



FISHILAB

2022-2023

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At FishLab we learn by doing. The water is our lab and we love research! We know there's a reason when a lure works, and that angling is part art and part science. It's a puzzle where the pieces constantly change, sometimes in our favor... sometimes not. But, by applying decades of experience, bold creativity, a little patience and a lot of time on the water, we can better the odds of finding that successful formula.

We know that making effective lures means understanding the target fish and the food they eat... and we do!

FishLab lures are realistic, scientifically accurate, meticulously crafted, well made, and designed for one purpose... to catch fish!

FISHLAB. SCIENCE OF THE STRIKE.

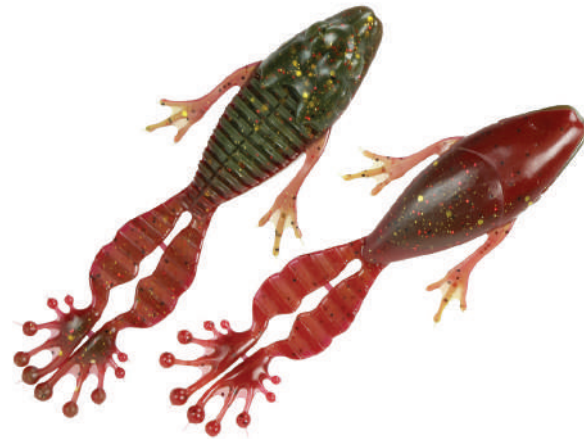
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NATURE SERIES FLIPPIN' FROG

FRESHWATER

- Created by award winning lure designer Bill Siemantel - BBZ
- Designed for punching and flipping into heavy cover
- Available in a compact 3 1/2" and magnum 4 1/4" sizes.
- Classic creature bait shape with new natural creature looks.
- Eight tournament winning proven colors for any type of fishing/water conditions.
- Bodies designed to be fished on a multitude of 3/0 to 5/0 hook styles.



GPC: Green Pumpkin Red Craw

NATURE SERIES FLUTTER NYMPH

FRESHWATER

- Created by award winning lure designer Bill Siemantel - BBZ
- Super realistic wing action that folds up into the body on the pitch.
- Available in a compact 3 1/2" and magnum 4 1/4" sizes.
- Classic creature bait shape with new natural creature looks.
- Eight tournament winning proven colors for any type of fishing or water conditions.
- Bodies designed to be fished on a multitude of 3/0 to 5/0 hook styles.



PBJ: Peanut Butter Jelly



BB: Black Blue



GP: Green Pumpkin



GPBB: Green Pumpkin Black Blue Flake



BB: Black Blue



GP: Green Pumpkin



GPBB: Green Pumpkin Black Blue Flake



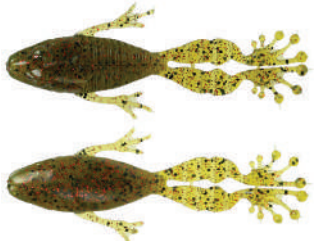
GPL: Green Pumpkin Laminate



JBGP: June Bug Green Pumpkin



PBJ: Peanut Butter Jelly



WR: Watermelon Red



GPL: Green Pumpkin Laminate



JBGP: June Bug Green Pumpkin



GPC: Green Pumpkin Red Craw



WR: Watermelon Red

	MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
NEW	NSF-35-	Nature Series - Flippin Frog	3 1/2"	—	Sinking	6	\$6.49	GP, BB, WR,PBJ, GPC, GPBB, JBGP, GPL
NEW	NSF-425-	Nature Series - Flippin Frog	4 1/4"	—	Sinking	6	\$6.99	GP, BB, WR,PBJ, GPC, GPBB, JBGP, GPL

	MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
NEW	NSN-35-	Nature Series - Flutter Nymph	3 1/2"	—	Sinking	6	\$6.49	GP, BB, WR,PBJ, GPC, GPBB, JBGP, GPL
NEW	NSN-425-	Nature Series - Flutter Nymph	4 1/4"	—	Sinking	6	\$6.99	GP, BB, WR,PBJ, GPC, GPBB, JBGP, GPL

NATURE SERIES KICKIN' CRAW

FRESHWATER

- Created by award winning lure designer Bill Siemantel - BBZ
- Produces extreme vibration and claw kicking action.
- Available in a compact 3 1/2" and magnum 4 1/4" sizes.
- Classic creature bait shape with new natural creature looks.
- Eight tournament winning proven colors for any type of fishing/water conditions.
- Bodies designed to be fished on a multitude of 3/0 to 5/0 hook styles.



BB: Black Blue



GPC: Green Pumpkin Red Craw



GP: Green Pumpkin



GPBB: Green Pumpkin Black Blue Flake



GPL: Green Pumpkin Laminate



JBGP: June Bug Green Pumpkin



PBJ: Peanut Butter Jelly



WR: Watermelon Red



PBJ: Peanut Butter Jelly

NATURE SERIES COVER BIRD

FRESHWATER

- Created by award winning lure designer Bill Siemantel - BBZ
- Made for flipping, pitching, and punching around the heavy cover.
- Available in a 4 1/4" and magnum 5" sizes.
- Classic creature bait shape with new natural creature looks.
- Eight tournament winning proven colors for any type of fishing/water conditions.
- Bodies designed to be fished on a multitude of 3/0 to 5/0 hook styles.



BB: Black Blue



GP: Green Pumpkin



GPBB: Green Pumpkin Black Blue Flake



PBJ: Peanut Butter Jelly



JBGP: June Bug Green Pumpkin



GPC: Green Pumpkin Red Craw



WR: Watermelon Red

	MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
NEW	NSC-35-	Nature Series - Kickin' Craw	3 1/2"	—	Sinking	6	\$6.49	GP, BB, WR,PBJ, GPC, GPBB, JBGP, GPL
NEW	NSC-425-	Nature Series - Kickin' Craw	4 1/4"	—	Sinking	6	\$6.99	GP, BB, WR,PBJ, GPC, GPBB, JBGP, GPL

	MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
NEW	NSB-425-	Nature Series - Cover Bird	4 1/4"	—	Sinking	6	\$6.49	GP, BB, WR,PBJ, GPC, GPBB, JBGP, GPL
NEW	NSB-5-	Nature Series - Cover Bird	5"	—	Sinking	6	\$6.99	GP, BB, WR,PBJ, GPC, GPBB, JBGP, GPL

BBZ BIO-SHAD CRANK BAIT

FRESHWATER

- Created by award winning lure designer Bill Siemantel - BBZ
- Four-piece 4" design mimics the tight swimming action of Threadfin and baby Gizzard Shad.
- Square bill design helps the bait deflect off rock and timber.
- Tournament grade BKK treble hooks keep big fish hooked and pinned.
- Available in five tournament inspired colors that catch big fish.
- Hybrid tail material for life like swimming action.



