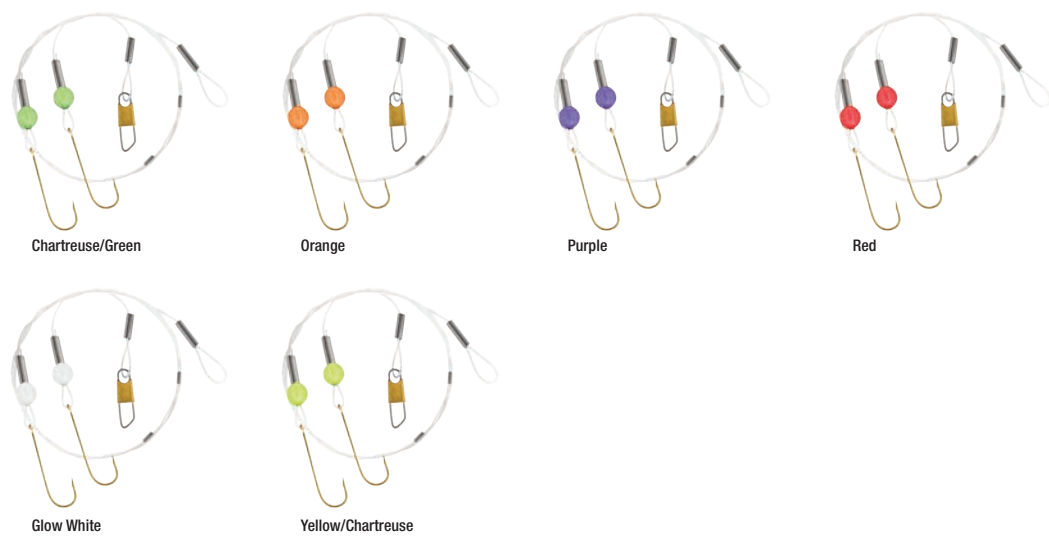
These Marabou and Mylar combinations will flit and flash with the slightest of twitches to your rod. Drive panfish crazy with this new rig! 20" rig length. 8lb monofilament. Available in 6 colors.



MODEL	AP-PMR-8	AP-PMR-11	AP-PMR-13	AP-PMR-14	AP-PMR-30	AP-PMR-52
HOOK	#6	#6	#6	#6	#6	#6
COLOR	White	Orange	Red	Chartreuse	Pink	Yellow

PERCH BEAD RIG

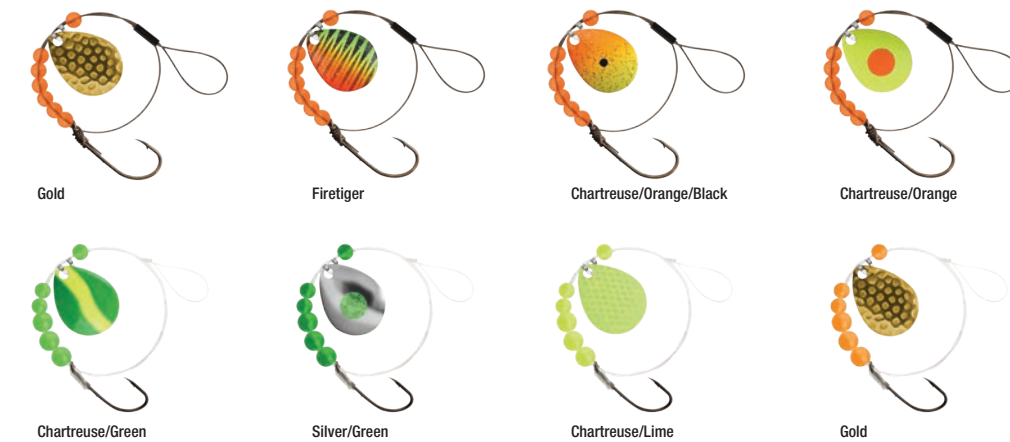
Perch are quite often found schooled up and this bead rig allows anglers to fish multiple depths with multiple hooks. A tremendous rig for any perch angler. 14" rig length. 20lb monofilament. Size #6 Gold Aberdeen Matzuo® hooks. Available in 6 colors.



