



**Rapala®**

**NEW FOR 2015 CATALOG**

RESPECTED RAPALA BRANDS







# SCATTER RAP® CRANK

NEW COLORS FOR 2015

Every bass man's new best friend. The Scatter Rap Crank offers four new "Ike's Custom Ink" colors for 2015.

Model No.	Running Depth	Body Length	Weight	Hooks	BRU	GFD	MULE	RTA
SCRC05	6' - 8'	2"	5/16 oz.	Two No. 5	•	•	•	•

\* **IKE'S CUSTOM INK COLOR** Color pattern designed by Mike Iaconelli exclusively for Rapala

PATENT PENDING



# RAPALA



## **RUNAWAY SUCCESS!**

What a year. The Scatter Rap was the biggest launch in the history of Rapala with more than one million Scatter Raps sold worldwide in 2013. Over 1.5 million Scatter Rap Google® search results combined with over 50 million gross media impressions had anglers buzzing about the revolution in fishing. Not just talk, they caught more than 1,000 game fish during the 5-day Scatter Rap Challenge (Google® it) and landed an IGFA World Record in its first year. Satisfied? Absolutely. Relaxed? Never! Look over this years collection to see what's going to be setting records next.





# SCATTER RAP® CRANK SHALLOW

NEW FOR 2015



Just like a spooked bait fish fleeing for it's life in the top of the water column, the Scatter Rap® Crank Shallow brings Scatter Rap action to the 4-5 foot depth range. Swimming with the already legendary aggressive, evasive, erratic Scatter Rap action, the new Scatter Rap® Crank Shallow is on the front lines of this bass-fishing revolution. 14 original crank colors plus four brand new "Ike's Custom Ink" colors will make fish rise up and take notice.

**CONSTRUCTION**  
Balsa Body with Scatter Lip  
Wire Through Construction

**ACTIONS**  
Evasive, Erratic  
Floating, Silent

**TECHNIQUE**  
Casting  
Dives 4' - 5'

**TARGETED SPECIES**  
Bass, Multi-Species  
Gamefish

**TERMINAL**  
VMC® Black Nickel  
Round Bend Hooks



BB  
Baby Bass



BBH\*  
Blue Back Herring



BG  
Blue Gill



BRU\*  
Bruised



CRSD\*  
Caribbean Shad



DCW  
Dark Brown  
Crawdad



DMN\*  
Demon



DSSD\*  
Disco Shad



FT  
Firetiger



GFD\*  
Girlfriend



HM  
Hot Mustard



HSD  
Helsinki Shad



MGRA\*  
Mardi Gras



MULE\*  
Mule



OLSL\*  
Old School



PNGN\*  
Penguin



RTA\*  
Rasta



SMSH\*  
Smash



Model No.	Running Depth	Body Length	Weight	Hooks	BB	BBH	BG	BRU	CRSD	DCW	DMN	DSSD	FT	GFD	HM	HSD	MGRA	MULE	OLSL	PNGN	RTA	SMSH	
SSCRC05	4' - 5'	2"	5/16 oz.	Two No. 5	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

\* IKE'S CUSTOM INK COLOR Color pattern designed by Mike Iaconelli exclusively for Rapala

PATENT PENDING





# SCATTER RAP® CRANK DEEP

NEW FOR 2015



Perfectly mimicking a spooked bait fish fleeing for it's life, the Scatter Rap® lures have changed the way anglers fish in just one year. Now Rapala brings the Scatter Rap action to the deep side of the water column. Swimming with the celebrated Scatter Rap action, the new Scatter Rap® Crank Deep is built to dive quickly and work in the 10 foot depth range. Four new "Ike's Custom Ink" colors add a deeper breadth to the stellar original 14 colors.

**CONSTRUCTION**  
Balsa Body with Scatter Lip  
Wire Through Construction

**ACTIONS**  
Evasive, Erratic  
Floating, Silent

**TECHNIQUE**  
Casting  
Dives 10' - 12'

**TARGETED SPECIES**  
Bass, Multi-Species  
Gamefish

**TERMINAL**  
VMC® Black Nickel  
Round Bend Hooks



BB  
Baby Bass



BBH\*  
Blue Back Herring



BG  
Blue Gill



BRU\*  
Bruised



CRSD\*  
Caribbean Shad



DCW  
Dark Brown  
Crawdad



DMN\*  
Demon



DSSD\*  
Disco Shad



FT  
Firetiger



GFD\*  
Girlfriend



HM  
Hot Mustard



HSD  
Helsinki  
Shad



MGRA\*  
Mardi Gras



MULE\*  
Mule



OLSL\*  
Old School



PNGN\*  
Penguin



RTA\*  
Rasta



SMSH\*  
Smash



Model No.	Running Depth	Body Length	Weight	Hooks	BB	BBH	BG	BRU	CRSD	DCW	DMN	DSSD	FT	GFD	HM	HSD	MGRA	MULE	OLSL	PNGN	RTA	SMSH	
DSCRC05	10' - 12'	2"	5/16 oz.	Two No. 5	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.	.

\* IKE'S CUSTOM INK COLOR Color pattern designed by Mike Iaconelli exclusively for Rapala

PATENT PENDING



# Rapala®

## SCATTER RAP® SHAD

NEW SIZE FOR 2015

• • • • •

The most prolific bait fish across the country is mimicked perfectly with the Scatter Rap® Shad. Body profile, color patterns and the evasive action of a bait fish fleeing attack make this lure preferred by anglers everywhere. Cast or trolled, this all-species bait can be worked slow in cool water with incredible results, then sped up for use when water temps begin to rise.

**CONSTRUCTION**  
Balsa Body with Scatter Lip  
Wire Through Construction

**ACTIONS**  
Evasive, Erratic  
Floating, Silent

**TECHNIQUE**  
Cast or Trolled  
Dives 5' - 8'

**TARGETED SPECIES**  
Multi-Species  
Gamefish

**TERMINAL**  
VMC®Black Nickel  
Round Bend Hooks



ALB  
Bleak



BBH\*  
Blue Back Herring



BG  
Blue Gill



CRSD\*  
Caribbean Shad



DCW  
Dark Brown Crawdad



DMN\*  
Demon



FT  
Firetiger



GALB  
Golden Alburnus



HS  
Hot Steel



HSD  
Helsinki Shad



MGRA\*  
Mardi Gras



P  
Perch



PD  
Purpledescent



S  
Silver



SD  
Shad



YP  
Yellow Perch



Model No.	Running Depth	Body Length	Weight	Hooks	ALB	BBH	BG	CRSD	DCW	DMN	FT	GALB	HS	HSD	MGRA	P	PD	S	SD	YP
<b>NEW</b> SCRS05	5' - 7'	2"	3/16 oz.	Two No. 8	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
SCRS07	5' - 8'	2-3/4"	1/4 oz.	Two No. 5	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

\* IKE'S CUSTOM INK COLOR Color pattern designed by Mike Iaconelli exclusively for Rapala

PATENT PENDING





# SCATTER RAP® JOINTED

NEW FOR 2015



Building on the classic articulated body style, the Scatter Rap® Jointed swims with an irresistible, seductive action.

The jointed body combined with a Scatter Lip takes this action to the "Nth" degree, triggering strikes from otherwise uninterested or hesitant fish. The undulating action created by the body style and Scatter Lip loses, then regains tracking, often the moment many fish strike.