TS: Tennessee Shad



TF: Threadfin Shad



GS: Golden Shiner



B: Bone



SS: Sexy Shad



CS: Citrus Shad



BBZ BIO-SHAD GIZZARD BAIT

FRESHWATER

- Created by award winning lure designer Bill Siemantel - BBZ
- Four-piece 6" design mimics the swimming action of Gizzard Shad and Golden Shiners.
- Great action on a straight retrieve or a pause and jerk retrieve.
- Tournament grade BKK treble hooks keep big fish hooked and pinned.
- Available in five tournament inspired colors that catch big fish.
- Hybrid tail material for life like swimming action.



GZ: Gizzard Shad



GS: Golden Shiner



B: Bone



TS: Tennessee Shad

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
NEW FCS-4-	BBZ Bio-Shad Cranking Bait	4"	3/4 oz	Floating	1	\$16.99	TF, GS, B, TS, SS

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
NEW BGS-6-	BBZ Bio-Shad Gizzard Bait	6"	2 1/4 oz	Slow Sink	1	\$21.99	GZ, GS, TS, B, CS

BBZ BIO-RAT

FRESHWATER

- Created by award winning lure designer Bill Siemantel - BBZ
- Available in both a 7 ½" and magnum 10" size.
- Can be fished fast or slow on a straight wind or walk the dog retrieve.
- Easy to swap replaceable tail section.
- Custom spinning feet design gives off a huge splash and gurgle sound
- Tournament grade black nickel BKK hooks.
- Available in five bass catching colors.
- Floating Top Water Bait



W: White



B: Black



G" Grey



MD: Morning Dawn



BR: Brown

	MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
NEW	BR-7-	BBZ Bio Rat	7"	1 1/2 oz	Floating	1	\$21.99	BR, B, G, MD, W
NEW	BR-10-	BBZ Bio Rat	10"	2 1/2 oz	Floating	1	\$24.99	BR, B, G, MD, W





BIO-GILL WAKE BAIT

FRESHWATER

- High floating action produces a big wake at slow or medium retrieve. Excels on slow steady retrieve or fast stop and go retrieves.
- Loud joint clacking action calls big feeding fish to the surface to investigate an easy meal.
- Fast retrieve bait will dive just below the surface...Wake and Crank action!
- Comes rigged with heavy duty split rings and VMC hooks.



LB: Light Bluegill



BC: Black Crappie



GB: Ghost Bluegill



DB: Dark Bluegill



RE: Redear

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
BGW-4-	Hard Bluegill Wake Bait	4"	7/8 oz	Floating	1 pc	\$15.99	GB, DB, LB, RE, BC
BGW-5-	Hard Bluegill Wake Bait	5"	1 1/8 oz	Floating	1 pc	\$18.19	GB, DB, LB, RE, BC

BIO-GILL GLIDE BAIT

FRESHWATER

- Recommended to retrieve with pauses and light rod twitches to get a big erratic side to side darting action.
- Slow sink designed to cover three foot to ten foot depths. Suspending designed for one to five foot depths with longer pauses during retrieve.
- Five-inch size comes in either a slow sink or suspending sink rate option.
- Comes rigged with heavy duty split rings and VMC hooks.



DB: Dark Bluegill



BC: Black Crappie



GB: Ghost Bluegill



LB: Light Bluegill



RE: Redear

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
BGG-4-	Hard Bluegill Glide Bait	4"	1 oz	Slow Sink	1 pc	\$15.99	GB, DB, LB, RE, BC
BGG-5-	Hard Bluegill Glide Bait	5"	1 7/8 oz	Slow Sink	1 pc	\$18.19	GB, DB, LB, RE, BC
BGG-5S-	Hard Bluegill Glide Bait	5"	1 3/4 oz	Suspending	1 pc	\$18.19	GB, DB, LB, RE, BC

BIO-GILL SWIMBAIT

FRESHWATER

- Available in four inch and five inch sizes to mimic an easy meal for larger gamefish.
- Designed as search bait to cover water on a steady retrieve or with pauses and rod twitches.
- Slow sink action designed to cover water from three to ten feet deep.
- Available in five forage matching fish catching colors.
- Comes rigged with heavy duty split rings and VMC hooks.



DB: Dark Bluegill



BC: Black Crappie



GB: Ghost Bluegill



LB: Light Bluegill



RE: Redear

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
BGS-4-	Hard Bluegill Swim Bait	4"	1 oz	Slow Sink	1 pc	\$15.99	GB, DB, LB, RE, BC
BGS-5-	Hard Bluegill Swim Bait	5"	1 7/8 oz	Slow Sink	1 pc	\$18.19	GB, DB, LB, RE, BC

BIO-MINNOW SWIMBAIT

FRESHWATER

- T-tail design starts kicking the instant the bait comes through cover and kicks at slow or fast retrieves.
- Great for skipping under over hanging trees or docks. Fish it in the heaviest of cover.
- Designed to fish on a weighted screw lock swimbait hook.
- Oversized fins create secondary swimming actions on a steady retrieve that fish key in on.



SS: Sexy Shad



BF: Baitfish



BB: Baby Bass



H: Hitch



M: Minnow



PW: Pearl White

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
SWB-4-	Soft Weedless Baitfish	4"	½ oz	Sinking	3 pc	\$10.39	H, BF, SS, M, PW, BB
SWB-5-	Soft Weedless Baitfish	5"	¾ oz	Sinking	2 pc	\$9.39	H, BF, SS, M, PW, BB
SWB-6.25-	Soft Weedless Baitfish	6 ¼"	1 ¾ oz	Sinking	2 pc	\$10.39	H, BF, SS, M, PW, BB





SLAM-A-MANDER

FRESHWATER

- Heavy kicking action on a steady retrieve or small twitches.
- Designed to be fished weedless on a single hook or as a swim jig/vibrating jig trailer.
- Available in three sizes and 8 tournament proven colors.
- The most versatile swimbait on the market.
- Silicone skirt adds action when the bait is standing still and mimics a real salamanders gill.



MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
SL-45-	Soft Weedless Slam-A-Mander	4 1/2"	—	Sinking	5 pcs	\$8.99	WT, GP, GPB, PB, BB, BLB, WC, AL
SL-6-	Soft Weedless Slam-A-Mander	6"	—	Sinking	4 pcs	\$8.99	WT, GP, GPB, PB, BB, BLB, WC, AL
SL-7-	Soft Weedless Slam-A-Mander	7"	—	Sinking	3 pcs	\$9.99	WT, GP, GPB, PB, BB, BLB, WC, AL

POPPING RATTLE TOAD

FRESHWATER

- The loudest Hollow belly frog made.
- Heavy popping and gurgling action with an oversized rattle mounted in the head. Keeps the toad lying flat and makes it easier for fish to track the bait over thick mats of grass or through heavy scum lines.
- Highly detailed back on the toad mimics the real texture of a frog.
- Toad hook sits up high on the side of the body so the toad has to compress less to expose hook points.
- Designed in three bass busting sizes: A baby 2 1/4-inch size, standard 2 3/4-inch size and a magnum 3 1/2- inch toad for oversized bass.
- Available in both life-like and classic frog colors.



OVERSIZED RATTLE CHAMBER

KEEPS TOAD LAYING FLAT

EASIER FOR FISH TO TRACK



WF: White Frog



MF: Mud Frog



BF: Black Frog



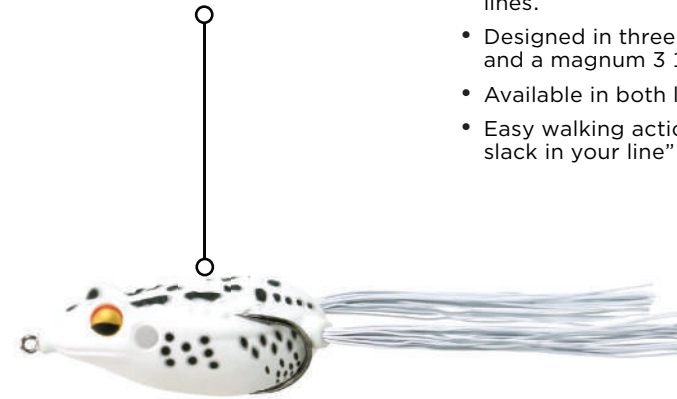
GF: Green Frog

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
PRT-2.25-	Hollow Body Rattle Toad	2 ¼"	½ oz	Floating	1 pc	\$9.19	GF, MF, WF, BF
PRT-2.75-	Hollow Body Rattle Toad	2 ¾"	¾ oz	Floating	1 pc	\$10.39	GF, MF, WF, BF
PRT-3.5-	Hollow Body Rattle Toad	3 ½"	1 ½ oz	Floating	1 pc	\$11.49	GF, MF, WF, BF

3D RATTLE TOAD

FRESHWATER

3D Textured Back
Mimics real texture of a frog



WF: White Frog



MF: Mud Frog



BF: Black Frog



GF: Green Frog

- Highly detailed back on the toad mimics the real texture of a frog.
- Toad hook sits up high on the side of the body so the toad has to compress less to expose hook points.
- Oversized rattle chamber in the head of the toad keeps the toad lying flat and makes it easier for fish to track the bait over thick mats of grass or through heavy scum lines.
- Designed in three bass busting sizes: A baby 2 1/4-inch size, standard 2 3/4-inch size and a magnum 3 1/2- inch toad for oversized bass.
- Available in both life-like and classic frog colors.
- Easy walking action with light use of the rod. As with any frog to walk it "walk the slack in your line" not the bait.

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
RT-2.25-	Hollow Body Rattle Toad	2 ¼"	½ oz	Floating	1 pc	\$9.19	GF, MF, WF, BF
RT-2.75-	Hollow Body Rattle Toad	2 ¾"	¾ oz	Floating	1 pc	\$10.39	GF, MF, WF, BF
RT-3.5-	Hollow Body Rattle Toad	3 ½"	1 ½ oz	Floating	1 pc	\$11.49	GF, MF, WF, BF

BIO-SHAD WAKE BAIT

FRESHWATER

- The Bio-Shad Wake Shad is a hard-bodied single-jointed topwater bait with a classic wake action at any speed.
- Available in 4" and 6" sizes, these lightweight topwater baits are great for drawing big strikes.
- Can be retrieved on a slow and steady retrieve or a stop and go fast retrieve.
- Bio-Shad baits are a double hooked bait and feature a rear treble hook as well as a pre-rigged nose split ring.
- Rigged with tournament grade treble hooks for trophy bass.
- Currently available in four striking patterns including, Shad, Sexy Shad, Golden Shiner, and Chartreuse Shad



S: Shad



SS: Sexy Shad



CS: Chartreuse Shad



GS: Golden Shiner

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
WB-4-	Bio-Shad Wake Bait	4"	¾ oz	Floating	1 pc	\$13.99	S, SS, CS, GS
WB-6-	Bio-Shad Wake Bait	6"	2 ¾ oz	Floating	1 pc	\$16.99	S, SS, CS, GS



BIO-SHAD FLUTTER SPOON

FRESHWATER

- Mimics injured and dying shad or baitfish.
- A great vertical or casting flutter spoon.
- Available in three sizes (½ oz, ¾ oz and 1 oz) covering multitudes of conditions and fish.
- Super sharp treble hook keeps fish pinned once hooked up.



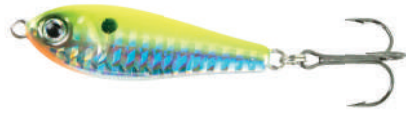
S: Shad



SS: Sexy Shad



SH: Shiner



CS: Chartreuse Shad



WS: White Silver

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
SFS-50-	Bio-Shad Flutter Spoon	1 ¾"	½ oz	Flutter/Sinking	2 pcs	\$9.99	S, SS, SH, CS, WS
SFS-75-	Bio-Shad Flutter Spoon	2"	¾ oz	Flutter/Sinking	2 pcs	\$10.99	S, SS, SH, CS, WS

BIO-SHAD TAILSPIN

FRESHWATER

- Available in ¼ oz to 1 oz sizes to cover any fishing situation.
- Comes pre-rigged with an ultra-sharp Owner treble hook for increased hook ups.
- Willow blade produces a large amount of flash and vibration for low light and dirty water situations.
- A versatile bait that can be fished from just under the surface or along the bottom for many types of sport fish.
- Available in 6 of the hottest colors.