MODEL	AP-PBR-9	AP-PMR-11	AP-PMR-13	AP-PMR-14	AP-PMR-30	AP-PMR-52
HOOK	#6	#6	#6	#6	#6	#6
COLOR	Chart/Green	Orange	Purple	Red	Glow White	Yellow/Chart

COLORADO STEEL / MONO RIG

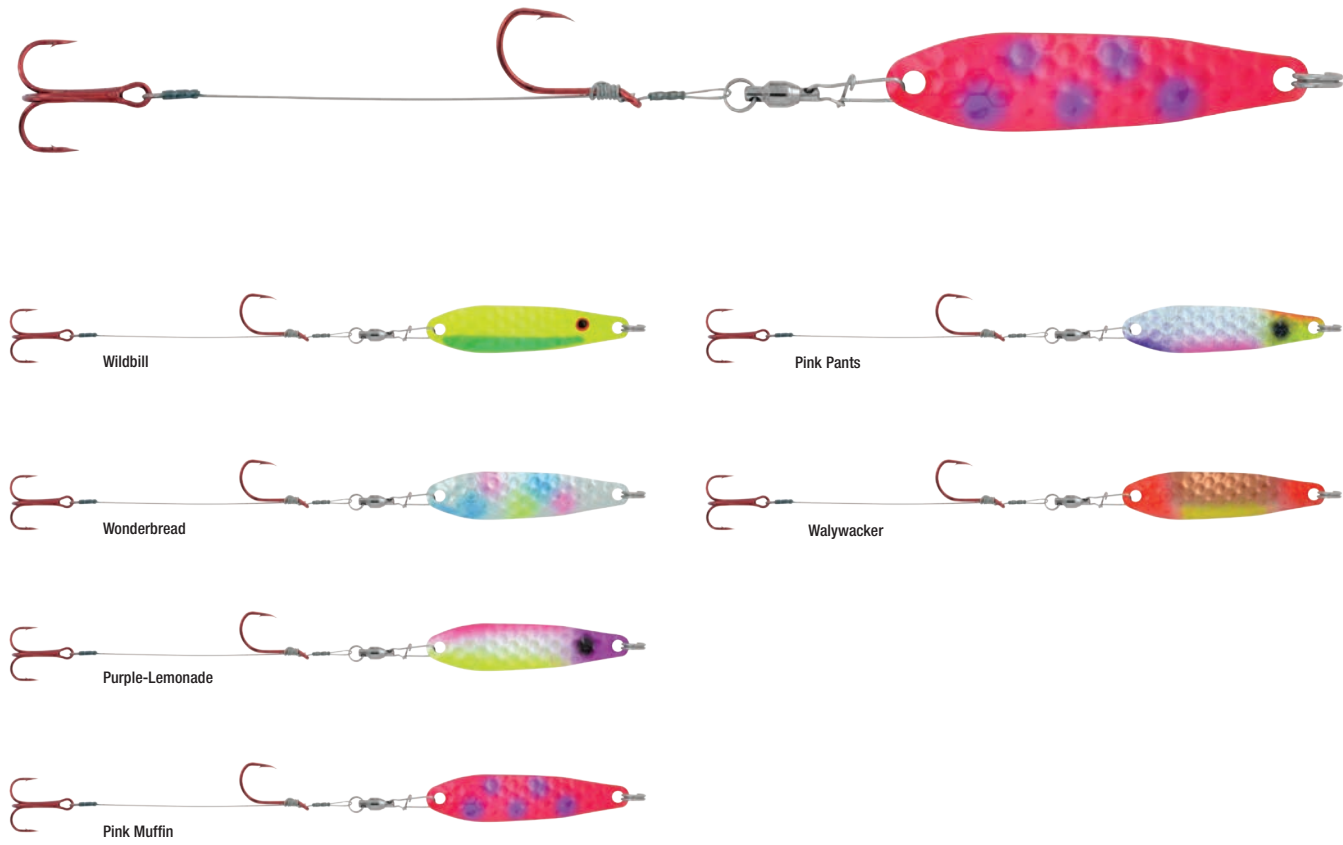
Colorado Mono rigs come 2 per pack and are available in 4 colors. Colorado Steel rigs come 1 per pack and are available in 4 colors. Length of steel leader - 10".



