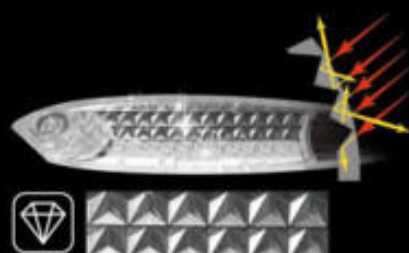


[NOEBY TECHNOLOGY]



POLYHEDRON DIAMOND CUBE

The Polyhedron DIAMOND CUBE was specifically designed to capture the feeling of being inside a crystal. It polyhedron sends out flashes of reflected light and insert the reflection core of the crash pattern which fish can see from a great distance. This must be one incredibly surreal and glittering spectacle to witness in person.



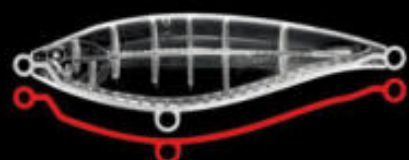
REINFORCED FISH BONE FRAMEWORK

Designed for big game lures. We reinforcing the body side with fish bone rib creates an internal framework to strengthen the body of the lure, making it far less likely to be crushed or cracked by large predators.



REINFORCED HEAVY-DUTY ABS CONSTRUCTION

Normal plastic was simply not strong enough for our lures, so we designed a special formula of High Density ABS plastic and is ultimately stronger than any other plastic used for lure production.



ONE PIECE SOLID STAINLESS STEEL PLATE-THROUGH CONSTRUCTION

Cut immediately from imported ultra rust-proof and strong stainless steel plates for a strong complete whole piece structure without joints or openings. Dozens of times stronger than that of the conventional steel wire and the actual tested pulling tension reaches over 200kg.



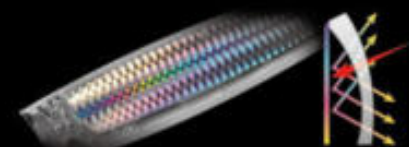
UV

Some of our lures are UV reactant and it reactant does not affect the normal appearance of the lures.



THROUGH-WIRE CONSTRUCTION

Through wire construction uses a solid piece of heavy wire that runs from the nose of the lure, through to the tail hook for extra strength and durability.

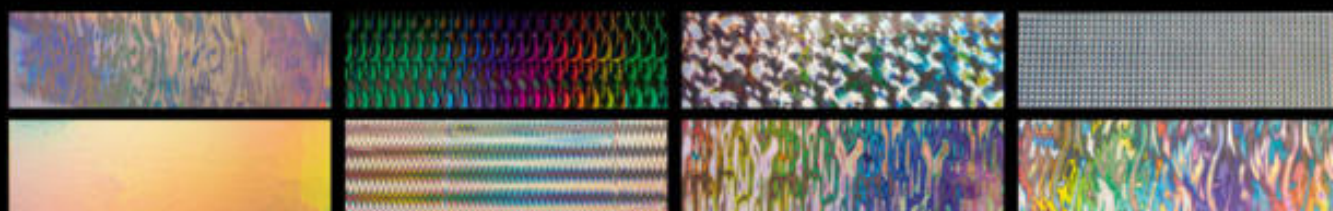


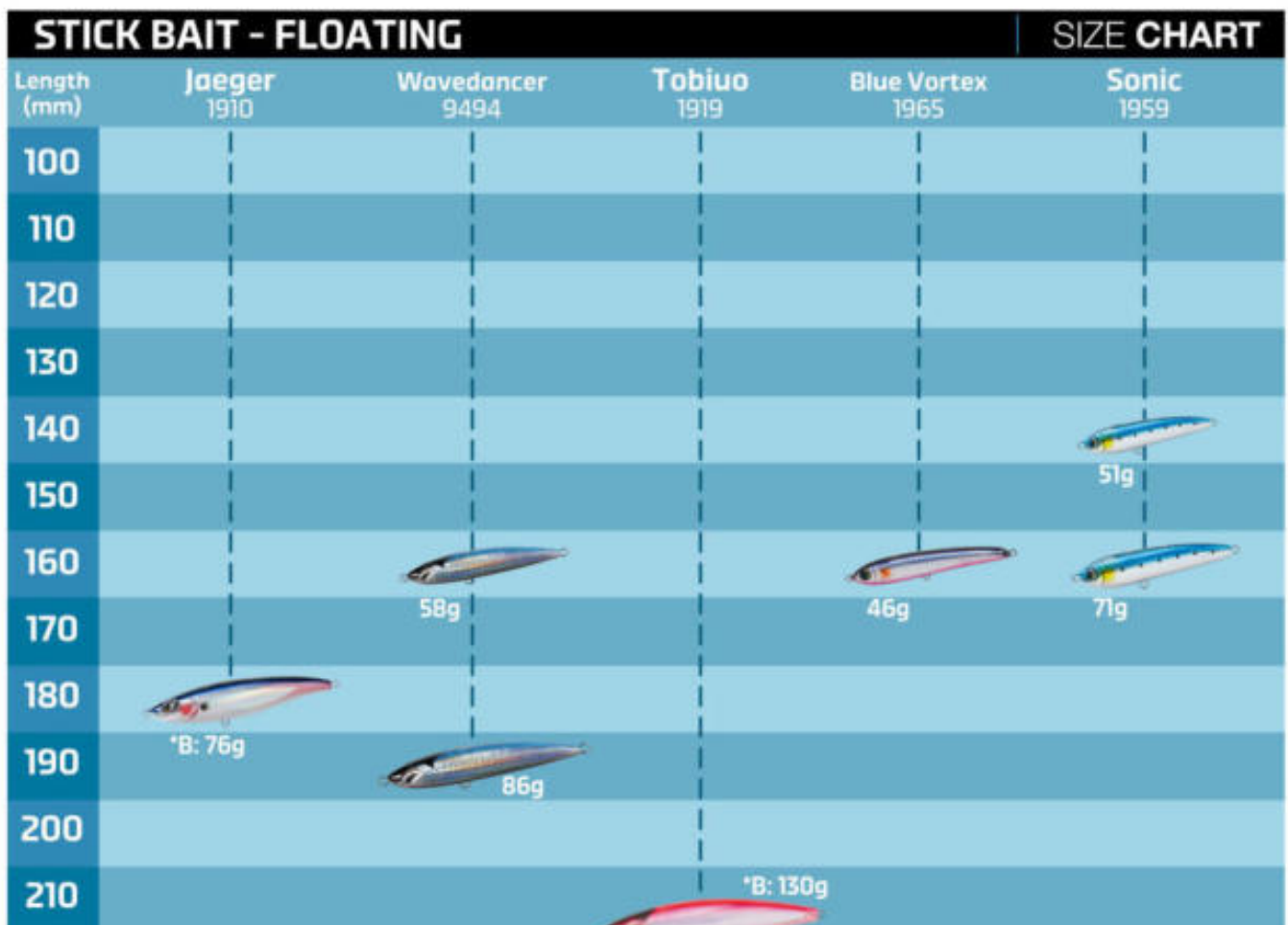
INTERNAL HOLOGRAPHIC FOIL

A hologram sheet is built in the body, it continues to shine no matter how much it is scratched. Most predators use sight as their primary hunting sense. Making sure you are using the most attractive lure will enhance your chances of a strike.

REMARKABLE REALISTIC PATTERNS FOIL

Most predators have exceptional sight and using lures that are as life-like as possible, with realistic patterns, can give you an advantage when compared to using a lure with a smooth painted finish.



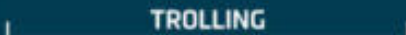


*B= Body Weight (without hooks)

SIZE CHART



DEPTH CHART



MEGABANG

NBL 1962CA

HANDCRAFT
Premium Quality



HIGH BUOYANCY & LITTLE RESISTANCE

The Megabang is engineered for heavy tropical fishing. It features a 2.0 mm stainless steel through wire, and its colors are protected by multiple layers of an extra tough glossy finish.



LENGTH	APPROX WEIGHT	HOOK	TYPE
205mm	119g±	Without hooks	Floating



TARGET: Giant Trevally, Tuna, Yellowtail, Kingfish etc...



RIGGING OPTIONS Recommended Ring Size: #10 - #11

RECOMMENDED TREBLES:

NOEBY 7X 4/0 ~ 6/0, Raptor Z 4/0 ~ 6/0, STX-68 4/0 ~ 6/0

Using a heavier tail hook than the belly helps the lure stand upright, dive more easily, and perform better in wind.

DIVING DEPTH: DEEPER



* In rough conditions, use a 4/0 belly hook and 6/0 tail hook to reduce lift and improve water grip.

DIVING DEPTH: SHALLOW



* In strong currents where the lure dives too deep, downsize to 5/0 front hook and 5/0 tail hook to increase lift.

MIXED RECOMMENDED SINGLES: NOEBY 8095-5X 8/0, Kudako 8/0, Diablo 11/0



BASIC ACTION - BIG PRESENCE IN THE WATER

Powerful
Long
Sweeps

Massive & Loud Bubbles



Sharp
Jerk

Huge Splash



Long
Slower
Sweeps

Long Bubble Trail & Loud Bubbles



CA001



CA002



CA003



CA004



CA005



CA006



CA007



POPPER

STICKBAIT

MINNOW

VIB

CRANK

METAL JIG

FROG

SOFT BAIT

FISHING ROD

FISHING REEL

FISHING LINE

TERMINAL TACKLE

FISHING BAG

FISHING TOOLS

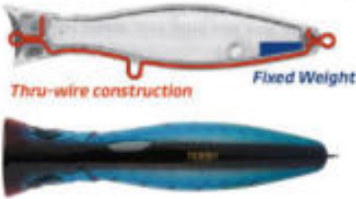
APPAREL

Blooper+

NBL 9741



TARGET: GT, Tuna, Yellowtail, Kingfish and large reef species...