BS: Black Silver



P: Perch



S: Shad



SS: Sexy Shad



WS: White Silver



BLU: Blue Silver

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
SWT-75-	Bio-Shad Tailspin	1 ¾"	¾ oz	Sinking	1 pc	\$8.99	BS, P, S, SS, WS, BLU
SWT-1-	Bio-Shad Tailspin	2"	1 oz	Sinking	1 pc	\$8.99	BS, P, S, SS, WS, BLU

BIO-MINNOW VERTICAL JIG

FRESHWATER

- Designed for both casting and vertical presentations.
- Available in 1/8th to 1 oz sizes to cover a multitude of depths and fish species.
- Metal tail provides extra flash and resistance to break offs when jigging rock piles.
- Facial and body details of an actual minnow.



BLC: Blue Chrome



BS: Black Silver



P: Perch



BLS: Blue Silver/Glow



BG: Black/Gold



BC: Black Chrome



C: Chrome



MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
VM-12-	Bio-Minnow Vertical	1 1/8"	1/8 oz	Sinking/Gliding	1 pcs	\$6.99	BS, P, BLS, BG, BC, C, BLC
VM-25-	Bio-Minnow Vertical	1 3/4"	1/4 oz	Sinking/Gliding	1 pcs	\$7.49	BS, P, BLS, BG, BC, C, BLC
VM-50-	Bio-Minnow Vertical	2"	1/2 oz	Sinking/Gliding	1 pcs	\$7.99	BS, P, BLS, BG, BC, C, BLC
VM-75-	Bio-Minnow Vertical	2 1/3"	3/4 oz	Sinking/Gliding	1 pcs	\$8.59	BS, P, BLS, BG, BC, C, BLC
VM-1-	Bio-Minnow Vertical	2 3/4"	1 oz	Sinking/Gliding	1 pcs	\$8.59	BS, P, BLS, BG, BC, C, BLC

HYDRA GLIDE

FRESHWATER

- Classic side to side “Walk the dog” action under water.
- Versatile bait designed to fish with small pauses in retrieve to let the bait glide out wider or have a smooth gliding action on a steady retrieve.
- Rod twitches add an erratic darting escaping action to the bait.
- Available in five of the top fish forage colors.
- Comes pre-rigged with heavy duty split rings and hooks.



H: Hitch

RT: Rainbow Trout

C: Carp



BN: Bone

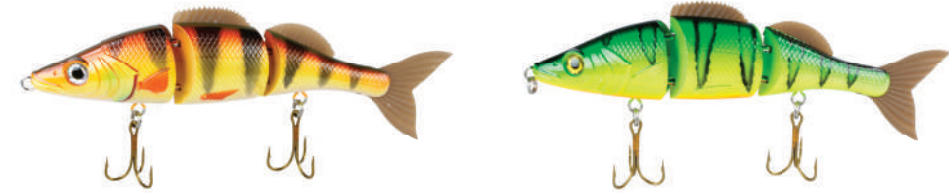
BF: Baitfish

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
HG-8-	Hydra Glide	8"	3 ½ oz	Slow Sink	1 pc	\$24.99	H, RT, C, BN, BF

BIO-WALLEYE

FRESHWATER

- Walleye is one of the favorite foods of Pike and Musky
- The Bio-Walleye is designed to look and mimic the swim actions of real walleye.
- Heavy duty hook hangers and joint system.
- Comes rigged with heavy duty split rings and hooks.
- Available in two sizes and comes in five forage and fish-attracting colors, Walleye, Fire Walleye, Golden Walleye, Yellow Perch and Black Orange



W: Walleye

FW: Fire Walleye



GW: Golden Walleye

YP: Yellow Perch

BO: Black Orange

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
BHW-8-	Bio-Walleye Hard Bait	8"	3 ½ oz	Sinking	1 pc	\$17.99	W, FW, GW, YP, BO

BIO-MINNOW JERKBAIT

FRESHWATER

- Can be trolled or casted to a multitude of gamefish.
- Minnow details in the face and body structure.
- Tight wobble calls to gamefish from a distance.
- Available in 4½ inch and 5½ inch sizes
- Straight back shallow and deep diving lure designs
- Erratic side to side kick
- Rigged with black nickel treble hooks
- Target Species: Walleye



P: Perch



FT: Firetiger



BG: Black Gold



BS: Blue Silver



PB: Purple Back



BKS: Black Silver



CL: Clear

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
BJ-4.5-	Bio-Minnow Jerkbait Shallow Diver	4 ½"	½ oz	Suspending	1 pc	\$9.69	P, FT, BG, BS, PB, CL, BKS
BJ-5.5-	Bio-Minnow Jerkbait Shallow Diver	5 ½"	1 oz	Suspending	1 pc	\$10.69	P, FT, BG, BS, PB, CL, BKS
BJD-4.5-	Bio-Minnow Jerkbait Deep Diver	4 ½"	¾ oz	Floating	1 pc	\$9.69	P, FT, BG, BS, PB, CL, BKS
BJD-5.5-	Bio-Minnow Jerkbait Deep Diver	5 ½"	1 oz	Floating	1 pc	\$10.69	P, FT, BG, BS, PB, CL, BKS

BIO-MINNOW WOBBLER

FRESHWATER

- Exaggerated wobble to entice strikes from hungry gamefish
- Comes rigged with premium split rings and hooks
- Minnow details in the face and body structure
- Available in 4 inch and 5 inch sizes
- Bent back deep diving crank
- Floating lure design
- Erratic side to side kick
- Rigged with black nickel treble hooks
- Target Species: Walleye



P: Perch



FT: Firetiger



BG: Black Gold



BS: Blue Silver



PB: Purple Back



BKS: Black Silver



CL: Clear

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
BJC-4-	Bio-Minnow Wobbler Deep Diver	4"	½ oz	Floating	1 pc	\$9.69	P, FT, BG, BS, PB, CL, BKS
BJC-5-	Bio-Minnow Wobbler Deep Diver	5"	1 oz	Floating	1 pc	\$10.69	P, FT, BG, BS, PB, CL, BKS