**CONSTRUCTION**  
Balsa Body with Scatter Lip  
Wire Through Construction

**ACTIONS**  
Evasive, Erratic  
Floating, Silent

**TECHNIQUE**  
Cast or Trolled  
Dives 5' - 7'

**TARGETED SPECIES**  
Multi-Species  
Gamefish

**TERMINAL**  
VMC® Black Nickel  
Round Bend Hooks



ALB  
Bleak



AYU  
Ayu



B  
Blue



CLN  
Clown



FT  
Firetiger



G  
Gold



GALB  
Golden Alburnus



GFR  
Gold Fluorescent Red



HS  
Hot Steel



P  
Perch



PD  
Purpledescent



RT  
Rainbow Trout



S  
Silver



SFC  
Silver Fluorescent Chartreuse



TR  
Brown Trout



YP  
Yellow Perch

05  
06



Model No.	Running Depth	Body Length	Weight	Hooks	ALB	AYU	B	CLN	FT	G	GALB	GFR	HS	P	PD	RT	S	SFC	TR	YP
SCRJ09	5' - 7'	3-1/2"	1/4 oz.	Two No. 6	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•

PATENT PENDING

RAPALA | STORM | TERMINATOR | VMC | TRIGGER X | BLUE FOX | LUHR-JENSEN | WILLIAMSON | SUFIX





BALSA XTREME™ WAKING MINNOW





# BX™ WAKING MINNOW

NEW FOR 2015



A surface waking bait that swims with such incredible performance has to be built this tough. Just one cast and every angler will see the brilliance in it's broad waking action and a closer look at the lure itself reveals it's superior rugged design. Lively balsa core with a tough, durable copolymer shell give it the ability to get hammered all day long. Easy casting, fish this with a slow retrieve for a dynamic flashing, rolling action.

<b>CONSTRUCTION</b> Balsa Core with Durable Copolymer Outer Shell	<b>ACTION</b> Surface Waking, Rolling Flash	<b>TECHNIQUE</b> Casting Topwater	<b>TARGETED SPECIES</b> Multi-Species Gamefish	<b>TERMINAL</b> VMC® Black Nickel Round Bend Hooks
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BBH  
Blue Back Herring



FT  
Firetiger



GSH  
Gold Shiner



SDW  
Shadow



SMT  
Smelt



YP  
Yellow Perch

07  
08

Model No.	Running Depth	Body Length	Weight	Hooks	BBH	FT	GSH	SDW	SMT	YP
<b>BXWM13</b>	Topwater	5-1/4"	3/4 oz.	Three No. 5	•	•	•	•	•	•

# IKE'S Custom Ink

CUSTOM COLORS BY MIKE IACONELLI

The development of these masterpiece lures continues. With valued input from Mike "Ike" Iaconelli select Rapala lures are receiving some new oh-so-special Ike's Custom Ink modifications. All incorporate the muted body colors, translucent pearly finish and super fine glitter that has made this collection favored by anglers and large fish alike. Legendary Rapala lure actions in Ike's Custom Colors.

## DT® (DIVES-TO) SERIES

NEW COLORS FOR 2015

**CONSTRUCTION** : Balsa Body with Ike's Custom Ink Finishes  
**ACTIONS** : Classic Rapala Lure Actions  
**TECHNIQUE** : Casting Preset Depths  
**TARGETED SPECIES** : Multi-Species Gamefish  
**TERMINAL** : VMC® Black Nickel Round Bend Hooks

### DT CUSTOM INK COLOR PATTERNS



### DT FAT CUSTOM INK COLOR PATTERNS



### DT FLAT CUSTOM INK COLOR PATTERNS



### DT THUG CUSTOM INK COLOR PATTERNS



#### DT CUSTOM INK

Model No.	Running Depth	Length	Weight	Hooks
DT04	4'	2"	5/16 oz.	Two No. 6
DT06	6'	2"	3/8 oz.	Two No. 5
DT10	10'	2-1/4"	3/5 oz.	Two No. 4
DT14	14'	2-3/4"	3/4 oz.	Two No. 3
DT16	16'	2-3/4"	3/4 oz.	Two No. 3
DTMSS20	20'	2-3/4"	7/8 oz.	Two No. 3

#### DT FAT CUSTOM INK

Model No.	Running Depth	Length	Weight	Hooks
DTFAT01	1'	2-3/4"	5/8 oz.	Two No. 3
DTFAT03	3'	2-1/2"	1/4 oz.	Two No. 4

#### DT FLAT CUSTOM INK

Model No.	Running Depth	Length	Weight	Hooks
DTF03	3'	2-3/4"	3/8 oz.	Two No. 4
DTF07	7'	2-3/4"	3/8 oz.	Two No. 4

#### DT THUG CUSTOM INK

Model No.	Running Depth	Length	Weight	Hooks
DTTSS	4'-8'	2-1/2"	3/8 oz.	Two No. 5

\* IKE'S CUSTOM INK COLOR Color pattern designed by Mike Iaconelli exclusively for Rapala





**Rapala®**

# SHAD RAP® SHALLOW SHAD RAP®

NEW COLORS FOR 2015



Tough to improve on the best crankbait on the market. But not impossible. Just add new Ike's Custom Ink Colors.



### SHAD RAP

Model No.	Running Depth	Length	Weight	Hooks
SR04	4'-7'	1-1/2"	1/8 oz.	Two No. 8
SR05	4'-9'	2"	3/16 oz.	Two No. 8
SR06	5'-10'	2-1/2"	1/4 oz.	Two No. 6
SR07	5'-11'	2-3/4"	5/16 oz.	Two No. 6
SR08	8'-15'	3-1/8"	3/8 oz.	Two No. 3
SR09	8'-15'	3-1/2"	9/16 oz.	Two No. 3

### SHALLOW SHAD RAP

Model No.	Running Depth	Length	Weight	Hooks
SSR05	3'-6'	2"	3/16 oz.	Two No. 8
SSR07	4'-6'	2-3/4"	1/4 oz.	Two No. 6
SSR09	6'-8'	3-1/2"	3/8 oz.	Two No. 3

\* IKE'S CUSTOM INK COLOR

# X-RAP®

NEW COLORS FOR 2015



Slashbait Action. Ike's colors. Hold on tight.



Model No.	Running Depth	Length	Weight	Hooks
XR08	3'-5'	3-1/8"	1/4 oz.	Two No. 6
XR10	4'-6'	4"	7/16 oz.	No. 4 & 5

\* IKE'S CUSTOM INK COLOR

*Think Big. Go Small.*







# ULTRA LIGHT RIPPIN' RAP®

NEW FOR 2015



The Ultra Light Rippin' Rap® features a lipless, deep belly profile designed to dive and rip. With its flat, skinny sides this bait flutters on the drop with a hard-vibrating action accented with a loud, distinctive BB rattle system. Textured scales and gills with deep set 3D holographic eyes. Fast piercing VMC® black nickel hooks seal the deal.

**CONSTRUCTION**  
Tall and Skinny Textured Scale Body, Lipless Design

**ACTIONS**  
Hard Vibrating, Long Casting & Vertical Presentation

**FEATURES**  
Distinctive Loud BB Rattle System

**TARGETED SPECIES**  
Multi-Species Gamefish

**TERMINAL**  
VMC® Black Nickel Round Bend Hooks



CH  
Chrome



CHB  
Chrome Blue



FT  
Firetiger



GCH  
Gold Chrome



GTU  
Green Tiger UV  
**UV BRIGHT**



GYP  
Glow Yellow Perch  
**GLOW**



HSD  
Helsinki Shad



OTU  
Orange Tiger UV  
**UV BRIGHT**



PGS  
Pearl Grey Shiner



PTU  
Pink Tiger UV  
**UV BRIGHT**

Model No.	Running Depth	Body Length	Weight	Hooks	CH	CHB	FT	GCH	GTU	GYP	HSD	OTU	PGS	PTU
<b>ULRPR04</b>	Variable	1-1/2"	3/16 oz.	No. 10 & 12	•	•	•	•	•	•	•	•	•	•









# FOLDING FILLET BOARD

NEW FOR 2015



Simple in design, brilliant in function, the Folding Fillet Board folds for compact storage and transport, then opens for a USDA & FDA approved cutting surface for filleting, slicing and dicing. A perfect choice for fishing, hunting, the kitchen and camping.