LENGTH	WEIGHT	HOOK	TYPE
140mm	57g	2/0	Surface
180mm	110g	4/0	Surface

BASIC ACTION

Massive presence out of such a small profile.



■ Powerful Long Sweeps



■ Short Sharp Jerk



■ Long Slower Sweeps

HIGH BUOYANCY & MEDIUM RESISTANCE

This is a very versatile popper and would be a great choice for a general prospecting popper.



140F RIGGING OPTIONS Recommended Ring Size: #7

MIXED

BELLY: 2/0
NOEBY 6066-4X
Raptor Z
ST66 / STX68

TAIL: NOEBY 8095-5X
Kudaka
7/0 Diablo

180F RIGGING OPTIONS Recommended Ring Size: #9 ~ #10

MIXED

BELLY: 4/0
NOEBY 6066-4X
Raptor Z
ST66 / STX68

TAIL: 7/0 NOEBY 8095-5X
Kudaka
9/0 Diablo



Reinforced
Heavy-duty ABS Construction



Reinforced
Fish Bone Framework

NSL036
(140mm only)



NSL008



NSL038



NSL039



NSL042



NSL043



NSL045



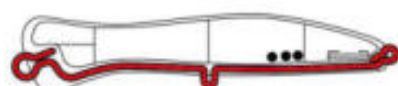
NSL046



NSL066
(180mm only)



Goliath NBL 9248



* Thru-wire construction

Length	Weight	Hook	Type
200mm	127g	4/0	Surface



Massive & Loud Bubbles



The low splash, high bubble retrieve can also be useful for fish that are shy of large splashes. The head design which is wide at the top transfers to a widened tail end creates a massive bubble stream in rough surface conditions.

Blooper NBL 9602



* Thru-wire construction

Length	Weight	Hook	Type
120mm	43g	#2	Surface
160mm	78g	3/0	Surface
200mm	156g	4/0	Surface



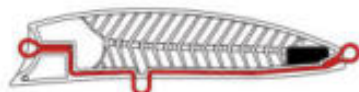
Shore Sharp Jerk

Power Long Sweeps



- Built to handle big pelagics, GT's and other large gamefish; and when worked in rough seas, it does not tumble like many others do, while it remains light enough to throw all day.
- Its durability of its injection molded ABS plastic withstands the most brutal of strikes, while sonic welding technology creates a strong, watertight fusion of each body side in the manufacturing process.

Diavel NBL 1972



* Thru-wire construction

Length	Weight	Hook	Type	Depth
160mm	83g	3/0	Floating	Sub-surface

Retrieve with Long Jerks



Long Bubble trail

Retrieve with Long Jerks



Stable S-Curve Wobbling Motion

LONG DENSE BUBBLE TRAIL & TIGHT WOBBLING SWIMMING ACTION

The Diavel 160F that can function as a diving stickbait, a slim popper pulling bubbles, or a twitching minnow without swapping, you get long dense bubble trail and tight wobbling swimming actions on one cast.



NS230



NS233



NS298



NS304



NS306



NS308

Submerger NBL 9246



100mm



120mm



150mm



175mm

* Line-incision technology



Length	Weight	Hook	Type
100mm	19g	#4	Surface
120mm	29g	#2	Surface
150mm	54g	1/0	Surface
175mm	73g	without hook	Surface

(175mm)

RIGGING OPTIONS

Trebles: 3/0 NOBY 6066

Raptor Z, ST66

Singles: 5/0-6/0 NOBY 8095

KUDAKO

7/0 Diablo

Retrieve with Short Jerks



Retrieve with Long Jerks



Long Bubble trail

Retrieve with Long Jerks



Wobbler



NSB102



NSB103



NSB104



NSB105



NSB106



NSB108



NSB112



NSB113



NSB114



NSB118

- Designed for target big fish, its one piece through stainless steel plate construction means it can be fished on heavy tackle and withstand the abuse a large fish can put out.
- Wide cup allow water to splash on the pop to attracted predator from a distance, and the popper is holding very well on the water even in rough conditions (wind & waves).

Guzzler NBL 1911CA



Retrieve with Short Jerks



Retrieve with Long Jerks



- Built for long distance casting and handling both inshore and offshore big game saltwater species.
- This lure has been designed with a thick-walled ABS body, thru wire construction and extreme duty hooks to withstand the most ferocious strikes.
- The deep-cupped face creates a huge surface explosion with each sweep.

Length	Weight	Hook	Type
140mm	74.5g±	2/0	Surface

* Thru-wire construction

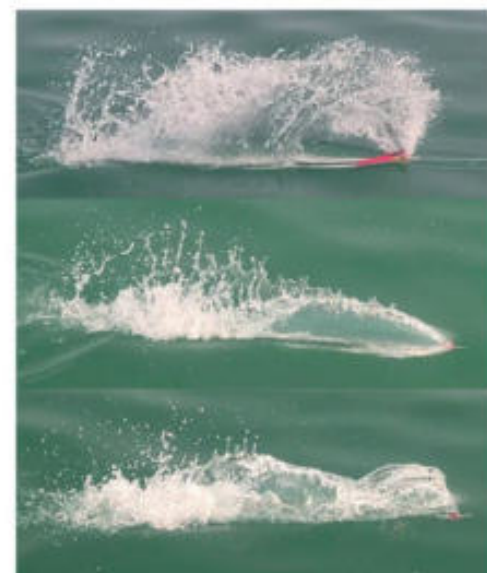


Mateo NBL 9550



* Thru-wire construction

Length	Weight	Hook	Type
120mm	41g	1/0	Surface



Jet engine mouth design, features unique bubble chamber that forces water through the chamber and shoots it out the top of the lure to create more commotion than conventional popper-style lures.

POPPER

MINNOW STICKBAIT

VIB

CRANK

METAL JIG

FROG

SOFT BAIT

FISHING REEL

FISHING LINE

FISHING ROD

FISHING BAG

FISHING TOOLS

APPAREL

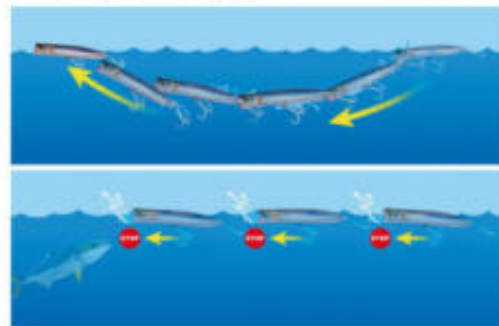
TERMINAL TACKLE

Daio NBL 1912



* Thru-wire construction

Length	Weight	Hook	Type
190mm	73g	3/0	Surface



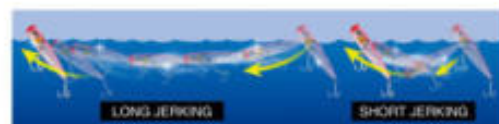
- The lure has overwhelming castability due to its weight moving system and level floating posture on the surface for easy bites. Even in rough conditions, the castability is excellent due to the slim shape and magnet weight moving system.
- Due to the level floating posture, it doesn't dive to much and we can make the popping action with continuous twitching actions even over a short distance.

ShotCaller NBL 1908



* Thru-wire construction

Length	Weight	Hook	Type
165mm	68g	2/0	Surface



SHORT JERKING RETRIEVE

Powerful "Pops" On The Surface

LONG JERKING RETRIEVE

Strong Bubble Trail With a Punching Quick Dive Action

"Walking The Dog" Action



- The conspicuous popping action with a short rod jerk or dog-walking action with small rod twitches or splashing and blooping with a fast retrieve appeal to targets which stay far away.
- Perfect shore, inshore and offshore popper which equipped with wire-through construction.

Springer NBL 9140



SHORT JERKING



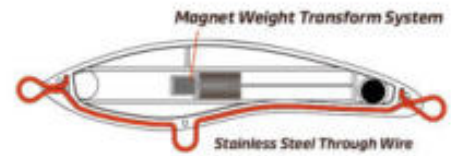
Length	Weight	Hook	Type
105mm	24g	#2	Surface

Dog Walking - Chunk and Walk



- It's bullet like body shape and weight balance allow long casts, its body shape and the cup-like mouth work well to make a splash and twist action. The conspicuous popping action and dog-walking action with heavy duty construction.

Volant NBL 1961 NEW



Length	Weight	Hook	Type
150mm	57g	6066 4X-2/0	Floating

RIGGING OPTIONS - 2 Single Hooks

The Volant 150F also works well with single hooks.
Recommended Ring Size: #8



Belly:

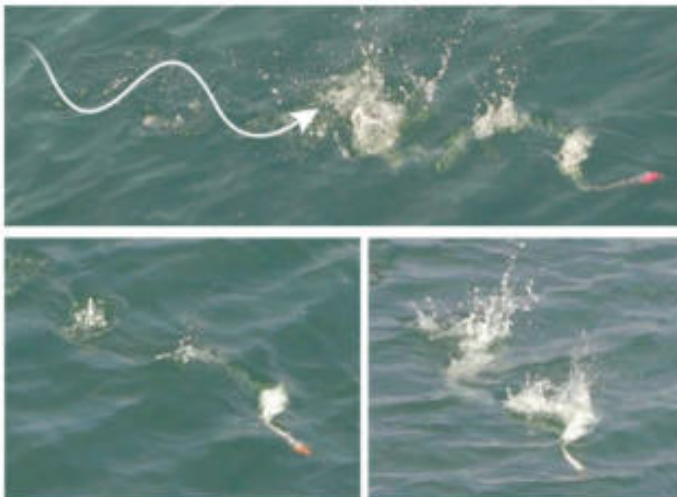
4/0 NOEBY 8095-5X, Kudako
5/0 Diablo

Tail:

4/0 NOEBY 8095-5X, Kudako
5/0 Diablo

* It excels when rigged with single hooks, giving the lure a wider, more aggressive wobble.