GUPPY BLADE BAIT

FRESHWATER

- The most life like blade bait on the market.
- Exaggerated belly produces a heavy vibration and improves long casting.
- Two line ties that produce different actions for vertical or casting presentations.
- Available in 1½ inch, 2 inch, and 2¼ inch sizes
- Rigged with black nickel treble hooks
- Target Species: Walleye



N: Natural



PN: Pink Needle



SG: Show Guppy



A: Ayu



T: Tropical

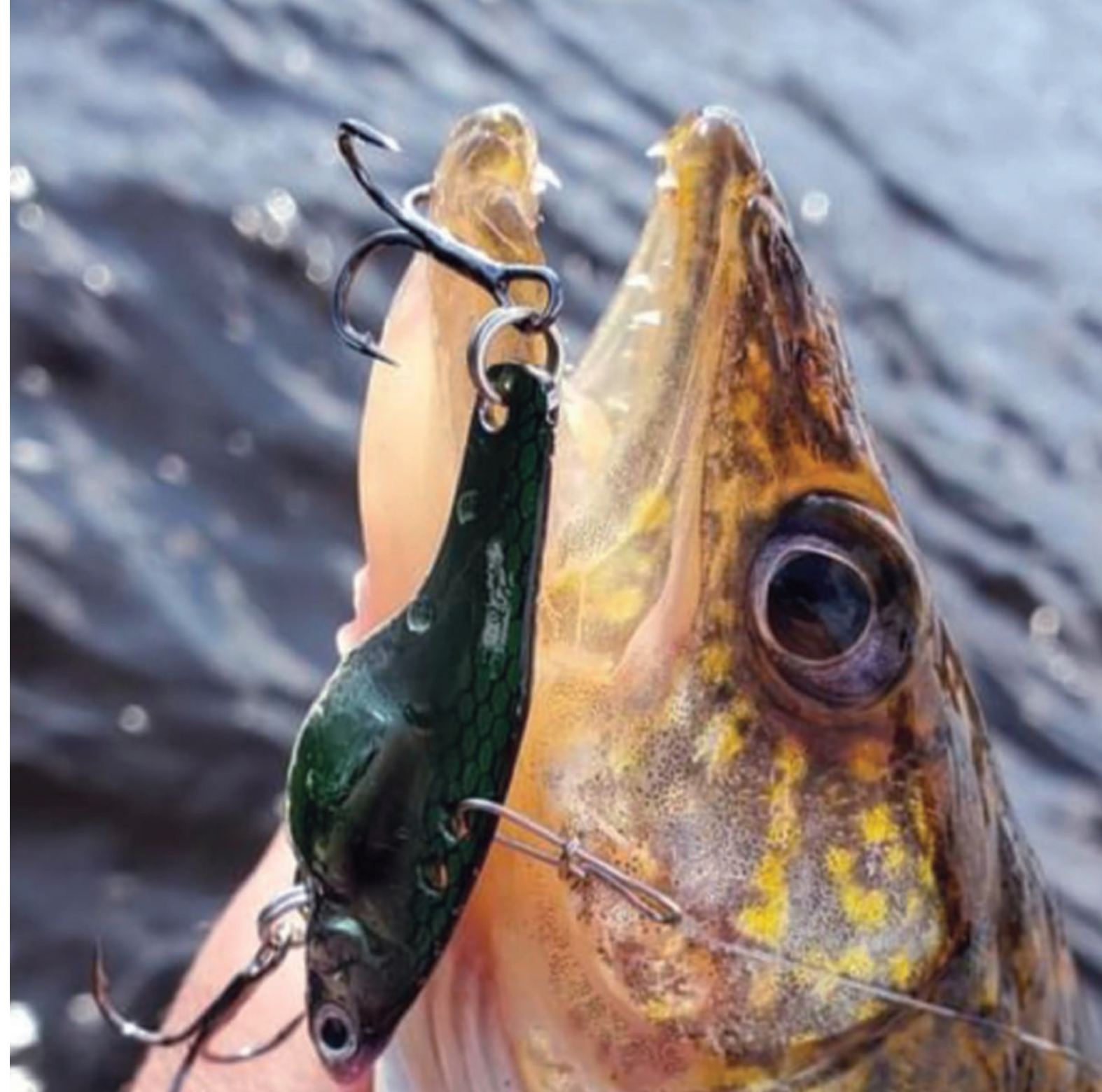


GM: Ghost Minnow



G: Glassy

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
GBB-1.5-	Guppy Metal Blade Bait	1 ½"	⅜ oz	Sinking	1 pc	\$8.99	PN, SG, N, T, GM, G, A
GBB-2-	Guppy Metal Blade Bait	2"	⅜ oz	Sinking	1 pc	\$9.29	PN, SG, N, T, GM, G, A
GBB-2.25-	Guppy Metal Blade Bait	2 ¼"	½ oz	Sinking	1 pc	\$9.59	PN, SG, N, T, GM, G, A



BIO-SPOON WEEDLESS BAIT

COASTAL/INTERCOASTAL

- From Redfish to Pike the Bio-Spoon has the wobble to get bites.
- Weedless design keeps you from getting hung up on structure as you cast for big fish.
- The extra sharp, tournament-grade hooks are not plated keeping the hooks sharper and stronger.
- Excels in and around heavy cover and grass.
- Increased hook-up ratios due to its pre-bent wire weedless guard.
- Features a unique wobble on the straight retrieve.
- Available in 1/8 oz, 1/4 oz, and 1/2 oz weight and are all 2 1/4 inch in length.



MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
WCS-12-	Bio-Spoon Weedless	2 1/4"	1/8 oz	Sinking	1 pc	\$5.99	G, S
WCS-25-	Bio-Spoon Weedless	2 1/4"	1/4 oz	Sinking	1 pc	\$6.99	G, S,
WCS-50-	Bio-Spoon Weedless	2 1/4"	1/2 oz	Sinking	1 pc	\$7.49	G, S, YR, FT, FR, RW

FINESSE CASTING JIG

COASTAL/INTERCOASTAL

- Mimics injured and dying baitfish.
- A great vertical or casting jig with erratic kicking on a steady retrieve or flutter on the fall.
- Available in 4 sizes (1/2 oz, 3/4 oz, 1 oz, and 1 1/2 oz) for a multitude of conditions and fish.
- Super sharp and strong hook keeps fish on once they bite.



MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
FJ-50-	Finesse Casting Jig	1 3/4"	1/2 oz	Flutter/Sinking	2 pcs	\$9.99	BLK, BP, RG, SAR, SM, SG
FJ-75-	Finesse Casting Jig	2"	3/4 oz	Flutter/Sinking	2 pcs	\$10.99	BLK, BP, RG, SAR, SM, SG
FJ-1-	Finesse Casting Jig	2 1/4"	1 oz	Flutter/Sinking	2 pcs	\$10.99	BLK, BP, RG, SAR, SM, SG
FJ-1.5-	Finesse Casting Jig	2 3/4"	1 1/2 oz	Flutter/Sinking	2 pcs	\$12.99	BLK, BP, RG, SAR, SM, SG

SOFT MACK ATTACK

COASTAL/INTERCOASTAL

- A Mackerel style swimbait that was meant to excel in heavy current or deep water presentations. From jigging Striped Bass with the 5 ½ oz version, deep dropping for Ling Cod and Halibut with the 9 ½ oz and 16 oz version to dropping for Amberjack on oil rigs the Mack Attack swimbait can do it all.
- Three weights cover any jigging or deep water application with 5 ½ oz, 9 ½ oz and 16 oz baits.
- The paddle tail is designed to have a seductive kick on a cast and retrieve, slow troll or straight lift and drop retrieve.
- Extra heavy duty jig hook will hold up to the largest and most hard pulling sportfish there are.



BM: Blue Mackerel



GM: Green Mackerel



PM: Purple Mackerel



SB: Silver/Black Mackerel

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
MAS-6.5-	Soft Mack Attack Swimbait	6 ½"	5 ½ oz	Sinking	1 pc	\$12.99	GM, BM, SB, PM
MAS-8-	Soft Mack Attack Swimbait	8"	9 ½ oz	Fast Sinking	1 pc	\$16.99	GM, BM, SB, PM
MAS-10-	Soft Mack Attack Swimbait	10"	16 oz	Super Fast Sinking	1 pc	\$20.99	GM, BM, SB, PM
MAS-RB-6.5-	Soft Mack Attack Replacement Body	6 ½"	5 ½ oz	Replacement Body	2 pc	\$11.99	GM, BM, SB, PM

HARD MACK ATTACK

COASTAL/INTERCOASTAL



RH: Red Head

- Designed as a big gamefish hard swimbait with heavy duty rigging, split rings and comes in the package with 4x treble hooks.
- Classic three-piece swimming action that can be fished slowly or burned on or just under the surface to mimic escaping/waking prey.
- Baits come rigged with two treble hooks and a single hook with flash/feather dressing.
- Slow sink was designed to fish from the surface to seven feet down. The fast sink was designed to be fished from seven to fifteen feet deep at a medium to medium/fast retrieve.



BM: Blue Mackerel



BNE: Bone Mackerel



GM: Green Mackerel



PM: Purple Mackerel



GST: Ghost Mackerel



WM: Whacky Mackerel

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
MAH-FS-7-	Hard Mack Attack	7"	3 oz	Fast Sink	1 pc	\$17.99	GM, BM, BNE, RH, PM, GST, WM
MAH-FS-9-	Hard Mack Attack	9"	6 oz	Fast Sink	1 pc	\$22.99	GM, BM, BNE, RH, PM, GST, WM

MAD EEL

COASTAL/INTERCOASTAL

- Designed with a special jig hook that keeps fish pinned to the hook even through violent head shakes that would dislodge the standard J-style hook.
- Each replacement tail has a chamber in the front of the bait to ensure straight rigging, easily fills with crazy glue to keep the bodies on the head and every bait has a spot on the back to bring the hook point out to make sure the hook is deep enough in the bait and each bait will run straight.
- Ribbing along the side of the belly moves more water that fish can feel.
- Heavy side to side rolling action for increased water displacement in low light, running water, and stained water conditions.



BLK: Black Ice



BM: Blue Mackerel



BLU: Blue Ice



PW: Pearl White



GG: Green Glow



GM: Green Mackerel



SE: Sand Eel



P: Pink White



CW: Chartreuse White

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
ME-5-	Mad Eel	5"	1 oz	Sinking	1 head, 3 bodies	\$8.59	BLK, BLU, SE, PW, GG, BM, GM, P, CW
ME-6-	Mad Eel	6"	1 1/2 oz	Sinking	1 head, 3 bodies	\$9.59	BLK, BLU, SE, PW, GG, BM, GM, P, CW
ME-7-	Mad Eel	7"	2 ¼ oz	Sinking	1 head 2 bodies	\$10.69	BLK, BLU, SE, PW, GG, BM, GM, P, CW
ME-7.5-	Mad Eel	7 ½"	3 ½ oz	Sinking	1 head 2 bodies	\$13.99	BLK, BLU, SE, PW, GG, BM, GM, P, CW
ME-8-	Mad Eel	8"	5 ¼ oz	Sinking	1 head 2 bodies	\$14.99	BLK, BLU, SE, PW, GG, BM, GM, P, CW
ME-JH-1.5-7	Replacement Jig Head	7"	1 ½ oz	Sinking	3 heads	\$9.69	Unpainted
ME-JH-2.25-7.5	Replacement Jig Head	7 ½"	2 ¼ oz	Sinking	2 heads	\$14.99	Unpainted
ME-JH-4.25-8	Replacement Jig Head	8"	4 ¾ oz	Sinking	2 heads	\$18.29	Unpainted
ME-RT-7-	Replacement Tails	7"	2 ½ oz	Sinking	3 bodies	\$6.49	SE, BM, GM, P, CW
ME-RT-7.5-	Replacement Tails	7 ½"	3 ½ oz	Sinking	3 bodies	\$7.99	SE, BM, GM, P, CW
ME-RT-8-	Replacement Tails	8"	5 ½ oz	Sinking	3 bodies	\$9.69	SE, BM, GM, P, CW



BIO-FLYER

OFFSHORE



- Available in one size perfect for 10-inch to 12-inch baits.
- Harness designed for simple band or pin application.
- Affordable alternative that instantly turns any baitfish into a flying fish
- Perfect flying fish mimic for both fly line and kite fishing applications.