Model No.	Open Dimension	Folded Dimension
<b>FSB1223</b>	12" x 23"	12" x 12"

Model No.	Open Dimension	Folded Dimension
<b>FSB1631</b>	16" x 31"	16" x 16"

13  
14

# HAWK FILLET KNIVES

NEW SIZES FOR 2015



Contoured hard plastic handle with textured finish for sure grip and substantial finger guard to protect against slips. Stainless steel blade is flexible enough for the most delicate filleting projects yet stout enough for steaking. 36 piece display bucket makes this an affordable, impulse item. New 4" & 8" blades options.

Each knife is protected by disposable plastic sheath.



Model No.	Blade Length	Handle Length	Bulk Count
<b>NEW 124BX</b>	4"	5"	36 piece
<b>126BX</b>	6"	5"	36 piece
<b>NEW 128BX</b>	8"	5"	36 piece







# ARASHI™ WAKE CRANK

NEW FOR 2015



## RATTLING

Runs just under the surface with a hard rolling action and a pronounced tail kick creating a large wake that draws attention. Fish it slow or fast, this Arashi keeps waking and running true at any speed.

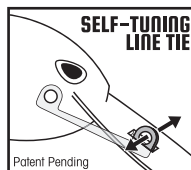
Single Ball Cadence Rattle • Circuit Board Lip • Patent Pending Self-Tuning Line Tie • Rotated Hook Hangers  
Holographic 3D Eyes • Premium VMC® Black Nickel Hooks



15  
16

### ARASHI WAKE CRANK SERIES SPECIFICATIONS

Model No.	Running Depth	Body Length	Weight	Hooks
<b>AWC06</b>	Topwater	2-3/8"	9/16 oz.	#3 & #4



**SELF-TUNING LINE TIE** is a free-moving design that keeps the lure tracking true, ensuring non-stop fishing action.





Approved by Storm Pro Angler  
Brandon Palaniuk





# ARASHI™ RATTLING SQUARE

NEW FOR 2015



Featuring a multi-ball rattle for loud, variable pitch the new Arashi Rattling Square runs with a lively rolling action and pronounced tail kick. The increased deflection square lip design and the buoyancy to back out of cover are a perfect match for contacting structure. Long-cast design for increased distance with accuracy.

High Frequency Multi-Ball Rattle • Circuit Board Lip • Patent Pending Self-Tuning Line Tie • Rotated Hook Hangers  
Holographic 3D Eyes • Premium VMC® Black Nickel Hooks



612-Hot Blue Shad



680-Bluegill



682-Baby Bass



684-Crappie



685-Blue Back Herring



686-Wakasagi



688-Ghost Hitch



859-Pro Blue



868-Rusty Craw



869-Mossy Chartreuse Craw



870-Red Craw



871-Hot Chartreuse Shad



872-Parrot



874-Black Silver Shad



875-Green Gold Shad

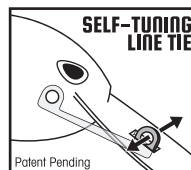


876-Black Chartreuse Shad

17  
18

## ARASHI RATTLING SQUARE SERIES SPECIFICATIONS

Model No.	Running Depth	Body Length	Weight	Hooks
ASQR03	3 ft.	2-1/8"	1/2 oz.	#4
ASQR05	5 ft.	2-3/8"	5/8 oz.	#2



**SELF-TUNING LINE TIE** is a free-moving design that keeps the lure tracking true, ensuring non-stop fishing action.



## ARASHI™ SILENT SQUARE 3 & 5

NEW COLORS FOR 2015

• • • • •

Runs with a lively rolling action and pronounced tail kick. The buoyancy to back out of cover and square lip design for increased deflection are a perfect match for contacting structure. Long-cast design for increased distance with accuracy. Non-rattling for a silent approach to wary or pressured fish in shallow water

Circuit Board Lip • Patent Pending Self-Tuning Line Tie  
Rotated Hook Hangers • Holographic 3D Eyes  
Premium VMC® Black Nickel Hooks



## ARASHI™ RATTLING FLAT 7

NEW COLORS FOR 2015

• • • • •

Swims with a tight wiggling action creating maximum flash and vibration. Multi-ball rattle for loud, variable pitch and a long-cast design for increased distance with accuracy.

Variable Pitch Multi-Ball Rattle • Circuit Board Lip  
Patent Pending Self-Tuning Line Tie • Rotated Hook Hangers  
Holographic 3D Eyes • Premium VMC® Black Nickel Hooks



## ARASHI™ RATTLING DEEP 10

NEW COLORS FOR 2015

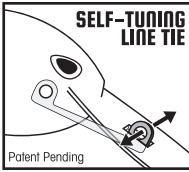
• • • • •

Swims with a moderate rolling action for the right amount of search with loads of tail kick. Large single knocker rattle and a long-cast design for increased distance with accuracy.

Large Single Knocker Rattle • Circuit Board Lip  
Patent Pending Self-Tuning Line Tie • Rotated Hook Hangers  
Holographic 3D Eyes • Premium VMC® Black Nickel Hooks







**SELF-TUNING LINE TIE**  
 is a free-moving design that keeps the lure tracking true, ensuring non-stop fishing action.

**ARASHI SILENT SQUARE 3 & 5 COLOR PATTERNS**



688-Ghost Hitch



859-Pro Blue



875-Green Gold Shad



876-Black Chartreuse Shad

**ARASHI SILENT SQUARE 3 & 5 SERIES SPECIFICATIONS**

Model No.	Running Depth	Body Length	Weight	Hooks
<b>ASQS03</b>	3 ft.	2-1/8"	1/2 oz.	#4
<b>ASQS05</b>	5 ft.	2-3/8"	5/8 oz.	#2

**ARASHI RATTLING FLAT 7 COLOR PATTERNS**



688-Ghost Hitch



859-Pro Blue



875-Green Gold Shad



876-Black Chartreuse Shad

**ARASHI RATTLING FLAT 7 SERIES SPECIFICATIONS**

Model No.	Running Depth	Body Length	Weight	Hooks
<b>AFT07</b>	7 ft.	2-1/8"	7/16 oz.	#4

**ARASHI RATTLING DEEP 10 COLOR PATTERNS**



688-Ghost Hitch



859-Pro Blue



875-Green Gold Shad



876-Black Chartreuse Shad

**ARASHI RATTLING DEEP 10 SERIES SPECIFICATIONS**

Model No.	Running Depth	Body Length	Weight	Hooks
<b>ADP10</b>	10 ft.	2-3/8"	9/16 oz.	#4



# ORIGINAL WIGGLE WART® / ORIGINAL MAG WART®

NEW COLORS FOR 2015



Great for targeting finicky fish of any species, a fabled lure with many a fish story to be told. Legendary side-to-side action at all speeds with a loud rattle and four new craw patterns to match local conditions. Featuring premium VMC® super-sharp hooks, this lure is effective fished anyway, anywhere.