Wide & Stable S-shaped Slashing Action

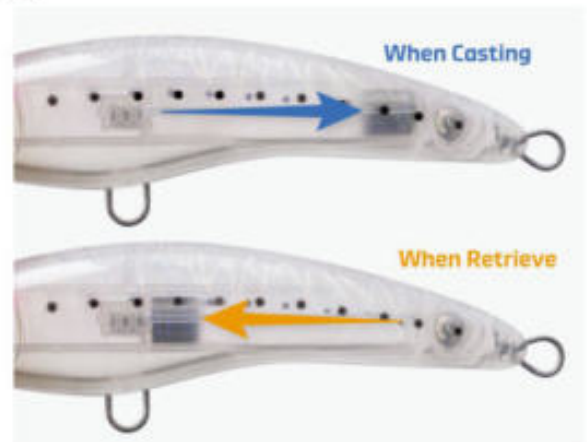


It is easy to work. A steady rod sweep gets the stickbait swimming with a clean S-shaped slashing action.

Flash and Rolling Action Below the Surface



After a dive, the lure continues to flash and roll just below the surface, even on a fast retrieve. This helps trigger reaction bites from cautious pelagic fish that may ignore slower lure movement.



NB036



NB102



NB105



NB122



NB155



NB243



NB286



NS308



Tobiuo NBL 1919



* Thru-wire construction

Length	Weight	Hook	Type
215mm	130g	Without hook	Floating

RIGGING OPTIONS

Recommended Hook Size: Triple #4/0 or #5/0, Single: 8-13g/pcs
Recommended Ring Size: #9 or #10

Double Trebles

- 4/0 or 5/0 BKK Raptor Z
- 4/0 or 5/0 ST66 / STX68



Double Singles

- 9/0 or 11/0 BKK Diablo
- 7/0 or 8/0 Shout Ringed Kudako



Mixed

- Belly: 4/0 BKK Raptor Z
4/0 ST66 / STX68
Tail: 11/0 BKK Diablo
8/0 Shout Ringed Kudako



BASIC ACTION

This lure has a very easy action for the angler with a nice S shape action with long sweeps of the rod or sweep it hard with slack for a more aggressive action.

SIDE VIEW



NOSE UP FLOATING STICKBAIT THAT IS VERY EASY TO SWIM

TOP VIEW



NORMAL ACTION

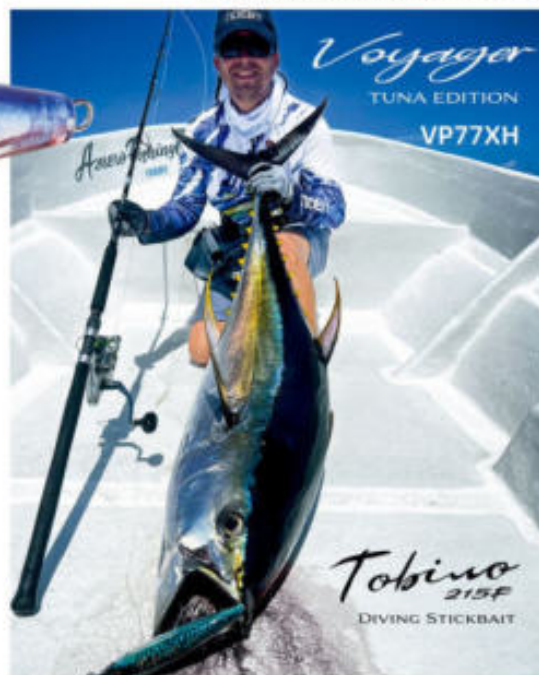
Seductive S-Curve

Wide, slashing S-curve with dense bubble trails when swept.

SHORT POPPING ACTION

Perfectly Mimicking A Wounded Or Fleeing Baitfish
Erratic, splashing porpoise action when twitched.

FLOATING STICKBAIT



TARGET

- GT, Kingfish, Tuna, Spanish Mackerel and other big reef fish.

HIGH BUOYANCY DESIGN

The erratic slashing action of this long casting rear weighted floating stickbait has proved absolutely irresistible to big predators.

* It is also extremely buoyant giving it the ability to float larger hooks.



NSC011



NSC016



NSC018



NSC020



NSC028



NSC029



NSC030



NSC031



Jaeger NBL 1910



* Thru-wire construction

Length	Weight	Hook	Type
180mm	76g	Without hook	Floating



SIDE VIEW



TOP VIEW

- NORMAL ACTION** - SWIM UNDER THE SURFACE EASILY
- SHORT POPPING ACTION** - Perfectly Mimicking A Wounded Or Fleeing Baitsfish

The highest wave motion is generated by the fat body of the "Jaeger" and is really effective in situations where we fish in deep areas or migratory fish are dispersed over a wide area. It designed to be easily worked by any angler. Long rod sweeps will dip the lure under the water and produce a strong 'S' swim before popping back up on the pause, and the bubble tunnel trail produced by the surface action, are able to attract predators from great distance.

Wavedancer NBL 9494



* Thru-wire construction

Length	Weight	Hook	Type
160mm	58g	2/0	Floating
190mm	86g	4/0	Floating



SIDE VIEW



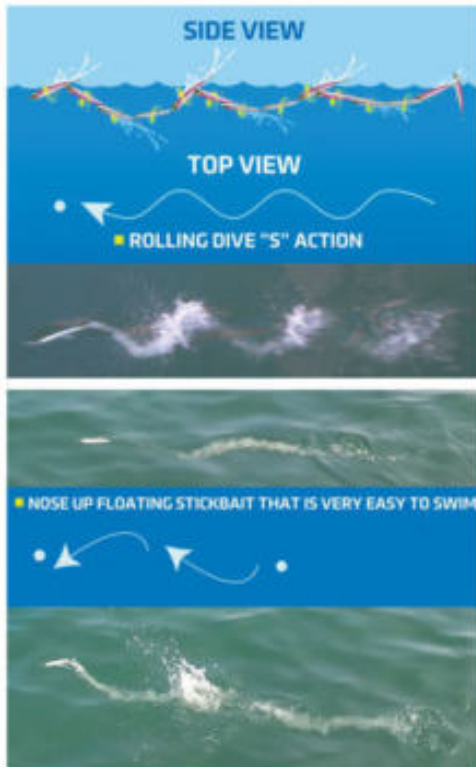
TOP VIEW

- NORMAL ACTION** - SWIM UNDER THE SURFACE EASILY
- SHORT POPPING ACTION** - Perfectly Mimicking A Wounded Or Fleeing Baitsfish



The lures are durable with stainless wire through construction and feature an aerodynamic design that allows for longer casts so you can reach that school of busting fish. The tuned internal weight design gives the lure a side-to-side rolling and diving action that mimics an injured baitsfish on the surface. It equipped with ultra sharp, high tensile strength NOEBY treble hooks to accomplish this efficiently.

Blue Vortex NBL 1965



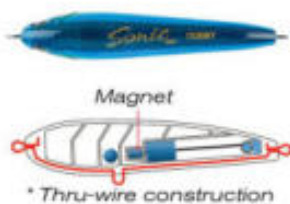
* Thru-wire construction

Length	Weight	Hook	Type
160mm	46g	1/0	Floating



- Blue Vortex diving stickbaits are designed to catch blue runners such as Yellowtail, Tuna, Bonito, Amberjack, Kingfish, and more. When pulled hard, it create a bubble jerk action that is highly effective for attracting these species.
- The lure's surface action mimics an escaping baitfish with natural rolling action and wave motion, thanks to its slim shape. You can precisely control the lure's action as desired. Its diving action, combined with an irregular rolling motion, is highly appealing to migratory fish.

Sonic NBL 1959



Magnet

* Thru-wire construction

Length	Weight	Hook	Type
140mm	51g	1/0	Floating
160mm	71g	2/0	Floating



- Equipped with the weight transfer system that you can capture a wider area than anyone else with its explosive casting distance and rattle sound.
- The weight balance of the weight transfer system and the thicker head shape create a twinging wobbling action with strong water push to lure the target. Effective in low light conditions, deep areas, rough water, and other situations where you want to show the lure's presence over a wide area.

SpeedStix NBL 1918



* Thru-wire construction



Length	Weight	Hook	Type
160mm	73g	2/0	Sinking
185mm	108g	3/0	Sinking
205mm	150g	4/0	Sinking

Enticing Wiggle On The Drop With a Little Shimmer

During sinking phase, the lure has an enticing wobbling action and will shimmy on the drop naturally mimicking a dying baitfish and take the attention of tuna from considerable distance.



TWITCHING OR LONG SWEEPING

- "UNDERWATER DOG WALK" ACTION

With a sweep of your rod the nose of the lure come down and generates a nice lively action enticing bites from predators all around the world!



STEADY RETRIEVE

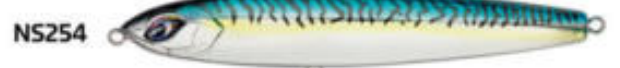
On a simple linear retrieval with the reel, it is even possible to make it swim in an smooth "S" in a very fluid way.



(Lively Erratic Tail Kick & Slight Rolling Motion)

SKITTERING ACTION

Perfect for covering ground quickly and for provoking an aggressive reaction bite! When you give it a sharp jerk, the lure will skip across the water's surface, adding a touch of realism and excitement to your action.

Reinforced Heavy-duty
ABS Construction

The Pest NBL 9740



Length	Weight	Hook	Type
160mm	104g	3/0	Sinking

* Thru-wire construction



Reinforced Fish Bone Framework

5s-count sink and long sweeping makes erratic S-shaped motion with tail kick action. Just sink the lure with no action is also good. Fish will bite when lure is sink.



*The action recommended in the sea is: long recovery, short jerk, let it flow... And so on

- + The lures feature a reinforced fish bone thicker wall construction, meaning ultimate strength and durability.
- + We reinforcing the body side with fish bone rib creates an internal framework to strengthen the body of the lure, making it far less likely to be crushed or cracked by large predators.