TURN ANY BIG BAIT INTO A

TRUE LOOKING FLYING FISH

EASY TO USE · SINGLE USE



MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
WS-L-BC	Bio-Flyer	—	—	Kite/Flying	1 pcs	\$12.99	S, SS, SH, CS, WS

CARNADA FLUTTER JIG

OFFSHORE

- Available four sizes and weights to match any forage for any fishing conditions.
- Great kicking action on a cast and retrieve or tight flutter action vertical presentations.
- Enhanced facial details to trigger strikes from weary or neutral feeding gamefish.
- Available in five of the top saltwater forage patterns.



BP: Blue Pink



SAR: Sardine



BLK: Black Silver



RG: Red Gold



GM: Green Mackerel

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
CFJ-40-	Flutter Jig	3 ¼"	40 Gram	Flutter/Sinking	1 pc	\$8.59	BLK, GM, BP, RG, SAR
CFJ-60-	Flutter Jig	3 ¾"	60 Gram	Flutter/Sinking	1 pc	\$9.69	BLK, GM, BP, RG, SAR
CFJ-80-	Flutter Jig	4 ¼"	80 Gram	Flutter/Sinking	1 pc	\$10.69	BLK, GM, BP, RG, SAR
CFJ-120-	Flutter Jig	4 ¾"	120 Gram	Flutter/Sinking	1 pc	\$11.79	BLK, GM, BP, RG, SAR

CARNADA SLOW PITCH JIG

OFFSHORE

250g & 300g JIGS COME
PRE-RIGGED WITH A
MUSTAD SS 7691 TUNA HOOK



- Designed for vertical presentations on meter marks or over/near structure.
- Jigs are designed to move sideways through the water column as they sink so they stay in strike zones longer.
- Designed to be fished with a slower lift and fall retrieve to mimic injured or dying baitfish.
- Available in five weights to cover all fishing/condition situations.
- 250 and 300 gram sizes come rigged with a Mustad Stainless Steel 7691 hook for west coast Bluefin Tuna fishing or oversized/toothy gamefish that can quickly chew through braid rigged assist hooks.
- Glow patterns available in the 200, 250 and 300 gram sizes for pelagic species or bottom fish.
- Enhanced facial details to trigger strikes from weary or neutral feeding gamefish.



RG: Red Gold



GM: Green Mackerel



SAR: Sardine



BLK: Black Silver



BP: Blue Pink



GL: Green Glow



PG: Pink Glow

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
CSP-100-	Slow Pitch Jig	4"	100 Gram	Sinking	1 pc	\$12.99	BLK, GM, BP, RG, SAR
CSP-150-	Slow Pitch Jig	4 ½"	150 Gram	Sinking	1 pc	\$14.99	BLK, GM, BP, RG, SAR
CSP-200-	Slow Pitch Jig	5"	200 Gram	Sinking	1 pc	\$19.29	BLK, GM, BP, RG, SAR, GL, PG
CSP-250-	Slow Pitch Jig	5 ¼"	250 Gram	Sinking	1 pc	\$26.99	BLK, GM, BP, RG, SAR, GL, PG
CSP-300-	Slow Pitch Jig	5 ½"	300 Gram	Sinking	1 pc	\$31.99	BLK, GM, BP, RG, SAR, GL, PG

CARNADA JIG UNRIGGED

OFFSHORE

- Designed for vertical presentations on meter marks or over/near structure.
- Jigs are designed to move sideways through the water column as they sink so they stay in strike zones longer.
- Designed to be fished with a slower lift and fall retrieve to mimic injured or dying baitfish.
- Available in five weights to cover all fishing/condition situations.
- Features glow patterns for pelagic species or bottom fish.
- Enhanced facial details to trigger strikes from weary or neutral feeding gamefish.



BLK-UN: Black Silver



GM-UN: Glow Mackerel



GL-UN: Pink Glow



BP-UN: Blue Pink



RG-UN: Red Gold



SAR-UN: Sardine Glow



PG-UN: Pink Glow

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
CSP-100-	Slow Pitch Jig	4"	100 Gram	Flutter/Sinking	1 pc	\$10.99	BLK-UN, GM-UN, BP-UN, RG-UN, SAR-UN
CSP-150-	Slow Pitch Jig	4 1/2"	150 Gram	Flutter/Sinking	1 pc	\$12.99	BLK-UN, GM-UN, BP-UN, RG-UN, SAR-UN
CSP-200-	Slow Pitch Jig	5"	200 Gram	Flutter/Sinking	1 pc	\$15.99	BLK-UN, GM-UN, BP-UN, RG-UN, SAR-UN, GL-UN, PG-UN
CSP-250-	Slow Pitch Jig	5 1/4"	250 Gram	Flutter/Sinking	1 pc	\$18.99	BLK-UN, GM-UN, BP-UN, RG-UN, SAR-UN, GL-UN, PG-UN
CSP-300-	Slow Pitch Jig	5 1/2"	300 Gram	Flutter/Sinking	1 pc	\$22.99	BLK-UN, GM-UN, BP-UN, RG-UN, SAR-UN, GL-UN, PG-UN

CARNADA LEAF JIG

OFFSHORE

- Designed for vertical presentations on meter marks or over/near structure.
- Jigs are designed to move sideways through the water column as they sink so they stay in strike zones longer.
- Designed to be fished with a slower lift and fall retrieve to mimic injured or dying baitfish.
- Available in three weights to cover all fishing/condition situations.

- Offered in Blue Pink, Glow Pink, Glow Green, Miami Deep, Bottom Bouncer, Snapper Slapper, and Gulf Stream.
- Glow patterns available in all colors for pelagic species or bottom fish.
- Enhanced facial details to trigger strikes from weary or neutral feeding gamefish.