Original Molds and Components • Classic "Wart" Rattle • Side-to-Side Crayfish Action

## ORIGINAL WIGGLE WART COLOR PATTERNS



655-Red Craw



656-Moss Back Craw



657-Creek Craw



658-Orange Brown Craw

## ORIGINAL MAG WART COLOR PATTERNS



655-Red Craw



656-Moss Back Craw



657-Creek Craw



658-Orange Brown Craw

## ORIGINAL WIGGLE WART / MAG SERIES SPECIFICATIONS

Model No.	Running Depth	Body Length	Weight	Hooks
V	7-18 ft.	2"	3/8 oz.	#4
AV	13-24 ft.	2-3/4"	3/4 oz.	#2





# TWITCH STICK

NEW COLORS FOR 2015

• • • • •

A suspending jerk bait with a thick, minnow profile and an aggressive action on retrieve. Very responsive to subtle, twitch style technique. On the pause, the bait comes to rest with an added wobble that triggers strikes.

Thick Minnow Profile • Loud Multi-Ball Rattle • External Scales • Suspending Responsive Action • 3D Holographic Eye • Premium Black Nickel VMC® Hooks



21  
22

### TWITCH STICK SERIES SPECIFICATIONS

Model No.	Running Depth	Body Length	Weight	Hooks
<b>TWS08</b>	2-4 ft.	3-1/4"	5/16 oz.	#6
<b>TWS10</b>	3-5 ft.	4"	5/8 oz.	#4





# TERMINATOR

## T-1 TITANIUM SPINNERBAITS WITH POWER PULSE QUICKSKIRTS

NEW COLORS FOR 2015

• • • • •



Built with the T-1 Titanium frame, these T-1's feature baitfish skirt patterns with irresistible action.

Unique, changeable silicone QuickSkirts with Power Pulse Trailer extensions.

Patented SnapBack Titanium wire frame provides the truest-running, longest-lasting spinnerbaits.

Forge based patterns and extended accent tails provide an exaggerated flowing presentation.

Traditional blade combinations enhance flash and vibration • Exclusive beveled edge blade design • Premium VMC® hook



**T38WW80NN** 3/8 oz  
**T12WW80NN** 1/2 oz  
**T34WW80NN** 3/4 oz  
WW-Willow/Willow Blades  
80-Blue Back Herring  
NN-Nickel/Nickel Blades



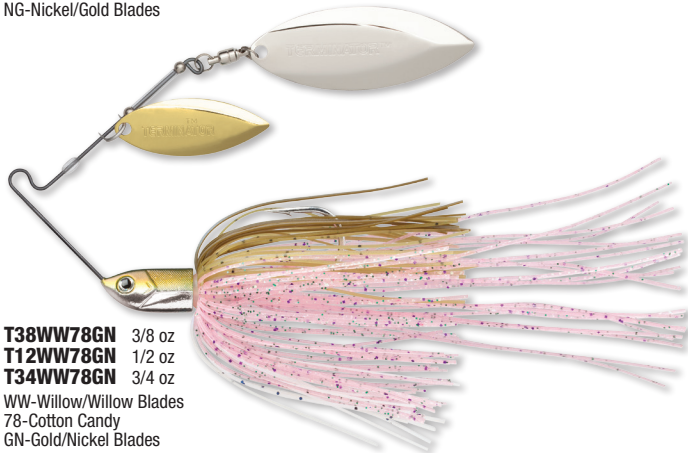
**T38CW80GN** 3/8 oz  
**T12CW80GN** 1/2 oz  
**T34CW80GN** 3/4 oz  
CW-Colorado/Willow Blades  
80-Blue Back Herring  
GN-Gold/Nickel Blades



**T38WW79NG** 3/8 oz  
**T12WW79NG** 1/2 oz  
**T34WW79NG** 3/4 oz  
WW-Willow/Willow Blades  
79-Hot Olive  
NG-Nickel/Gold Blades



**T38CW79NG** 3/8 oz  
**T12CW79NG** 1/2 oz  
**T34CW79NG** 3/4 oz  
CW-Colorado/Willow Blades  
79-Hot Olive  
NG-Nickel/Gold Blades



**T38WW78GN** 3/8 oz  
**T12WW78GN** 1/2 oz  
**T34WW78GN** 3/4 oz  
WW-Willow/Willow Blades  
78-Cotton Candy  
GN-Gold/Nickel Blades



**T38CW78GN** 3/8 oz  
**T12CW78GN** 1/2 oz  
**T34CW78GN** 3/4 oz  
CW-Colorado/Willow Blades  
78-Cotton Candy  
GN-Gold/Nickel Blades

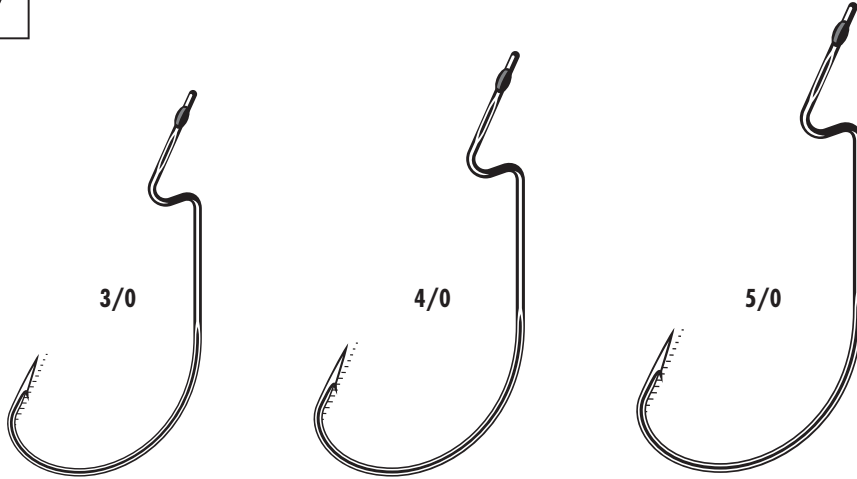






# XLWG **NEW** X-LONG WIDE GAP

Extra Long Z-Bend Leg • Recommended when Paired with Tube and Hollow Belly Soft Plastics  
 Offset Point • Resin Closed Eye • Forged

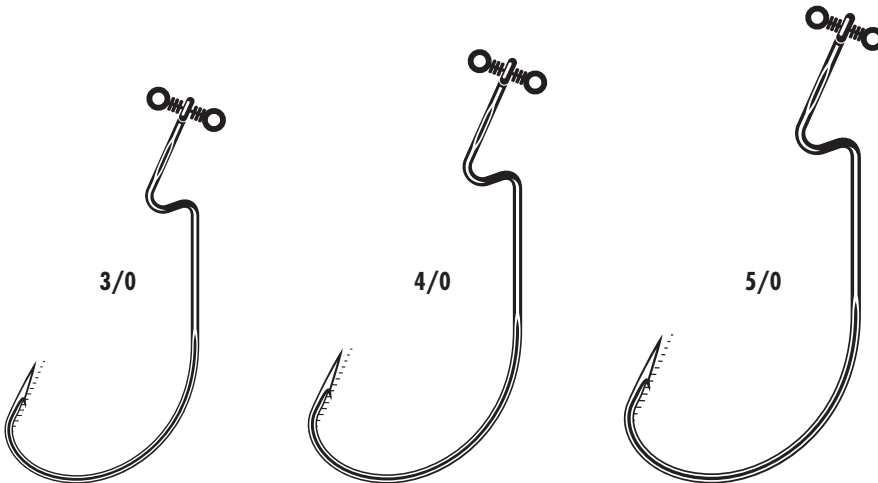


COLOR / SIZE	3/0	4/0	5/0
BN - Black Nickel	PP(5)	PP(5)	PP(5)

25  
26

# PWS **NEW** POWERSHOT

Extra Long Z-Bend Hook Leg Ensures Freedom of Movement when Drop Shot Technique is Used • Offset Point • Forged