The Menace NBL 9062

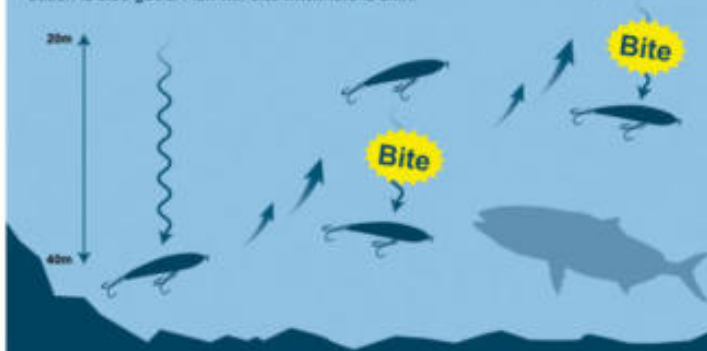


Length	Weight	Hook	Type
140mm	70g	1/0	Sinking
160mm	98g	3/0	Sinking
180mm	145g	4/0	Sinking



* Thru-wire construction

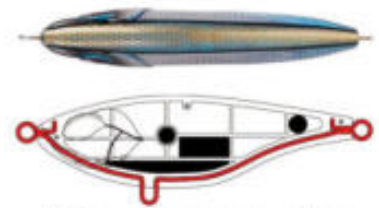
5s-count sink and long sweeping makes erratic S-shaped motion with tail kick action. Just sink the lure with no action is also good. Fish will bite when lure is sink.



*The action recommended in the sea is: long recovery, short jerk, let it flow... And so on



Boss Minnow NBL 1913



* Thru-wire construction

Retrieve



Jerking / Twitching

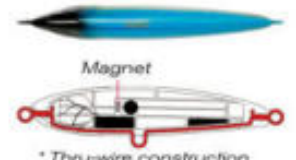


Length	Weight	Hook	Type
155mm	109g	3/0	Sinking



The twitchbaits are slow sinking lipless twitch bait with a long casting ability. Their deep body profile mirrors bunker, blue runners, scaled sardines and other key prey species and is a bait designed to handle large inshore and offshore gamefish. This bait exhibit a wobble action on steady retrieve and quick darting action on twitch and pause.

Gyorai NBL 1920



* Thru-wire construction

Length	Weight	Hook	Type
165mm	102g	2/0	Sinking

SINKING ACTION



TWITCHING OR LONG SWEEPING & DARTS SIDE-TO-SIDE WITH AGGRESSIVE ERRATIC ROLL

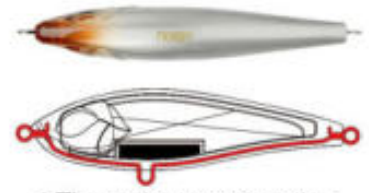


STEADY RETRIEVE



- * The heavy weighted stainless steel through wire sinking stickbait is excellent both in terms of fishing in deeper waters and strong currents.
- * The bait uses slow actions to approach low-activity periods when the fish hidden in the deep range during the day. The buoyancy particular to the plug, which is not found in jigs, works well making it possible for anglers to make slow actions to attract inactive feeders.

Boar NBL 1925



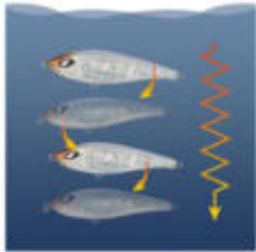
* Thru-wire construction

Length	Weight	Hook	Type
150mm	77g	2/0	Sinking

RETRIEVE



TWITCH AND PAUSE RETRIEVE Sharp Quick Darting & Flashing Action



NSC022

NSC023

NSC024

NSC025

NSC026

NSC027

NSC032

- * Slow-sinking design with a low center of gravity provides stable action without breaking down, even in rough conditions such as strong winds and high waves.
- * The strong water pushing wobble-roll action and the flashing effect that enables to use it like a minnow and turn on predators by simple reeling.

Emono NBL 1926



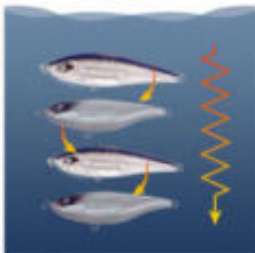
* Thru-wire construction

Length	Weight	Hook	Type
115mm	38g	#4	Sinking

RETRIEVE



TWITCH AND PAUSE RETRIEVE Sharp Quick Darting & Flashing Action



NSC036

NSC037

NSC038

NSC039

NSC041

NSC042

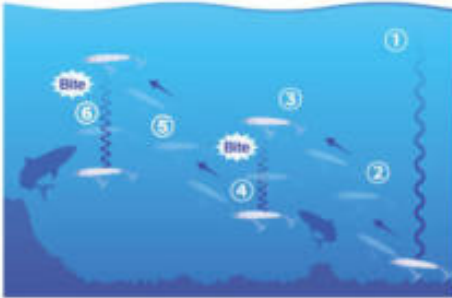
NSC043

NSC033

- * Designed to be fished in shallow water the bait is an exceptional choice for fishing grass flats, oyster bars or working troughs along the beach which has excellent balance for quick starting action around cover.
- * The deep bodied shape mirrors a variety of the baitfish and the low center of gravity and flat sides give the bait an erratic darting action on a twitch and pause retrieve.

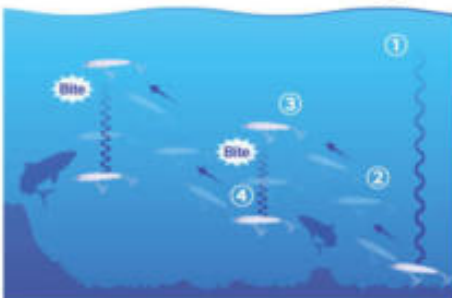
Quiver Stix NBL 9745

Length	Weight	Hook	Type
115mm	64g	#2	Sinking
130mm	81g	1/0	Sinking



- Designed to target saltwater blue runner fish such as amber jacks, yellow tails hiding at depths of 15-30m.
- Thanks to its integral through-frame and its numerous reinforcement compartments, it will be almost indestructible.

Instigator NBL 9493



Twitching - darting action

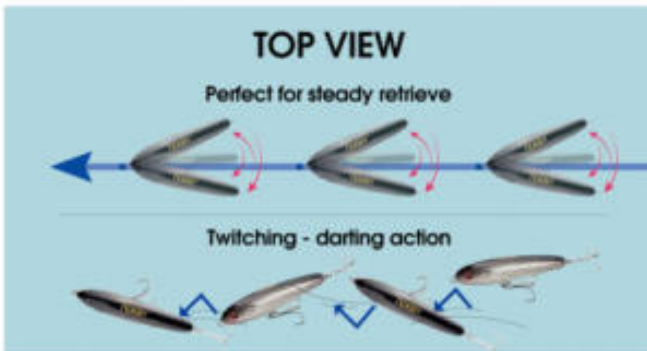


- Designed to cast very well and have an enticing wobble action on the drop and also feature a side-to-side darting action that's easy to produce with twitches of the rod tip.

Bullet NBL 9165



Length	Weight	Hook	Type
75mm	28g	#6	Sinking



- Streamline fish design, when throwing reduce drag, achieve casting effect, improve the rate of fishing.
- Two lead blocks are fixed in the body of the bait to increase the weight ratio of the bait, which can sink quickly and keep the bait's swimming posture stable during the dragging process.
- Laser scales design on the surface, which can reflect light in all directions to attract the attention from fish.

POPPER

STICKBAIT

MINNOW

VIB

CRANK

METAL JIG

FROG

SOFT BAIT

POPPING ROD

POPPING LURE

POPPING LURE

POPPING LURE

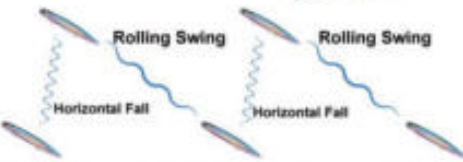
POPPING LURE

POPPING LURE

Yari NBL 9772



Normal Retrieve,
Drift Action,
Skipping,
Stop & Go.



Length	Weight	Hook	Type
130mm	38g	#4	Sinking

- A jig pencil mimicking thin baitfish.
- Optimum balance between casting and action.
- Stainless steel through wire construction.
- Unbelievable carry distance equal to 40g metal jig.



* Thru-wire construction



NS108



NS204



NS205



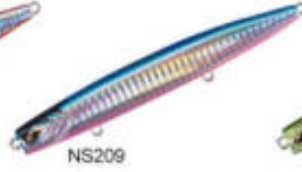
NS206



NS207



NS208



NS209



NS210

Tanto NBL 1902



* Thru-wire construction

Normal Retrieve,
Drift Action,
Skipping,
Stop & Go.

TOP VIEW

Perfect for steady retrieve



Length	Weight	Hook	Type
110mm	45g	#4	Sinking

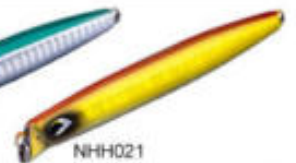
- The lure is the fusion between a pencil bait and a casting jig. Its weight to size ratio will allow you to reach great casting distances when predators are far.
- It is very easy to use, you can handle it linear, just by retrieving your reel, either by jerking it with the tip of your fishing rod.
- Completely reproduced High pitch minnow action, irregular swing action with through wire construction.



NHH017



NHH018



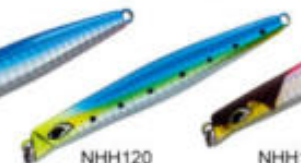
NHH021



NHH016



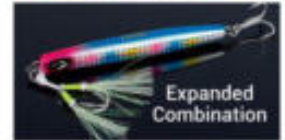
NHH116



NHH120



NHH122



Expanded Combination

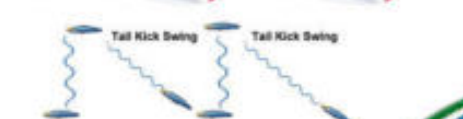
Ballista NBL 1906



Fixed Weight

Normal Retrieve, Drift Action, Stop & Go

TOP VIEW
Perfect for steady retrieve



Length	Weight	Hook	Type
99mm	28g	#3	Sinking
99mm	36g	#3	Sinking

- Designed for casting into the heavy wind and surf where a small profile with naturally horizontal fall will punch through to your target.