MODEL	AP-CH#3-49	AP-CH#3-50	AP-CH#3-72	AP-CH#3-9	AP-CH#3-3	AP-SCH#3-49	AP-SCH#3-51	AP-SCH#3-6
HOOK	#3	#3	#3	#3	#3	#3	#3	#3
COLOR	Gold	Silver/Green	Chart/Lime	Chart/Green	Firetiger	Gold	Chart/Orange/Black	Chart/Orange

WORM WIGGLER

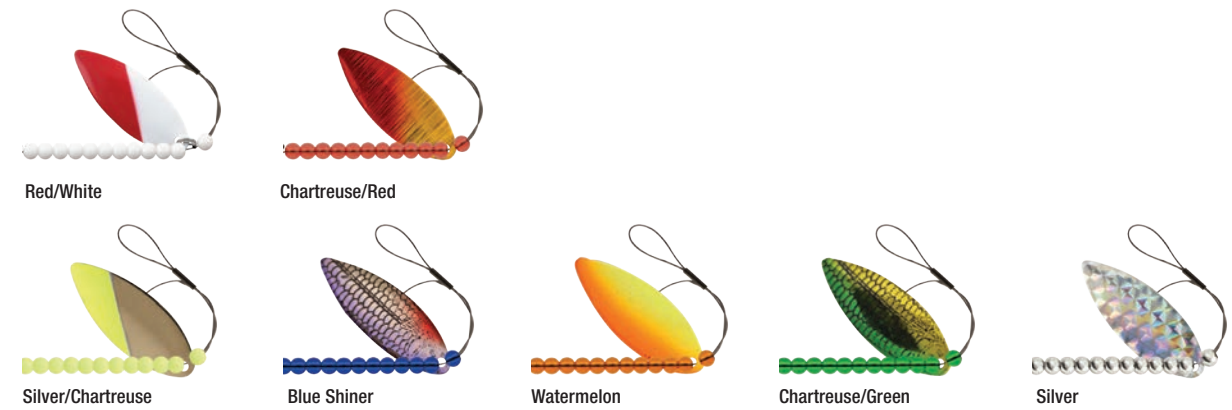
The flutter spoon rigged with a worm creates a tantalizing meal for any walleye. Typically fished behind snap weights or on lead core line to desired depth. One of the newest, hottest styles on the market today. Length of leader - 7.5". Available in 6 colors.



MODEL	AP-WW2.5-90	AP-WW2.5-91	AP-WW2.5-92	AP-WW2.5-93	AP-WW2.5-94	AP-WW2.5-95
HOOK	2.5"	2.5"	2.5"	2.5"	2.5"	2.5"
COLOR	Wildbill	Pink Pants	Wonderbread	Walywacker	Purple-Lemonade	Pink Muffin