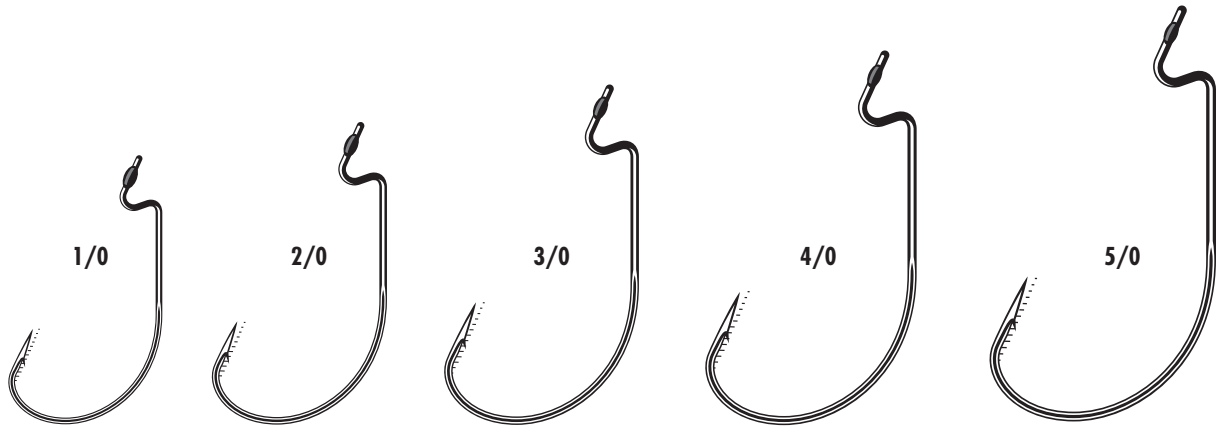
COLOR / SIZE	3/0	4/0	5/0
BN - Black Nickel	PP(4)	PP(4)	PP(4)

PP pack (variable quantity)



## WG WIDE GAP NEW 25 HOOK VALUE PACKS

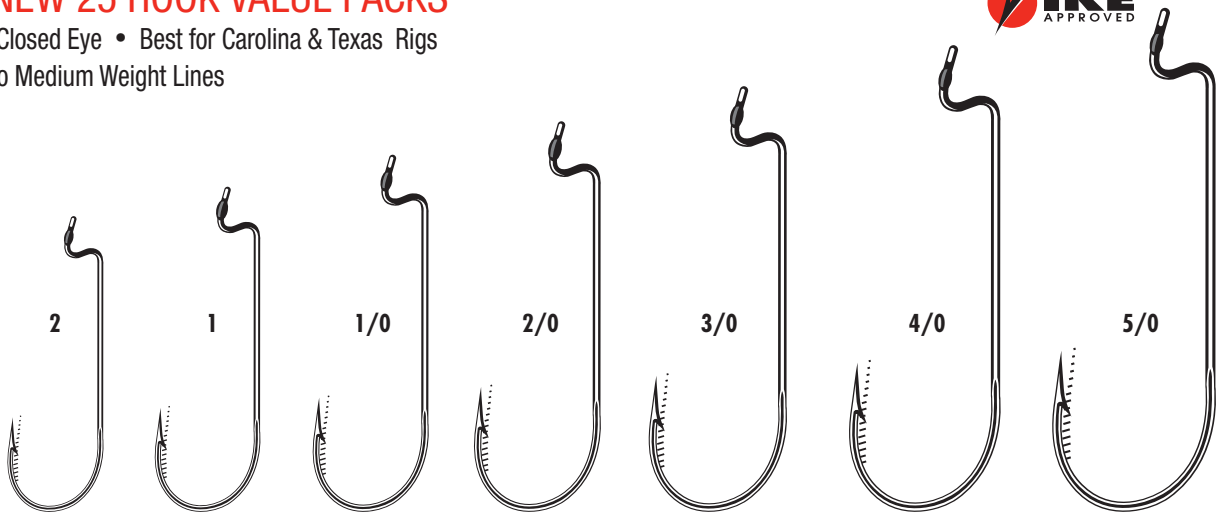
Offset Point • Resin Closed Eye • Perfect for Texas and Carolina Rigs • Designed for All Light to Medium Weight Lines



COLOR / SIZE	1/0	2/0	3/0	4/0	5/0
BN - Black Nickel	PP(6), VP(25)	PP(6), VP(25)	PP(5), VP(25)	PP(5), VP(25)	PP(5), VP(25)

## WM WORM NEW 25 HOOK VALUE PACKS

Offset Point • Resin Closed Eye • Best for Carolina & Texas Rigs  
Designed for All Light to Medium Weight Lines



COLOR / SIZE	2	1	1/0	2/0	3/0	4/0	5/0
BN - Black Nickel	PP(6), VP(25)	PP(6), VP(25)	PP(6), VP(25)	PP(6), VP(25)	PP(5), VP(25)	PP(5), VP(25)	PP(5), VP(25)

## SSB SINKER STOPS NEW

High Density Neoprene Stopper Designed to Peg the Weight Close to the Hook on a Punch, Flipping or Pitching Rig

Eliminates Crimping and Possible Damage to Line While Securely Holding the Weight in Place

Model	Size	Pcs. Per Pack
SSBM	Medium	10
SSBL	Large	10



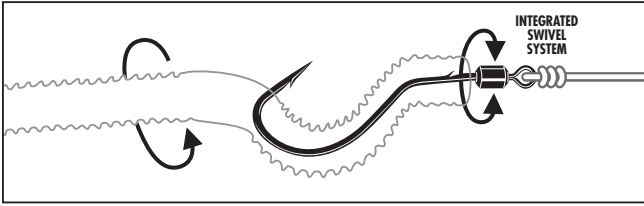
PP pack (variable quantity), VP pack - 25 hooks





## SPD NEW SPINDRIFT™

Integrated Swivel-to-Hook System Enables Rotation at Ultra Slow Speed • Technical Bend  
 Recommended when Trolling, Drifting, Carolina Rigging and Split Shot Rigging  
 Free Spinning Built-in Stainless Steel Swivel Reduces Line Twist



2



1



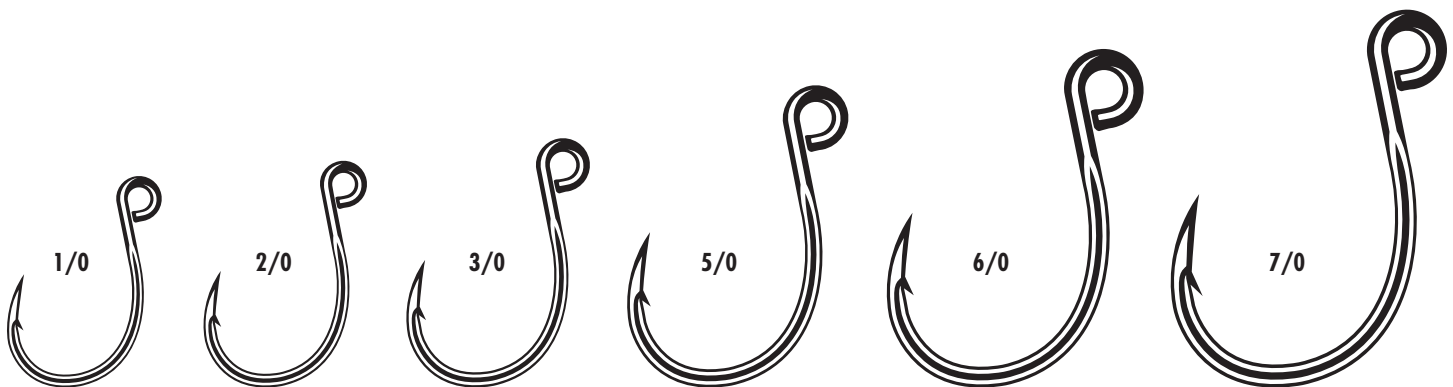
1/0

COLOR / SIZE	2	1	1/0
BN - Black Nickel	PP(6)	PP(6)	PP(6)