NS102



NS106



NS142



NS107



NS103



NS111



NS135



NS139



NS141



NS137 (Glow)

AMATA

NBL 1953



V-SHAPED JOINT



Length	Weight	Hook	Type
115mm			Slow Sinking
150mm			Slow Sinking
215mm	73g	#1	Slow Sinking

SLOW RETRIEVE ↔ FAST RETRIEVE

Large speed window, allowing anglers to speed up and slow down



1 VERSATILITY WITH SLOW RETRIEVES, LAZY WIDE GLIDES, OR RAPID BURNING RETRIEVES

Oversized profile and fluid action, delivering good slow-slalom swimming action for long casts and steady retrieves.

2 EXTREMELY EASY TO FISH AND ACCURATELY MIMICS LARGE BAITFISH

S-swimming action causes both visual and also natural lure presentation along with strong stimulation of the predatory instinct of fish.

TWITCH / PAUSE



UNIQUE ABILITY TO BE CHOPPED HARD AND TWITCHED IN PLACE

The Amata Glide SwimBait to sink slowly and swim better in the water and it acts like escaping bait fish irregularly by jerk with the rod action during the slow retrieve.



FishCharmer NBL 9490N

Dog Walking - Chunk and Walk



Length	Weight	Hook	Type
120mm	21g	#4	Noise / Floating

- Excellent body balance allows it to make quick consecutive turns without jumping out of the water, designed to excel even at high speed, unique design is ideally suited to rapid deployment, searching wide areas quickly and effectively.
- Water displacement through side surface of the lure creating natural splash, bubble trail and sound that will attract target fish.

Mega Trap NBL 9773



- This versatile trolling lure build for big game fishing including marlin, tuna, and wahoo, that can be pulled from 6-15 knots and features a tight swimming action.
- Features welded rings on super reinforced ball-bearing swivels and through wire construction on ultrasonically welded solid ABS shells.
- The slender tail section, designed for maximum hook exposure on the strike and streamlined design reduces drag, allowing for faster retrieves and deeper dives.

Apex Diver V2

NBL 9737



Apex Diver

NBL 9046



* Thru-wire construction

Length	Weight	Hook	Troll Speed	Type
120mm	32g	#2	12kn	Floating 0-5m
140mm	52g	1/0	14kn	Slow Sinking 0-7m
160mm	73g	3/0	14kn	Slow Sinking 0-8m

1. Built with saltwater tough 3X split rings holding strong NOEBY hooks, through wire construction and tough ABS Resin body . Features a large diving shovel that drives it up to its preset depth.
2. To ensure a perfect swimming action that imitates a real fish, all our baits have been tested and tuned by hand before the launch of the tank.



NSL001 NSL003 NSL005 NSL007 NSL008 NSL009



NSL016 (UV) NSL017 NSL018 NSL019 NSL020 NSL021 NSL032 (UV) NSL033 NSL034 NSL035 NSL056 NSL057 (UV)

The General

NBL 9485



* Line-incision technology

Length	Weight	Hook	Troll Speed	Type
180mm	90g	4/0	15kn	Floating 5-6.5m

1. Features a tough ABS Resin body, 4X strong treble hooks and one piece through stainless steel plate construction making it the most durable trolling lure.
2. Designed to be fished with a crimp, loop knot, cable or single strand wire, to give the bait the freedom to swim correctly.



NSC001 NSC002 NSC003 NSC004 NSC005 NSC006 NSC007 NSC008

STICKBAIT

POPPER

MINNOW

VIB

CRANK

METAL JIG

FROG

SOFT BAIT

FISHING ROD

FISHING REEL

FISHING LINE

TERMINAL TACKLE

FISHING BAG

FISHING TOOLS

APPAREL

Gladiator

NBL 9093



* Thru-wire construction

Length	Weight	Hook	Troll Speed	Type
140mm	50g	1/0	12kn	Sinking 7-9m
180mm	98g	3/0	12kn	Sinking 7-9m

1. This lure are deadly on a number of offshore species including Tuna, Wahoo, Dolphin and King Mackerel, just to name a few.
2. Features a tough ABS Resin body, 3X strong treble hooks and through wire construction making it the most durable trolling lure.
3. Designed to be fished with a crimp, loop knot, cable or single strand wire, to give the bait the freedom to swim correctly.



Lowrider

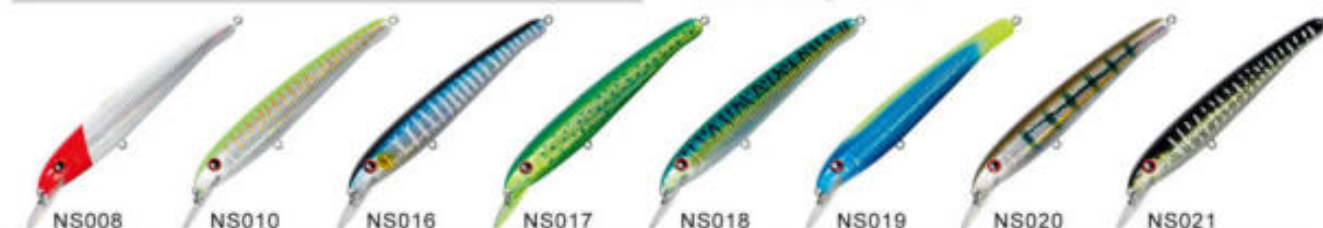
NBL 9108



* Thru-wire construction

Length	Weight	Hook	Type
180mm	48g	3/0	Floating 0-3m

1. The body has tough ABS resin construction and extra strong through wire construction.
2. To ensure a perfect swimming action that imitates a real fish, all our baits have been tested and tuned by hand before the launch of the tank.
3. From Bluewater to Barramundi, this lure is a must have for novice and expert anglers alike.



SpeedHunter

NBL 9774



* Line-incision technology

Length	Weight	Hook	Troll Speed	Type
160mm	54g	2/0	5-15kn	Floating 0-3.5m

1. This is the ultimate inshore and offshore trolling lure.
2. Ideal for a wide variety of species including striped bass, big salmon, kingfish, yellowtail, tuna and wahoo. Its run perfect right out of the box, no wasted time tuning.
3. They can be run up to 5-15 knots for big game fish worldwide.
4. At 12 knots the minnow's smooth swimming action allows the lure to be fished on lighter line, even with a light drag setting.



Dancing Minnow

NBL 9242



1. The ultimate cast and retrieve lure with unique tight action and body roll that will mesmerise many species of sports fish.
2. Trolling speeds ranging from 1 knot to 5 knots are ideal and twitching of the rod at low trolling speeds will achieve greater action with a more erratic movement.

Length	Weight	Hook	Type
125mm	19g	#4	Floating 1.5-2.8m



NS008



NS018



NS160



NS193



NS200



NS211



NS212



NS213

Caranx

NBL 9767



* Thru-wire construction

Length	Weight	Hook	Type
170mm	56g	Without hook	Slow Sinking
195mm	84g	Without hook	Slow Sinking

170mm Recommended Hook Size: Triple #2/0, Single 3-5g/pcs
195mm Recommended Hook Size: Triple #3/0, Single 4-7g/pcs
Recommended Ring Size: #7-#8 (170mm) / #8-#9 (195mm)

1. Perfect for shore fishing and the magnetic ball moving system enables us to cast long distances even against the wind.
2. Especially in areas with a lot of current this lure has an advantage.
3. Armed heavy duty ABS body, one piece thru-wire construction and numerous reinforcement compartments, it will allow you to land the biggest fish.



NS016



NS017



NS018



NS108



NS199



NS200



NS201



NS202



NS203

Boyata

NBL 1973



Perfect for shore, rock shore, beach and offshore fishing. It built for Long cast high speed retrieve at pelagic species, with a tight wobbling action that delivers strong body roll and intense flash to trigger strikes. Its heavy-duty through-wire construction withstands brutal predators, and it can also be trolled up to 6 knots, making it deadly for tuna and Spanish mackerel.

Length	Weight	Hook	Type
95mm	42g	#4	Sinking



NS008



NS230



NS254



NS298



NS304



NS305



NS306



NS307

STICKBAIT

POPPER

MINNOW

VIB

CRANK

METAL JIG

FROG

SOFT BAIT

FISHING ROD

FISHING REEL

FISHING LINE

TERMINAL TACKLE

FISHING BAG

FISHING TOOLS

APPAREL

Slashfin

NBL 9060



* Thru-wire construction

Length	Weight	Hook	Type
90mm	32g	#4	Sinking

1. This sinking minnow weighted perfectly for those long casts when targeting an array of tuna species as well as other pelagics, also hold its action really well when retrieved at a high pace or when used in strong currents.
2. It's solid stainless steel plate-through construction, heavy duty ABS material body and strong NOEBY trebles will ensure it stands up to the toughest of jaws.



G-control

NBL 1907



* Thru-wire construction

Length	Weight	Hook	Type
90mm	46g	#4	Sinking
110mm	64g	#2	Sinking

1. It's hardware and wire construction have also been purpose designed for larger species and the G-Controlling has proven itself in testing time and time again.
2. G control also has body rolling action along with a slight erratic kick setting apart
3. The G-Controlling secondary bib adds stability at speed and also when trolled in turbulent waters with a diving depth of between 1 and 2 meters.



Huntsman

NBL 9448



* Thru-wire construction

Length	Weight	Hook	Type
110mm	36g	#6	Sinking

1. Designed for long casts and high speed retrieves, the lure has a seductive wobbling and rolling action.
2. Perfect for both spinning and trolling from boat and shore, strong wobble and roll action appeals to a wide range of fish which equipped with wire-through construction and strong NOEBY treble hooks.