STEEL WILLOW HARNESS

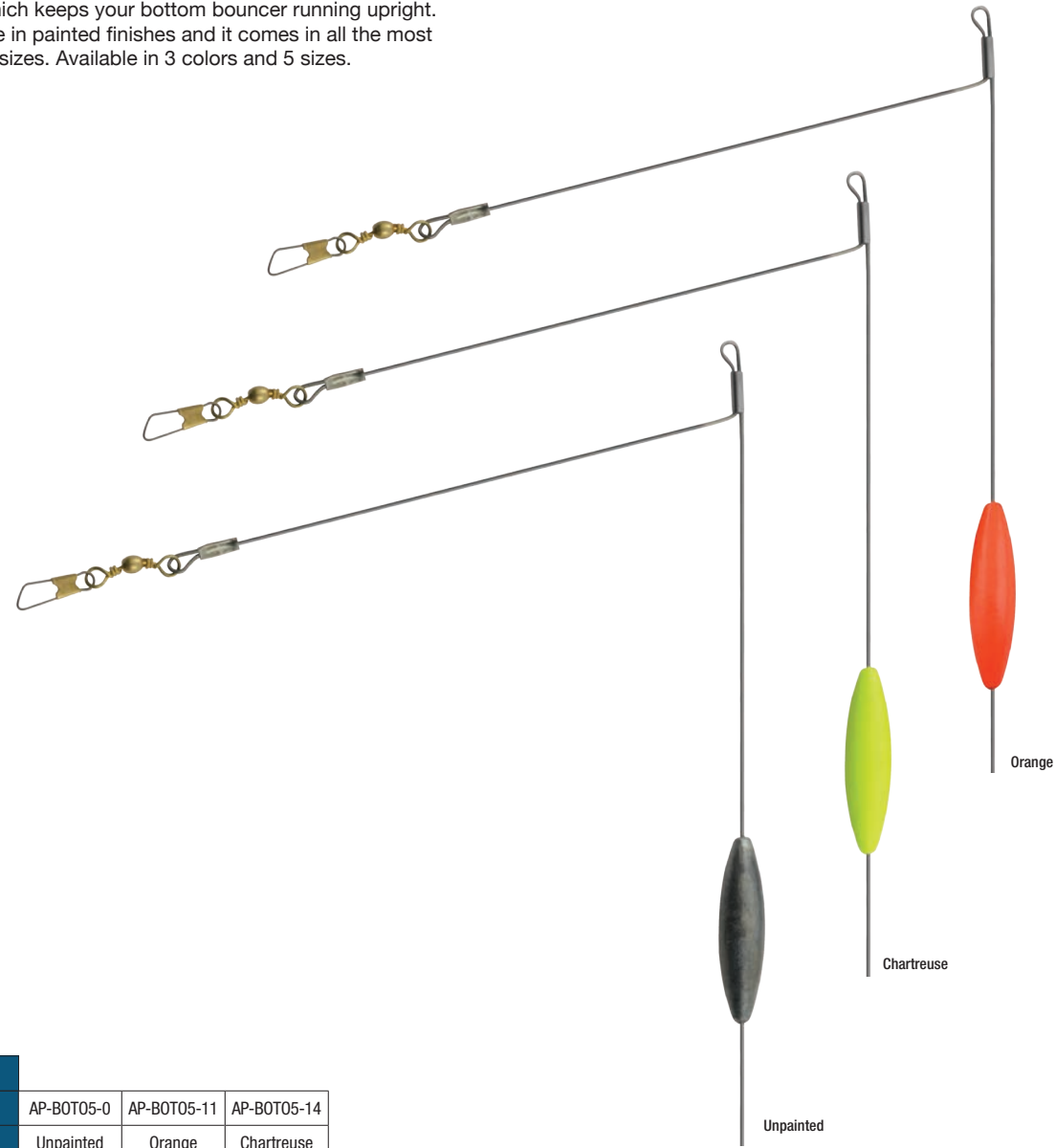
The long slender willow blade on these rigs provides a tight, fast rotation that really calls fish in. The steel leader is great for areas that have "fish with teeth". Length of steel leader - 10". Available in 11 colors.



MODEL	AP-WH#4-1	AP-WH#4-3	AP-WH#4-35	AP-WH#4-36	AP-WH#4-40	AP-WH#4-43	AP-WH#4-45	AP-WH#4-9
HOOK	4	4	4	4	4	4	4	4
COLOR	Red/White	Firetiger	Silver	Chart/Red	Blue Shiner	Silver/Chart	Watermelon	Chart/Green

BOTTOM BOUNCER

This is a great bottom bouncer because of its closed attachment loop, which keeps your bottom bouncer running upright. Available in painted finishes and it comes in all the most popular sizes. Available in 3 colors and 5 sizes.



1/2 oz			
MODEL	AP-BOT05-0	AP-BOT05-11	AP-BOT05-14
COLOR	Unpainted	Orange	Chartreuse

3/4 oz			
MODEL	AP-BOT34-0	AP-BOT34-11	AP-BOT34-14
COLOR	Unpainted	Orange	Chartreuse

1 oz			
MODEL	AP-BOT1-0	AP-BOT1-11	AP-BOT1-14
COLOR	Unpainted	Orange	Chartreuse

1 1/2 oz			
MODEL	AP-BOT15-0	AP-BOT15-11	AP-BOT15-14
COLOR	Unpainted	Orange	Chartreuse

2 oz			
MODEL	AP-BOT2-0	AP-BOT2-11	AP-BOT2-14
COLOR	Unpainted	Orange	Chartreuse



APEX
TACKLE®