27  
28

## ILS NEW INLINE SINGLE

X Gap • X Strong • Forged  
 Recommended for Treble Replacement on Larger Lures



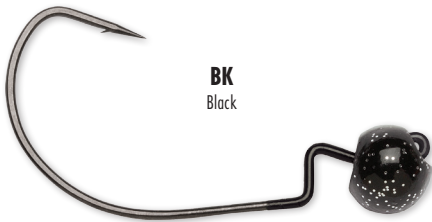
COLOR / SIZE	1/0	2/0	3/0	5/0	6/0	7/0
BN - Black Nickel	PP(8)	PP(7)	PP(6)	PP(5)	PP(4)	PP(4)

PP pack (variable quantity)



## RJ RUGBY JIG **NEW COLOR**

Offset Point • Recessed Eye • Wide Gap  
Side-to-Side and Rolling Action  
Ideal for Rocky Bottom Fishing



**BK**  
Black



**NEW  
BRN**  
Brown



**GNPPK**  
Green Pumpkin

Model	Weight	Hook Size	Pcs. Per Pack
RJ116	1/16 oz.	2/0	4
RJ18	1/8 oz.	2/0	4
RJ316	3/16 oz.	3/0	4
RJ14	1/4 oz.	3/0	4

Model	Weight	Hook Size	Pcs. Per Pack
RJ516	5/16 oz.	4/0	4
RJ38	3/8 oz.	4/0	4
RJ12	1/2 oz.	5/0	3
RJ34	3/4 oz.	5/0	3

## WWJ WACKY WEEDLESS JIG **NEW COLOR**

Offset Point • Extra Wide Gap • Stainless Weed Guard • Flick Shake • Perfect when Pitching into Heavy Cover



**BK**  
Black



**NEW  
BRN**  
Brown



**GNPPK**  
Green Pumpkin

Model	Weight	Hook Size	Pcs. Per Pack
WWJ116	1/16 oz.	1/0	4
WWJ18	1/8 oz.	1/0	4
WWJ316	3/16 oz.	1/0	4
WWJ14	1/4 oz.	1/0	4





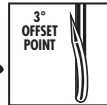
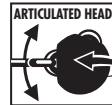
## SWRJ **NEW** SWINGIN' RUGBY JIG



Extra Long Z-Bend Hook Leg Ensures Soft Plastics Will Not Hinder Action when Rigged

Articulated Jig Head Design Allows Presentation to Flow and Move Naturally

Offset Point • Recess Eye • Wide Gap



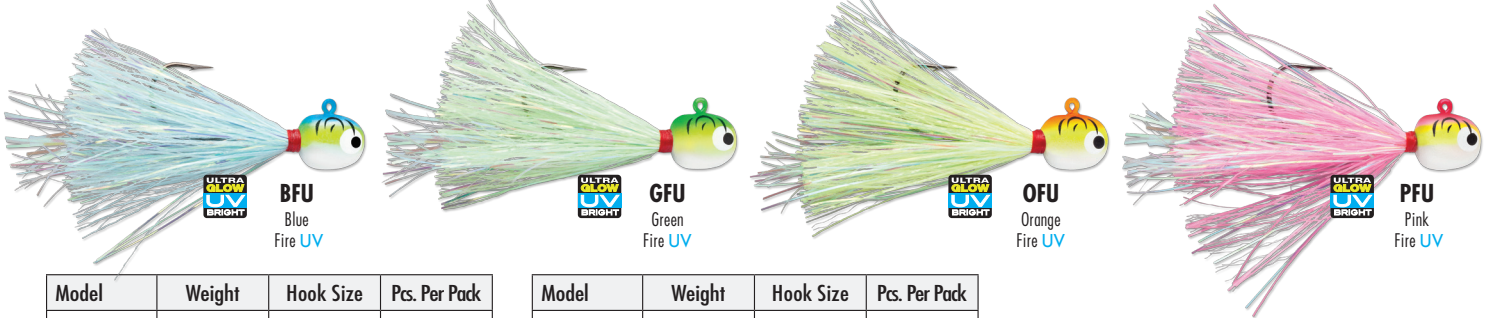
Model	Weight	Hook Size	Pcs. Per Pack
SWRJ14	1/4 oz.	3/0	2
SWRJ516	5/16 oz.	4/0	2
SWRJ38	3/8 oz.	4/0	2
SWRJ12	1/2 oz.	5/0	2
SWRJ34	3/4 oz.	5/0	2





# HSG HOT SKIRT GLOW JIG **NEW COLORS**

HOOK - Premium Hi Carbon Steel JIG - UV Bright Finish Reflects More Light Energy SKIRT - Glow in the Dark & Flashabou Fibers



Model	Weight	Hook Size	Pcs. Per Pack
HSG132	1/32 oz.	6	2
HSG116	1/16 oz.	4	2
HSG18	1/8 oz.	1/0	2

Model	Weight	Hook Size	Pcs. Per Pack
HSG14	1/4 oz.	2/0	2
HSG38	3/8 oz.	2/0	2



# NYJ **NEW** NYMPH JIG

HOOK - Power Gap  
5% Wider Gap than Traditional Jig Hooks

JIG - Pre-Rigged Trigger X<sup>®</sup> Nymph Body  
Replicates Small Aquatic Insects

Model	Weight	Hook Size	Pcs. Per Pack
NYJ132	1/32 oz.	6	2
NYJ116	1/16 oz.	4	2



# WDJ **NEW** WINGDING JIG

HOOK - Power Gap  
5% Wider Gap than Traditional Jig Hooks

JIG - Pre-Rigged Trigger X<sup>®</sup> Wingding Solid Core  
Body External Wings for Stability and Gliding Action