FishFinder

NBL 9450



Length	Weight	Hook	Type
90mm	29g	#4	Sinking

1. Perfect for shore fishing with the lure being able to cope with the strong currents also can cast long distances even against the wind.
2. A heavy lure, it maintains excellent balance and can accommodate a wide range of retrieving speeds.
3. The irregular hopping and darting imitates the natural evasive movements of squid, shrimp.



Kob Kandy

NBL 9477



* Thru-wire construction

Length	Weight	Hook	Type
120mm	42g	#4	Sinking

1. Ideal for offshore casting. It casts like a bullet and also features wire-through construction for extra strength and durability to target bigger kingfish, Spanish mackerel and any other big pelagic species.
2. A nice and relatively tight wobble that you can feel at a range of different retrieve speeds, typically anything from a medium to fast pace works best with a constant wind, even it can also be used in trolling.



Warrior Minnow

NBL 9496



Length	Weight	Hook	Type
90mm	21g	#4	Sinking

1. Perfect for shore fishing with the lure being able to cope with the strong currents also can cast long distances even against the wind.
2. Streamlined body on two sides make fish swim naturally in the water just like the real flow linear fish, and the irregular hopping and darting imitates the natural evasive movements of squid, shrimp.



Blitz Minnow

NBL 9779



* Tungsten weight transfer system

Length	Weight	Hook	Type
130mm	26g	#2	Sinking

1. Designed with a tungsten weight transfer system allows for superior casting distance, letting you cover a wider fishing zone and reach deeper waters with unmatched precision.
2. The thin lip edges make moderate-pitch tight wobble-rolling actions even in high waves and is so well balanced the lure can be burned during retrieve like a crankbait without failing during its travel.



Flick Shad

NBL 9498



Length	Weight	Hook	Type
130mm	23g	#4	Floating 0-1.5m

1. It is designed to get directly to the bottom so making it easier to target bottom dwelling fish.
2. The lure has an internal weight transfer system which allows for long casting.
3. The action created is an aggressive rolling and wobbling action and with its attractive shine.



River Runner

NBL 9497



Length	Weight	Hook	Type
* 95mm	13g	#6*2	Suspending
110mm	19g	#6*3	Floating 0-1.0m

* OEM ONLY

1. Produces an erratic side-to-side swim action to draw predator's attention.
2. It has an overwhelming far distance necessary for vast surf area.
3. Balanced body high specific gravity can easily handle strong currents, and quickly reaches the required depth.



Diablo

NBL 9495



Length	Weight	Hook	Type
110mm	19g	#2	Sinking

1. Designed for fishing that requires ultimate casting distances in the most demanding conditions.
2. An innovative sliding weight transfer system allows the lure to cast like a bullet and swim with a unique twitching and darting action on the retrieve.



Katonkel Kandy

NBL 9006



Length	Weight	Hook	Type
100mm	14g	#4	Floating 0-1.2m
120mm	22g	#2	Floating 0-1.5m

1. Designed for extreme casting distances in the most demanding conditions, the lure is built heavy and tough to target large aggressive saltwater predators.
2. Fished with a fast, steady retrieve results in a strong rolling and wobbling action with minimal resistance.



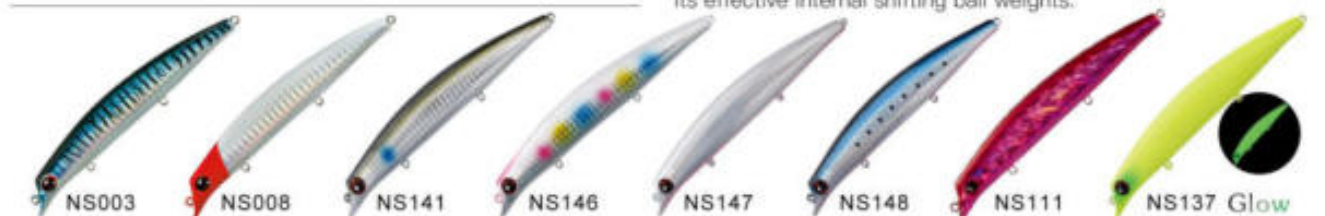
Alun Runner

NBL 9029



Length	Weight	Hook	Type
120mm	16g	#6	Floating 0-0.9m
150mm	24g	#4	Floating 0-1.2m

1. It's 'dished lip' that bites firmly into the waves and equipped with 3 NOEBY treble hooks and weight transfer system allow it to vibrate tightly on the retrieve and the lure can also be made to dart erratically.
2. It can be cast a serious distance, even into strong winds, due to its effective internal shifting ball weights.



Machnata

NBL 9142



1. Due to its slim body and light weight, the lure can be thrown great distances.
2. The lure is made of highly resistant ABS materials and NOEBY trebles, offering aggressive, firm and consistent navigation.
3. A steady slow or fast retrieve, twitch and pause or ripping the lure that can generate more vibration, make it irresistible for predators of all sizes.

Length	Weight	Hook	Type
150mm	23g	#4	Floating 0-1.5m



Rocky Caster

NBL 9050S



* Thru-wire construction

Length	Weight	Hook	Type
135mm	30g	#1	Suspending 0-2.5m

1. A extra long casting minnow which specializes in rivers and open oceans with deep water, and can search widely in open areas etc.
2. Not only the teardrop shape will cast like an arrow, but also once in the water it will perform a Wobble and Roll action and it is also attractive that it is easy to cause irregular action by a slight flow of water.



Rocky Caster +

NBL 9738



* Thru-wire construction

Length	Weight	Hook	Type
120mm	20.5g	#2	Floating 0-2.5m

1. The lures feature a reinforced fish bone thicker wall construction, meaning ultimate strength and durability.
2. We reinforcing the body side with fish bone rib creates an internal framework to strengthen the body of the lure, making it far less likely to be crushed or cracked by large predators.



Mojo

NBL 9141



1. This noise lipless crankbait casts like a bullet so you cover water quickly and efficiently, and special "tuned" sound chamber will arouse the attack instinct in fish.
2. Heavily weighted for a fast downward fall with subtle swimming action, the realistic slab-sided profile and super-tight wiggle action on any retrieve makes this lipless crankbait ideal for fishing any time of year.

Length	Weight	Hook	Type
90mm	33g	#4	Noise/Sinking



Karin

NBL 1903



1. This silent lipless crankbait equipped with a perfectly balanced extra heavy internal weight system, which allows to make super long casts.
2. Built with a metal frame and durable plastic body, which creates instant start up vibration.
3. Delivering the perfect balance of metal, plastic, also the oversized belly design of the bait also disperses more water and produces a unique side-to-side action on the fall.

Length	Weight	Hook	Type
85mm	28g	#4	Silent/Sinking



Chidori

NBL 9484N



1. This lipless crankbait will handles everything from slow retrieve to high-speed retrieve, and fascinates big bass with its sound.
2. Thumping vibration – the lipless crankbait offers a tight, nose down wiggle with a fast retrieve, allowing it to move through grass and debris with reduced snagging.
3. Perfectly balance – Stable swimming posture and castability, excellent bottom sensing ability.

Length	Weight	Hook	Type
70mm	17.5g	#4	Noise/Sinking



Bulldozer

NBL 9488N



1. A quiet killer, it provide a less-evasive presentation that is perfect for targeting fish in heavily pressured environments.
2. Featuring a tapered body for a more rapid and vibrating action and the high-float plastic body.
3. Design for banging against shallow cover, gravelly flats, and stumps. In addition to being aggressively random while hunting through the 0-4ft range, it is also highly buoyant to more easily back out of hang-ups and snags.

Length	Weight	Hook	Type
50mm	8g	#6	Silent/Floating 0-1.2m



Jawcracker

NBL 9481N



1. Diving up to 5 feet in depth and fitted with sharp NOEBY black nickel hooks. Even after bouncing off obstacles, it will remain balanced thanks to its clever square bill design and carefully positioned fixed weight.
2. Engineered Buoyancy perfect for crashing thick shallow cover, ripping out of grass, cranking rocks, or just burning in open water.

Length	Weight	Hook	Type
60mm	12g	#4	Silent/Floating 0.5-1.5m



Depthcharger

NBL9482N



1. The secret to getting caught while clearing obstacles such as standing trees and abandoned stones is the balance between the wider lip and a stable posture. Meanwhile it casts like a bullet and has a steep dive angle to reach the strike zone quickly and not only reach 4-6m depths, but that it had the right wobble and shimmy once it got there to attract the bass and entice them to bite.
2. Quickly rebounds off thick brush, trees, rocks or any other type of cover while maintaining position and trajectory.

Length	Weight	Hook	Type
80mm	30.5g	#3	Noise/Floating 4-6m



Thumper

NBL 9190



1. Rattles model design, make fishing lures more easily to be sensed.
2. The new body internal design creates much more buoyancy so the lure has more fixed weight that can feel the vibration clearly.
3. The diving level is from the surface of the water to 2m depth that creates quick swimming start and high pitch action (2m depth is the most effective).

Length	Weight	Hook	Type
45mm	8g	#8	Noise/Floating 0~2m



NF003



NF004



NF006



NF008



NF019



NF020



NF021



NF022

Speckled Egg

NBL 9159



1. Floating bionic lure, designed by actual insect.
2. Imitate insect falling water and struggling action, attract fish effectively.
3. Equipped with imported Noeby treble hooks..

Length	Weight	Hook	Type
28mm	2g	#10	Noise/Floating 0~0.6m



W01



W02



W04



W05



CZ019

King Kong Frog

1. The ideal size and shape feature fished in heavy cover and in open water.
2. It's special weighted for long casting distance.
3. Extremely soft body and sharp Japan hook.

Length	Weight
70mm	21g



F101



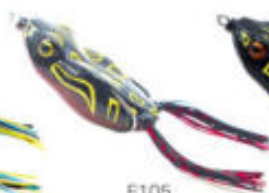
F102



F103



F104



F105



F106

Chatterbait



1. Flat-Bottom, Low Center Of Gravity Head.
2. Premium hand-tied silicone rubber skirts.
3. It was designed with the goal of achieving high straight-running stability.
4. Ideal for prospecting at any depth.

