

Mustad

What is Ultrapoint?

The most advanced technologies come together to produce UltraPoint hooks. Mustad Fishing has an enduring reputation for legendary strength and consistency, and this is no coincidence. Mustad is the only fishing gear company in the world that owns and operates its own wire manufacturing facility, in continuous operation in Norway since 1832! Having production on our home ground makes it possible to control all processes and produce the highest possible quality. Mustad is the only hook manufacturer controlling all phases of production from wire to finish.

Making the sharpest point can mean leaving it dangerously weak, as the grinding and chemical sharpening process removes metal from the point of the hook. This can lead to the point rolling over when it comes into contact with gravel, over even losing sharpness when immersed for long periods. The UltraPoint three-stage grinding technology produces an incredibly sharp point, but because more of the metal remains, the point won't roll or lose sharpness.

UltraPoint is created using state-of-the-art, three-stage Opti-Angle sharpening technology which removes less metal from the point than traditional methods - without compromising sharpness. The point length is engineered to be the optimum ratio for maximum sharpness and strength. Ultrapoint hooks are 20% sharper and designed to stay sharper longer.

The hook is put through a three-stage computer controlled tempering process - Nor Temper. This advanced heat treatment transforms the hook into a fine-grained, ultra strong micro-structure, increasing the strength up to 30% compared to conventional tempering methods. The result: The sharpest and strongest hook in the world.

What are the benefits of the new Triangle Hooks?

Reminiscent of the awe-inspiring angles of stealth technology, Mustad's Triangle Concept is a complex merging of wire shapes that is truly representative of the highest level of mastery in the craft.

The triangle section is constructed using a proprietary 3-Way optimized forging process that makes these hooks an incredible 20% stronger than traditional wire!

Moving up the hook, the super rigid triangular shank transitions seamlessly into perfectly tapered round wire and terminates in high strength welded rings for maximum knot security. Following down along the bend and past the integrated barb, Mustad Triangle Hooks feature two different point styles: Mustad's flagship UltraPoint or new Triangle Point, the sharpest and longest lasting points of their kind.

To round out these ground-breaking designs, Mustad Triangle Wire hooks are finished in either new Mustad T-Steel, a low visibility finish with unparalleled saltwater corrosion resistance, or Mustad TitanX Nanotech finish, a stealthy, slippery smooth coating that increases penetration up to 4 times that of other finishes.

Leading not only in wire technology, Mustad packs the Triangle Hooks in an exclusive box made from sustainable materials. That way, while the hook will last long, the packaging won't.

The Mustad Triangle Hook earned Best New Product Award at the European Fishing Tackle Trade Exhibition for the innovative design it brings to the fishing market. We are both proud and humbled, and strongly motivated to keep pushing limits in years to come. Thank you!

How are Mustad hooks made?

Our hooks are made with Swedish wire that is washed, treated, and pulled in Norway by our experts, just as they have been doing since we first started producing hooks. We pride ourselves in the quality of the wire we use and put care into the cleaning and treating of the material. This way we can be assured that our hooks are made with Scandinavian-quality wire like have since 1877. We then send the prepared wire to our Mustad factory in China to bend the hook into the desired form with the hook machines we've designed in Norway!