Model	Weight	Hook Size	Pcs. Per Pack
WDJ132	1/32 oz.	6	2
WDJ116	1/16 oz.	4	2







## BTJ NEW BOOT TAIL JIG

HOOK - Power Gap

5% Wider Gap than Traditional Jig Hooks

JIG - Pre-Rigged Trigger X® Boot Tail Body

Long Micro-Thin Tail

Light and Subtle Vibrating Action

Model	Weight	Hook Size	Pcs. Per Pack
BTJ132	1/32 oz.	6	2
BTJ116	1/16 oz.	4	2



## CTJ NEW CURL TAIL JIG

HOOK - Power Gap

5% Wider Gap than Traditional Jig Hooks

JIG - Pre-Rigged Trigger X® Curl Tail Body

Long Micro-Thin Tail Swims with a Light and Subtle Vibration

Model	Weight	Hook Size	Pcs. Per Pack
CTJ132	1/32 oz.	6	2
CTJ116	1/16 oz.	4	2



## FGRJ NEW FLAP TAIL JIG

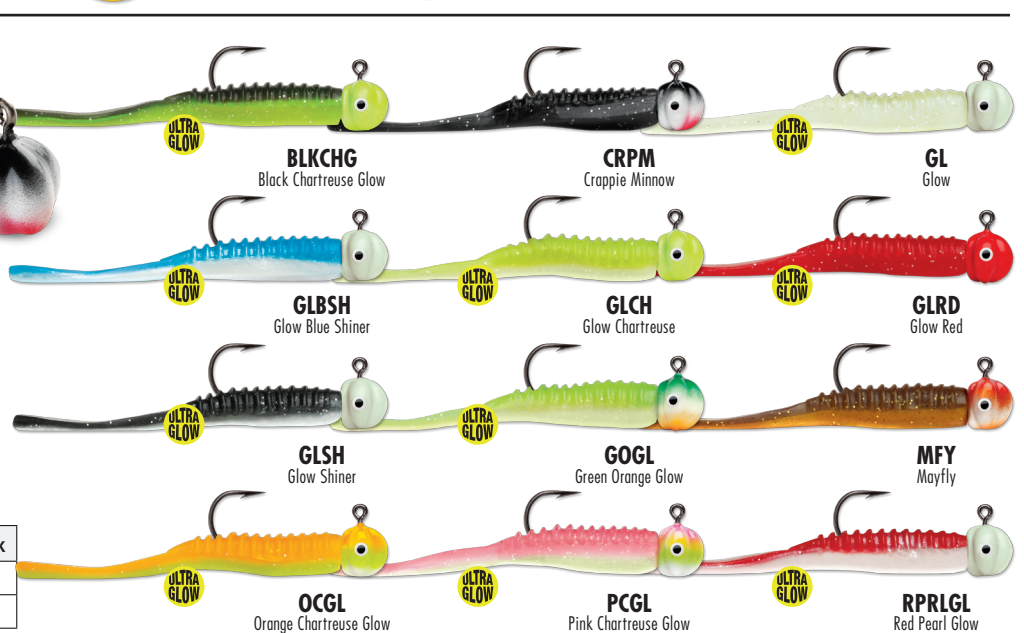
HOOK - Power Gap

5% Wider Gap than Traditional Jig Hooks

JIG - Pre-Rigged Trigger X® Flap Tail Body

Flapping Mimics a Leech or Split the Tail for Swimming Wounded Minnow Action

Model	Weight	Hook Size	Pcs. Per Pack
FGRJ132	1/32 oz.	6	2
FGRJ116	1/16 oz.	4	2



# TRIGGER X

The innovative Trigger X® materials attracts fish and maximizes the taste and texture to ensure when fish bite, they hold-on longer than traditional soft plastic baits.

## PTXSLH SLOP HOPPER

### NEW SIZE

Shape & Actions influenced by Davy Hite

Twist, Roll and Hopping Action

Fish Just Below the Surface or Topwater Through the Heaviest Slop

Model	Length	Pcs. Per Pack
PTXSLH35	3-1/2"	10
PTXSLH45	4-1/2"	6
PTXSLH55	5-1/2"	4



## TXWD NEW WINGDING

Solid Core Body • External Wings for Stability and Gliding Action • Tentacles Pulse and Swim

Model	Length	Pcs. Per Pack
TXWD15	1-1/2"	8



## TXBTM NEW BOOT TAIL MINNOW

Long Micro-Thin Tail  
Light and Subtle Vibrating Action

Model	Length	Pcs. Per Pack
TXBTM15	1-1/2"	10



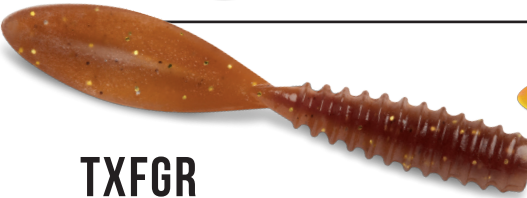




## TXCTM **NEW** CURL TAIL MINNOW

Long Micro-Thin Tail Swims with a Light and Subtle Vibration

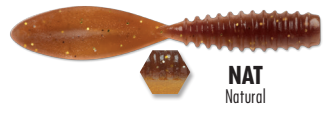
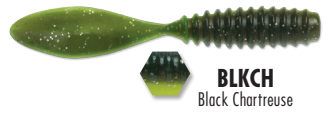
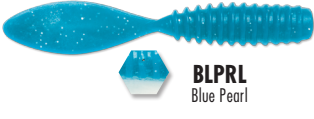
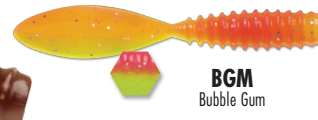
Model	Length	Pcs. Per Pack
TXCTM15	1-1/2"	10



## TXFGR FLAP TAIL GRUB **NEW SIZE**

Flapping Mimics a Leech or Split the Tail for Swimming Wounded Minnow Action

Model	Length	Pcs. Per Pack
TXFGR2	2"	8



## TXNY NYMPH **NEW SIZE**

Lively Arms & Legs Replicates Small Aquatic Insects

Model	Length	Pcs. Per Pack
TXNY2	2"	8











# CLASSIC VIBRAX®

NEW COLORS FOR 2015

• • • • •

The Classic Vibrax gets a new look. Flashy scale patterns and coordinated UV tipped blades adorn the fabled flaw-free plating, fine tolerances and super-sharp hooks atop the low frequency emitting patented two-part body.

Hex scale pattern adds realistic flash • UV finished tips reflect more light energy, strengthening the lures visibility  
 Inline blade design runs 2 to 6 feet • Machined brass bell • Stainless steel shaft



Proper size siwash included.

**314IC** Pink Scale  
Chartreuse Tip UV

**315IC** Green Scale  
Chartreuse Tip UV

**316IC** Blue Scale  
Chartreuse Tip UV

**317IC** Purple Scale  
Pink Tip UV

**318IC** Blue Scale  
Pink Tip UV

**319IC** Cerise Scale  
Blue Tip UV

Model No.	Blade Size	Weight
<b>60-30</b>	3	1/4 oz.
<b>60-40</b>	4	3/8 oz.

Model No.	Blade Size	Weight
<b>60-50</b>	5	7/16 oz.
<b>60-60</b>	6	5/8 oz.

35  
36

# BLUE FOX® KITS

NEW FOR 2015

• • • • •

Great value combined with pro-selected lure sets that offer anglers a full complement of baits for their chosen prey.



Model No.	Pack	Weight
<b>FLASH KIT</b>		
<b>WBFF1K5-1</b>	5	1/8 oz.
<b>WBFF2K5-1</b>	5	3/16 oz.
<b>GLOW SKIRT</b>		
<b>BFGS116K5</b>	5	1/16 oz.
<b>STROBE SPOON KIT</b>		
<b>SSP2K5</b>	5	3/8 oz.
<b>SSP3K4</b>	4	5/8 oz.
<b>CAST CHAMP KIT</b>		
<b>CC18K3</b>	3	1/8 oz.
<b>CC18K5</b>	5	1/8 oz.





# KWIKFISH®

NEW COLORS FOR 2015



The Kwikfish is an excellent trolling and slow back trolling plug for all medium to large size game fish. The **K Series** can be adjusted for slow or fast water conditions. The **X Series** of Kwikfish swim with a wider, aggressive action even in fast water. Fixed eyelets eliminate the need for tuning.