Head Weight (oz)	3/8oz	1/2oz	3/4oz	1oz	1 1/4oz
Head Weight (gram)	10.5g	14g	21g	28g	35g
Hook	3/0	5/0	5/0	6/0	6/0

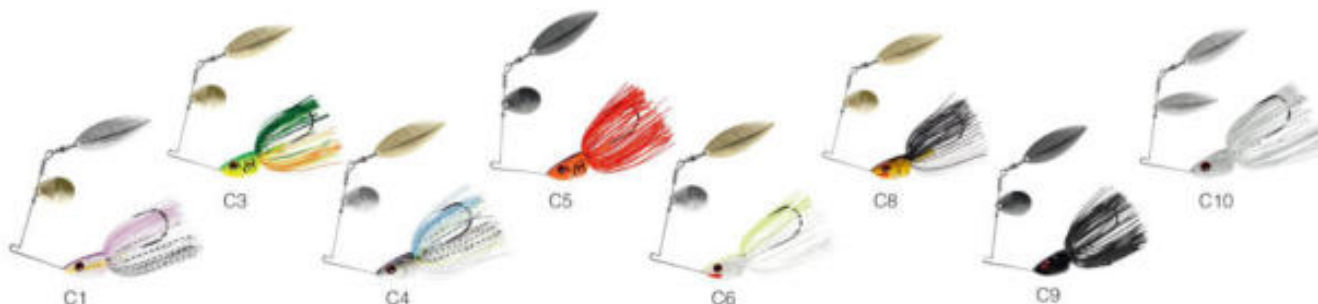


Blinger Spinnerbait



1. 2 Different unique blade gives the double willow a feeling of strong vibration.
2. Stainless steel wire is not deformed, the big blade is secured with a ball bearing swivel.
3. Silicone skirting for increased durability and perfect flare.
4. Spinnerbait head design features industry-first grooved underbelly that eliminates rolling, there is an irregular reaction due to left-right fluttering and roll action that dodges changes in the water flow.
5. Trailer hold wire that prevents the worm from tearing and secures it without slipping, sharp custom-made narrow vent hook adopted.

Weight (oz)	3/8oz	1/2oz	3/4oz	1oz
Head Weight (gram)	10.5g	14g	21g	28g
Hook	3/0	3/0	4/0	4/0



Samurai Jig

NBL 1005N



Weight	Length	Action
40g	70mm	Stop & Fall Vibrate Fall
60g	80mm	
80g	90mm	
100g	95mm	
120g	100mm	
150g	110mm	
180g	115mm	
210g	120mm	



NJ001



NJ004



NJ007



NJ002



NJ005



NJ077



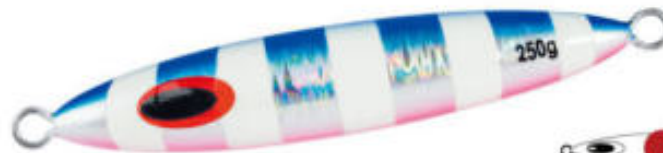
NJ003



NJ006

Butterball Jig

NBL 1012N



Weight	Length	Action
160g	110mm	Stop&Fall Spiral Fall
190g	120mm	
220g	127mm	
250g	130mm	
330g	145mm	
440g	158mm	



NJ008
Glow



NJ009



NJ014
Glow



NJ015
Glow



NJ016



NJ017



NJ018
Glow



NJ019
Glow

1. This model was developed and is best suited for long fall jerking.
2. Exclusively made to induce bites when falling.
3. This model was given special attention to encourage bites during falling.
4. It gives tighter form, slower fall speed and unique sway which can be effective in interesting the most discriminating under water spectator.

Dagger Jig

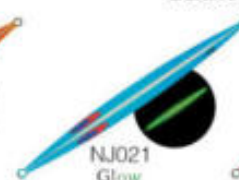
NBL 1013N



Weight	Length	Action
100g	145mm	Falls Horizontally
120g	155mm	
150g	165mm	
200g	185mm	Fast Fall High Pitch Jigging
250g	193mm	
300g	208mm	
400g	223mm	
500g	245mm	



NJ020
Glow



NJ021
Glow



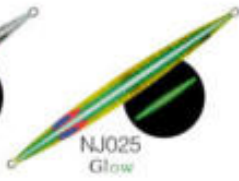
NJ022
Glow



NJ023
Glow



NJ024
Glow



NJ025
Glow

1. High Pitch Darting Jig, excels in fast currents and great depths.
2. This jig can also imitate a baitfish swimming away.
3. Using a high pitch retrieve the jig gets a great side to side action enticing bites from speedsters like kingfish and amberjack.

Vertical Vandal

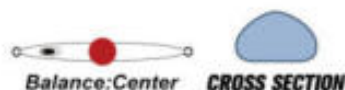
NBL 1007N



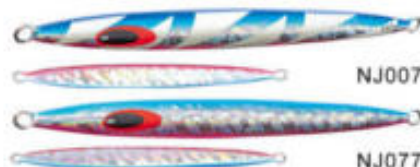
Weight	Length	Action
80g	132mm	
100g	157mm	
120g	165mm	Falls Horizontally
150g	176mm	Fast Fall
200g	197mm	High Pitch Jigging
250g	215mm	
300g	225mm	



Glow

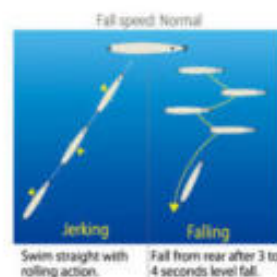


1. This is a high pitch jig designed to be worked faster. It is perfect for Yellowfin, Bluefin, Amberjack and a variety of other species.
2. With a slimmer body than other jig types, they're ideal for fishing in stronger currents and very deep water. It performs wonders when using High-Pitch Jerking. It mimics bait fish darting away enticing predators to attack.



BottleJig

NBL 1010N



* Line-incision technology

Weight	Length
60g	125mm

1. Originally intended for boat fishing, the jigs are unbreakable, robust, have a slim profile and a sharp movement. During jerking, they will feel light, with minimum resistance, due to their good balance.
2. Feature a tough metal frame made of steel, which covers the entire length of the jig's body, making them does not bend easily even if it hits a rock.

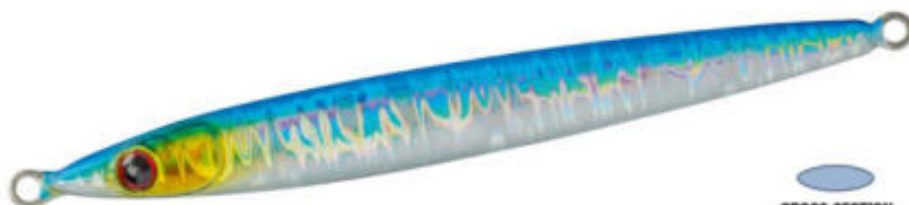
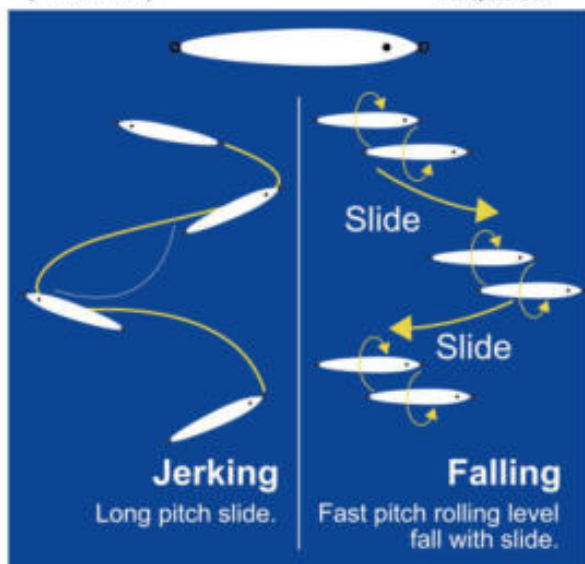


LongTom

NBL 1016N

Weight	Length
60g	108mm
NEW 80g	125mm
NEW 100g	139mm

ACTION:
(SLACK JERK)



CROSS SECTION

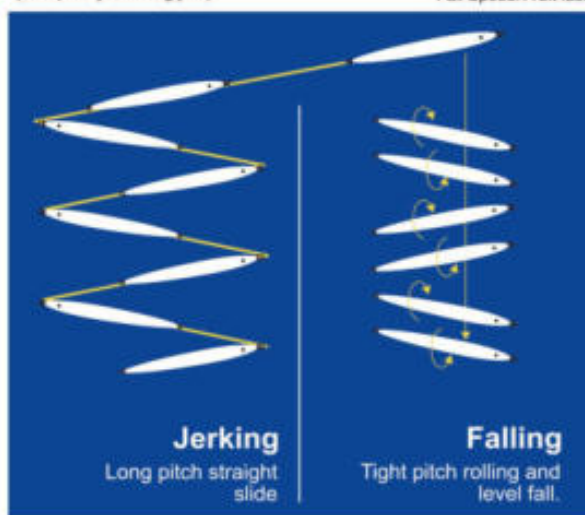


PencilJig

NBL 1017N

Weight	Length
60g	109mm
NEW 80g	147mm
NEW 100g	158mm

ACTION:
(One pitch jerk+Long jerk)



CROSS SECTION

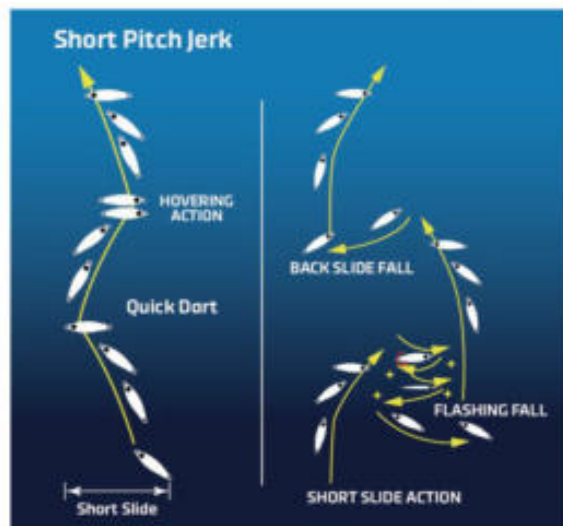


C1 NEW NBL 1018N

Weight	Length
80g	58mm
120g	62mm



Balance: A Bit Rear



Short, Dense, and Built To Sink Fast

Perfect for Snapper, Pearl perch, Coral trout, Emperors and Small Kingfish.