BP: Blue Pink



GP: Glow Pink



GG: Glow Green



MD: Miami Deep



BB: Bottom Bouncer



SS: Snapper Slapper



GS: Gulf Stream

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
CLSP-100-	Leaf Shaped Slow Pitch Jig	4 1/4"	100 Gram	Flutter/Sinking	1 pc	\$11.99	BLK, GM, BP, RG, SAR
CLSP-200-	Leaf Shaped Slow Pitch Jig	5 1/4"	200 Gram	Flutter/Sinking	1 pc	\$16.99	BLK, GM, BP, RG, SAR
CLSP-300-	Leaf Shaped Slow Pitch Jig	5"	300 Gram	Flutter/Sinking	1 pc	\$20.99	BLK, GM, BP, RG, SAR, GL, PG

FLANKER SPEED JIG

OFFSHORE

- The Flanker Stick Bait is a slim bodied, mid-sized stick bait designed for high speed retrieve when fishing for big game.
- Designed for high speed presentations.
- Solid thru wire construction for pelagic gamefish.
- Available in two sizes to "Match The Hatch"
- Pre-rigged with Owner ST Treble hook and a nose split ring.
- Offered in Natural, Sprat, Clear Pearl, Funa, Frostie, Flash and Blue Dot colors.
- Available in ¾ oz, 1 oz, and in 3 ½ and 4 ½ inch lengths.



BD: Blue Dot



N: Natural



S: Sprat



CP: Clear Pearl



F: Funa



FR: Frostie



FL: Flash



MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
FSJ-3.3-	Flanker Speed Jig	3½"	¾ oz	Sinking	1 pc	\$17.99	BD, N, S, CP, F, FR, FL
FSJ-4.5-	Flanker Speed Jig	4½"	1 oz	Sinking	1 pc	\$18.99	BD, N, S, CP, F, FR, FL



WING STICK BAIT

OFFSHORE



B: Bonito

- Wing Stick Bait is designed with an erratic action that calls in a variety of fish from a great distance, targeting big offshore and inshore gamefish such as tuna, dorado, yellowtail, bluefish, and striped bass.
- Extensive testing has produced a stick bait with perfect weight distribution to create a perfectly balanced lure.
- Thru wired bait for ultimate durability.
- Available in Halfbeak, Natural, Purple Back, Clear Pink, Bonito, Skippy, and Halfbeak colors, they come in at 4¾" in length and weigh 1¾ oz.



H: Halfbeak



N: Natural



PB: Purple Back



CP: Clear Pink



S: Skippy

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
WSB-4.75-	Wing Stick Bait	4 ¾"	1 ¾ oz	Slow Sink	1 pc	\$19.99	H, N, PB, CP, B, S

WINGLET STICK BAIT

OFFSHORE

- The Winglet Stick Bait is solid zinc stick bait designed for big game fishing.
- A hybrid solid body design that comes pre-rigged with Owner ST Hooks and a pre-rigged split ring on its nose.
- Solid Zinc stick bait casts like a bullet and gets down to fish
- Small size mimics smaller baitfish to “match the hatch”
- Available in Pink Back, Natural, Purple Black, Sardine, Black Silver and Halfbeak.
- Designed to be fished with a twitching action or on the straight retrieve, prepare for this bait to get ripped.
- Available in a 3 ½ inch size and 1 ½ oz weight



H: Halfbeak



PB: Pink Back



N: Natural



PRPB: Purple Back



S: Sardine



BS: Black Silver

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
WZS-3.5-	Winglet Zinc Stick Bait	3 ½"	1 ½ oz	Sinking	1 pc	\$11.79	PB, N, PRPB, H, S, BS

TIGHTHEAD PROP BAIT

OFFSHORE

- A hybrid stick bait that includes a belly blade to add extra flash to call in hungry predator fish.
- The belly blade gives the bait an erratic fall often resulting in strikes immediately.
- Tighthouse Pro Stick Bait comes pre-rigged with Owner ST hooks for the ultimate in durability and are attached with HD split rings.
- The unique underbelly blade gives it more flash and movement than a standard stick bait.
- The Slow Sinking, rocking weighted design gives it very interesting and subtle movement on the drop.
- Great gliding swimming action on a steady retrieve.
- Available in Skippy, Natural Sardine, Pink Shiner, Dorri, Budgie and Black Belly Mullet colors and will come in a 5 ½" and 2 ¼ oz size.



D: Dorri



NS: Natural Sardine



PS: Pink Shiner



BBM: Black Belly Mullet



S: Skippy



B: Budgie

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
TP-5.5-	Tighthouse Bladed Stick Bait	5 ½"	2 ¼ oz	Slow Sink	1 pc	\$23.49	BBM, S, B, NS, PS, D

SCRUM POPPER

OFFSHORE



PP: Pearl Pink

- Big-Bodied topwater popper that creates a tremendous amount of commotion as you work it along the surface.
- Scrum Popper comes pre-rigged with Owner ST hooks and HD split rings.
- Silent running fixed weight design.
- Thru-wired design for the ultimate durability for large pelagic fish.
- Reinforced ABS construction.
- Available in Ghost Purple, Gold Shiner, Ghost Blue, Bronze Sardine, and Pearl Pink.
- Available in a 5½" length and 2 oz sizes.



BS: Bronze Sardine



GB: Ghost Blue



GP: Ghost Purple



GS: Gold Shiner



NEW
CL: Clear

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
SP-5.5-	Scrum Popper	5½"	2 oz	Floating	1 pc	\$24.99	GP, GS, GB, BS, PP, CL

HOOKER STICK BAIT

OFFSHORE

- The Hooker Stick Bait comes pre-rigged with Owner ST hooks and HD Split Rings.
- Slow sinking, weighted design gives this bait a unique action that you can fish in many water columns and depths.
- Solid thru wire rigging for the ultimate in durability.
- Fixed weight design is completely silent.

- Reinforced ABS body construction.
- Available in Ballyhoo, Saury, Maasbunker, Mackerel and Baitfish colors.
- Available in a 4¼" and 6¼" sizes and 2½ oz and 3½ oz weights.



M: Mackerel



MB: Maasbunker



BF: Baitfish



S: Saury



B: Ballyhoo

MODEL	PRODUCT DESCRIPTION	LENGTH	WEIGHT	ACTION	PACK QTY	MSRP	AVAILABLE COLORS
HSB-4.25-	Hooker Stick Bait	4¼"	2½ oz	Slow Sink	1 pc	\$21.99	MB, S, B, M, BF
HSB-6.25-	Hooker Stick Bait	6¼"	3½ oz	Slow Sink	1 pc	\$28.99	MB, S, B, M, BF



CATALOG23-FISHLAB



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