High action • Stays down in fast water • Stainless steel split rings • Extra-strong round-bend VMC® hooks



1555  
Silver Red Mamba



1556  
Silver Pink Mamba



1557  
Red Black Mamba



1630  
Metallic Blue Double Trouble



1631  
Metallic Green Double Trouble



1632  
Metallic Pink Double Trouble

Model No.		Length	Hooks	Dives to	1555	1556	1557	1630	1631	1632
5413-9X	(9X) Non-Rattle	2-3/4"	#6	10'	◆	◆	◆	—	—	—
5413-11X	(K11X) Non-Rattle	3-3/8"	#4	12'	◆	◆	◆	—	—	—
5414-013	(K13X) Rattle	3-13/16"	#2	15'	—	—	—	◆	◆	◆
5414-14X	(14X) Rattle	4-1/4"	#1/0	14'-16'	—	—	—	◆	◆	◆
5414-15X	(15X) Rattle	5"	#2/0	15'-17'	—	—	—	◆	◆	◆
5414-16X	(K16X) Rattle	5-9/16"	#3/0	15'	—	—	—	◆	◆	◆
5414-14	(K14) Rattle	4-1/4"	#2	14'-16'	—	—	—	◆	◆	◆
5414-15	(K15) Rattle	5"	#2/0	15'-17'	—	—	—	◆	◆	◆
5414-16	(K16) Rattle	5-9/16"	#3/0	15'	—	—	—	◆	◆	◆



# HYDRO VIBE HOOCHIE

NEW FOR 2015



This unique design allows for increased vibration as water passes through the "vented" blade. Tests have shown that less speed is required to rotate the Hydro Vibe blade when compared to other solid blades, allowing the rig to be pulled at even slower speeds for maximum fishability. Features an acrylic bullet head, tinsel & vinyl combo skirt that sparkles and swims through the water attracting all species of gamefish.

Two metal bearing beads support the clevis for maximum blade spin & rod tip response • Light stainless steel wire shaft and rigid hook design provides strength and full body vibration • Extra-strong Perma Steel® VMC® treble hook



Model No.	Blade	Length	Weight	0858	1701	1703	1705
2249-006	6	5-1/4"	1/2 oz	♦	♦	♦	♦

37  
38

# NEEDLEFISH

NEW COLORS FOR 2015



The elongated thin-blade design of the Needlefish makes it a top performer for trout trolling at all speeds. Hyperactive in nature, the addition of the metal flipper tail, adds a small touch of erratic flash fish can't resist.

UV Bright finish reflects more light energy, strengthening the lures visibility • Corrosion-resistant finishes  
Metal flipper tail adds flash and enhanced slow trolling performance • Top trolling performer for Trout & Kokanee



Model No.	Length	1530	1531	1532	1533	1534	1535
1051-001	1-1/2"	♦	♦	♦	♦	♦	♦
1051-002	2"	♦	♦	♦	♦	♦	♦
1051-003	2-1/2"	♦	♦	♦	♦	♦	♦









# POPPER PRO

NEW FOR 2015



Traditional popping action with extraordinary results. Versatile design allows you to fish a wide variety of techniques; pop on the top, slash and stall and classic walk the dog. Precisely weighted for maximum casting distance. In-line hook design for optimum swimming action, point exposure and hook set. Constructed for pelagic gamefish.

**PP130:** Rugged Stainless Steel through wire construction • Featuring New Heavy-Duty In-Line VMC® Hooks (see pg 28)

**PP180:** Rugged Stainless Steel Pin and Swivel Rigging • Featuring New Heavy-Duty In-Line VMC® Hooks (see pg 28)



# SURFACE PRO

NEW FOR 2015

Extremely versatile top water plug for all game fish species. Walk the dog; slash; rip and stop; slow or fast retrieve. Precisely weighted for maximum casting distance. In-line hook design for optimum swimming action, point exposure and hook set.

Heavy-Duty Oval Split Rings • Laser Cut Plate Hook Hangers • Featuring New VMC® Heavy-Duty In-Line Hooks (see pg 28)



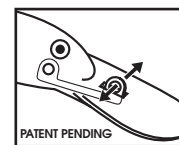
# SPEED PRO DEEP

NEW COLOR FOR 2015

Constructed for pelagic gamefish. The patent pending "Auto-Tune" free-moving line tie design is self-centering, automatically aligning the lure for consistent action at very high trolling speeds, up to 15 knots, with optimum action at 6-10 knots.

At 15 knots the lures smooth swimming action allows it to be fished on lighter line, even with a light drag setting.

Heavy-Duty Oval Split Rings • Laser Cut Plate Hook Hangers • VMC® Heavy-Duty Perma Steel® Hooks



**SELF-TUNING LINE TIE**  
Free-moving line tie design is self-centering, automatically aligning the lure for a consistent action.

### NEW POPPER PRO - TOPWATER

Model No.	Length (inches/mm)	Weight (oz/g)
<b>PP130</b>	5.125" / 130mm	1.25 oz. / 35g
<b>PP180</b>	7" / 180mm	3.375 oz. / 95g

### NEW SURFACE PRO - TOPWATER

Model No.	Length (inches/mm)	Weight (oz/g)
<b>SFP130</b>	5.125" / 130mm	1.625 oz. / 46g
<b>SFP180</b>	7" / 180mm	3.5 oz. / 99g

### NEW COLOR SPEED PRO DEEP

Model No.	Running Depth (ft/m)	Length (inches/mm)	Weight (oz/g)
<b>SP160D</b>	12'-18' / 3.6-5.5	6.25" / 160mm	2 oz. / 54g
<b>SP180D</b>	15'-20' / 4.5-6	7" / 180mm	2.5 oz. / 74g

**PRM-**Purple Mackerel

**AYU-**Ayu; **BKP-**Black Purple Phantom;  
**BPRP-**Bruised Purple; **BSR-**Blue Sardine; **D-**Dorado;  
**GM-**Green Mackerel; **RHF-**Red Head Flash

**AYU-**Ayu; **BKP-**Black Purple Phantom;  
**BPRP-**Bruised Purple; **BSR-**Blue Sardine; **D-**Dorado;  
**GM-**Green Mackerel; **RHF-**Red Head Flash



STAINLESS STEEL

SINCE 1928  
**Martini**  
MADE IN FINLAND

STAINLESS STEEL

SINCE 1928  
**Martini**  
MADE IN FINLAND

SINCE 1928  
**Martini**  
MADE IN FINLAND

STAINLESS STEEL

**WILLIAMS-SONOMA**





# THE SHARPEST CHOICE SINCE 1928

NEW SIZES FOR 2015



Manufactured by the same craftsman that make the legendary Rapala® Fillet Knives, Marttiini combines years of artisan knife making and modern technologies with carefully chosen materials to create knives that exceed uncompromising standards.

Known for their precision blades, every Marttiini knife is manually finished by the hands of skilled veterans to that legendary razor sharp edge.



Curved Fillet Knife

Straight Fillet Knife

Slim Fillet Knife

41  
42

## CURVED FILLET KNIFE

- Razor sharp curved, no flex blade
- Perfect for filleting and steaking big game fish
- European stainless steel takes and holds an ultra-sharp edge
- Progressively tapered blade with a polished finish
- Ergonomically designed co-molded handle assures a comfortable grip

## STRAIGHT FILLET KNIFE

- Razor sharp straight, no flex blade
- Perfect all around fillet knife for fish of all sizes
- European stainless steel takes and holds an ultra-sharp edge
- Progressively tapered blade with a mirror finish
- Ergonomically designed co-molded handle assures a comfortable grip

## SLIM FILLET KNIFE

- Razor sharp slim, medium flex blade
- Perfect for tight areas, precision cuts and fine detail
- European stainless steel takes and holds an ultra-sharp edge
- Progressively tapered blade with a mirror finish
- Ergonomically designed co-molded handle assures a comfortable grip

Model No.	Blade Length (inches/mm)
WCF10	10" / 250mm
<b>NEW</b> WCF12	12" / 300mm

Model No.	Blade Length (inches/mm)
<b>NEW</b> WSTF6	6.5" / 165mm
WSTF8	8" / 200mm

Model No.	Blade Length (inches/mm)
<b>NEW</b> WSF6	6.5" / 165mm
WSF8	8" / 200mm

**RAPALA**<sup>®</sup>

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Minimum 10%  
post-consumer waste