This jig can be used in many different ways from vertical slow pitch and high pitch, shore jigging and casting, with various retrieve styles and speeds. Also it is very stable action due to symmetrical design.

Mini Munch NBL 1001N

The Mini Munch has been designed to be easily used by shore or boat fishermen, with its center balance design, we have reduced the drag against the jig allowing for an agile slow to high-pitch action with your rod work. Its swimming performance is stable, stress-free and lively.

Weight	Length	Hook
21g	60mm	Chinu hook: #6 Treble hook: #6
28g	65mm	Chinu hook: #7 Treble hook: #4
40g	80mm	Chinu hook: #7 Treble hook: #2



Balance: Front



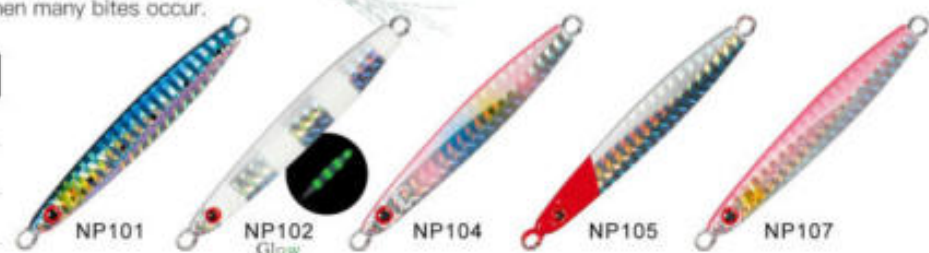
Maxi Munch NBL 1004N

This is the model designed especially for shore casting. With its super slim body and minimal air resistance it is possible for anyone to do a beautiful long cast, the rear centered weight gives it an attractive falling position, when many bites occur.

Weight	Length	Hook
21g	70mm	Chinu hook: #6 Treble hook: #6
28g	85mm	Chinu hook: #7 Treble hook: #4
40g	95mm	Chinu hook: #7 Treble hook: #2



Balance: Rear



Yūwaku Spin Jig

NBL 1009N



Balance:Rear



CROSS SECTION

1. A multi-purpose jig that can be used not only for fast reeling, but also for slow reeling.
2. A low center of gravity body with excellent stability.
3. The sparkle and vibration of the blade are effective against sa goshi and Spanish mackerel.



Weight	Length	Hook
40g	68mm	-
60g	80mm	Single hook:#14 Treble hook:#2



NP309



NP310 Glow



NP311



NP312 Glow



NP313



NP314

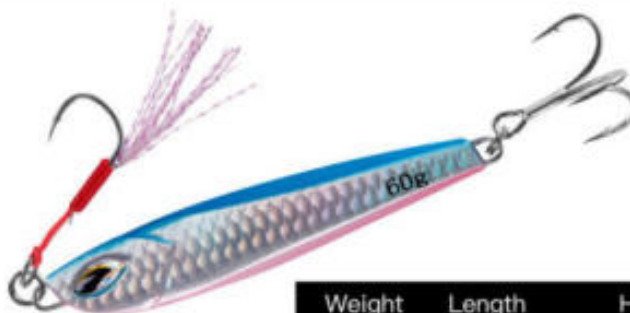
Saiko Jig

NBL 1015N



Balance:Rear

1. The flight attitude is superb.
2. It slide-falls irregularly turning the target's predation switch on.
3. The jig flaps its tail and also the head while it moves creating a strong appeal, simply by reeling.
4. The tail flutters for each rod shake achieving a constant action.



Weight	Length	Hook
60g	83mm	Single hook:#14 Treble hook:#2



NP310 Glow



NP312 Glow



NP315



NP316



NP317



NP318

KABURA

Weight	40g	60g	80g	100g	120g
Hook	#14	#14	#14	#16	#16



1. By shifting the thread hole, you can catch the tide well even in slow tide, and slide action to the left and right occurs.
2. By shifting the center of gravity, it falls fluttering at the time of fall and induces a bite.
3. Balanced design that flutters down but does not easily get entangled with needles.



NK001 Glow



NK002 Glow



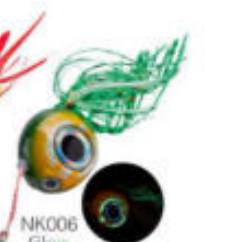
NK003 Glow



NK004 Glow



NK005 Glow



NK006 Glow

Lazy Shad

NBL 8601



1. Super nice softbait for pike and zander fishing.
2. Body shape and huge paddle tail creates strong swimming action even in a slowest retrieve.
3. A perfect imitation of a injured baitfish that slowly trudge forward with its last strength.

Length	Weight	Action
150mm	26g	Sinking
190mm	55g	Sinking
240mm	101g	Sinking
280mm	165g	Sinking



301



304



305



307



308



309

Fat Minnow

NBL 8602



1. Slow-retrieve with either a twitch or speed up, and the bait does its best dance move!
2. Nature Fat Minnow does everything by itself with its perfect erratic swimming action.
3. It has a unique profile that resembles a fat baitfish.

Length	Weight	Action
140mm	27g	Sinking
220mm	104g	Sinking



302



308



310



313



315

Super Minnow

NBL1601



Length	Weight	Hook
90mm	28g	#6

1. Swim and Distance seeker, this lure have employed a one piece stainless steel plate from the line-eye to the two hook-eyes that given the head ample strength and enables anglers to easily set the worm without any hassles.
2. With the careful setting of the line-eye and unique head design, the Haul head will not be bumping the bottom, enabling the angler to trace a specific range between the bottom and the mid layer.



NW216



NW217



NW222
Glow



NW223



NW225

Bosu Minnow

NBL1602



Length	Weight	Hook	Type
140mm	30g	Single #5/0	Sinking

1. Composed of TPR soft plastic, life-like action, natural buoyancy and unmatched durability.
2. Hollow Body Structure and it's a hybrid between a frog and swimbait that gives anglers a swimbait that excels in both fresh and saltwater scenarios.
3. Effective for bush, trees, lay downs, and reef, catch those giant predators lurking in cover.



NW225



NW238



NW239



NW240



NW241



NW242



NW243

STICKBAIT

POPPER

MINNOW

VIB

CRANK

METAL JIG

PROX

SOFT BAIT

FISHING ROD

FISHING R-FI

FISHING LINF

MINNOW TACKLE

FISHING BAG

FISHING TACKLE

APPAREL

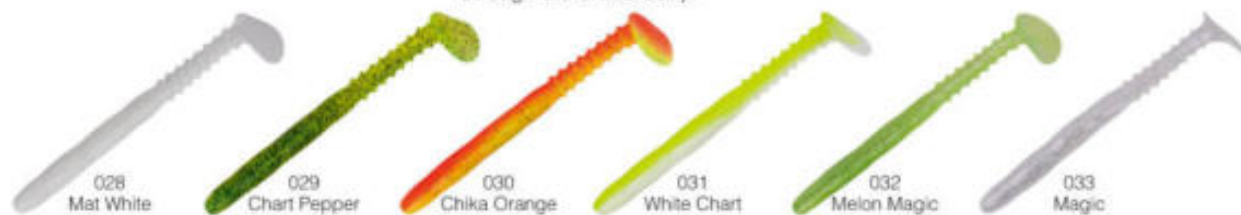
Ryan Shad

8113



Length	Weight	SET
6.5"-150mm	21g	4

1. The Ryan Shad Swimbait built to deliver big action and even bigger bites and meets the demands of black-bass, pike and walleye fishermen.
2. Poured with an effective rib design, the lure improves texture and vibration for more fish-catching performance. Large paddle tail that creates a wide swinging action through the entire body.



Alive Shad

8102



Length	Weight	SET
85mm	5.4g	8

Unique paddle tail shad, the alive shad provides the same silhouette as solid plastic lures, minus the bulk, its perfect for jig heads, screw-lock hooks, swim jigs, spinner baits and vibrating jigs.



Ribbed Minnow

S3102



Length	Weight	SET
70mm	3g	10
95mm	8g	4

High-frequency vibration of the T-tail creates a distinct swinging action that fish find irresistible. Impregnated with a heavy dose of squid scent, attractive and lasting.



Tactical Minnow

SW5019S



Length	Weight	SET
100mm	9g	5

1. Using high-grade environmental material, T-shape screw body features great softness. Stable and perfect action is attractive to the fish.
2. Unique recipe fish agent is added to fish body. It can attract more fish with the increasing taste sense.
3. Reflector pieces in the body are more attractive to fish.



Paddle Shad

5485



Length	Weight	SET
100mm	8g	4

1. Super realistic paddle tail swimbait with incredible definition and action.
2. The fish body is added exclusive secret recipe fragrance, intense and heavy flavor, long-lasting fragrance, attracting fish promptly.



Mad Attack

S8019



Length	Weight	SET
100mm	9.7g	4

1. Using high-grade environmental material, T-shape jointed body own great softness. Stable and perfect action is attractive to the fish.
2. Unique recipe fish agent is added to fish body. It can attract more fish with the increasing taste sense.
3. Reflector pieces in the body are more attractive to fish.



STICKBAIT

POPPER

MINNOW

VIB

CRANK

METAL JIG

PROX

SOFT BAIT

FISHING ROD

FISHING R-FI

FISHING LIF

MINNOW TACKLE

FISHING BAG

FISHING TACKLE

APPAREL