



20 PRODUCT 25 BROCHURE

Happy View Outdoor Products (weihai) Co., Ltd.



BE FREE
BE WITH NATURE

01 / ABOUT US
04-07
—

02 / METAL LURE
2025 08-11
—

03 / SOFT LURE
2025 12-13
—

04 / HARD LURE
2025 14-17
—

05 / EPOXY JIG
2025 18-20
—

06 / HARD LURE
22-57
—

07 / EPOXY JIG
58-61
—

08 / METAL LURE
62-79
—

09 / SOFT LURE
80-81
—

09 / PRODUCT
MATERIAL
82-83
—

COMPANY PROFILE



ABOUT US

Happy View Outdoor Products (weihai) Co., Ltd.

We're located in Weihai City, Shandong Province, known as the fishing gear capital of China. we have a superior geographical location and a modern factory building covers 6000 m². We are renowned in the industry for our technological strength and innovative spirit. We are proud to have a professional team of over 100 people, who are full of experience and passion, committed to providing excellent bait products for global fishing enthusiasts.



6000 m²

Company-owned
Modern Factory



20+ years

Experience In The Field



80%

Global tackle
Made in China



30+ EQUIPMENT

Complete Equipment,
Professional Process



OEM/ODM/OBM

We have been dedicated to innovation, quality, and customer satisfaction since founded.

customized project cooperation improve your business efficiency by 50%.



PRODUCT DESIGNING



MOULD PRODUCTION



PLASTIC INJECTION

1



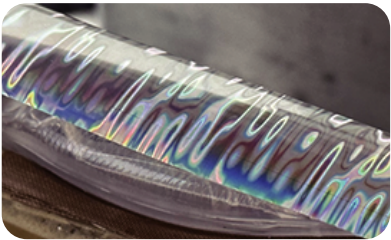
ASSEMBLY



ULTRASONIC WELDING



POLISHING



LASER PAPER STICKING



SPRAYING



VARNISH STOVING



HOOK INSTALLATION



QUALITY INSPECTION



PRODUCT DELIVERY

HAPPY VIEW

Our factory is situated in Weihai, known

Established in September 2021, Happy View Outdoor Products (Weihai) Co., Ltd. is a modernized fishing tackle enterprise integrating research and development, production, sales and service, with the production of medium and high-grade bionic lures as the main business. Adhering to quality as the fundamental, management as the guarantee, market-oriented, innovation-driven, brand as the soul, the company joins hands with senior fishing tackle production elites to deeply research, develop and expand the domestic and international fishing tackle product market, and its own brand THORFORCE has also covered more than 30 countries and regions around the world.

The company now has a professional design team and modern standard production line, can provide customers with exclusive customized services.

CUSTOMER RESEARCH

Through in-depth analysis of customer's local market trends and user needs, to provide a reliable basis for product development.

PRODUCT DESIGN

With a professional R&D design team, to provide high-quality R&D and design services for customers with R&D needs.



Strengthen the quality control of the production process, has passed the ISO9001 quality management system certification, ISO14001 environmental management system, ISO 45001 occupational health management system certification, CE certification, BSCI certification, promote the company to further improve the quality management level, to ensure the steady improvement of product quality.

Professional machines and experienced production personnel produce excellent products, layers of screening only to ensure the stability of quality.

PROTOTYPE TEST

Using professional insertion equipment, the bait prototype is rigorously tested to ensure that its performance in the actual fishing environment meets the needs of customers.

PRODUCTION PROCESS TRACKING

With the MES system, the whole process of customer product production can be tracked to ensure the high quality of product output.



JIGGING LURE 11011



- 3D printing pattern and vivid swimming action bring a realistic visual, which makes the bait more vivid, attractive.
- Cast like bullets and are very stable against waves and currents.
- 3D simulated eyes, lifelike.

Type	Leigth	Weight
Metal Jig Lure	87mm/3.43in	100g/3.53oz

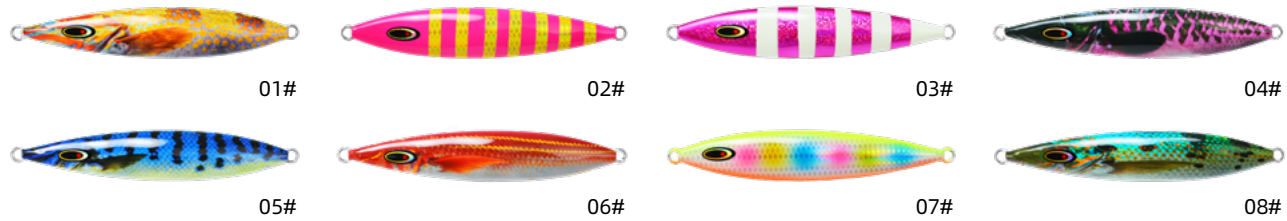
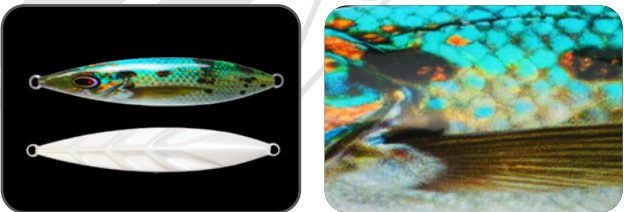


JIGGING LURE 11005



- The whole body is made of lead die-casting, with high strength and high hardness.
- Bright colours are more likely to attract predator attacks
- Luminous design, the bait body is added with luminous material, which can absorb ultraviolet rays, and the fish luring effect is obvious in night fishing.

Type	Length	Weight
Metal Jig Lure	134mm/5.28in	200g/7.05oz



JIGGING LURE



- The set of five lead fishing lures features a design where their patterns combine to form a complete fish shape. It integrates functionality with creativity, adding unique value to the fishing experience.
- The whole body is made of lead die-casting, with high strength and high hardness
- UV printing patterns and vivid swimming actions create realistic visual effects, making the lures more vibrant and appealing.

Length	Weight	Water Layer
215mm/8.46in	213g/7.51oz	Sinking

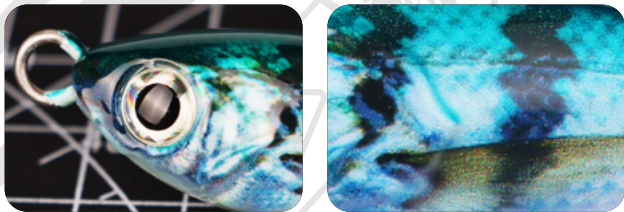


JIGGING LURE 11018



- The small body has a strong appeal.
- 3D simulation eyes making them more Life-Like to attract fish.
- Bright colours are more likely to attract predator attacks
- Lifelike and rapid action in water. Excellent visual effect of luring fish

Length	Weight	Water Layer
55mm/2.17in	60g/2.12oz	Sinking



JIGGING LURE



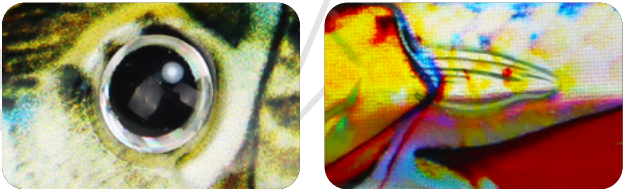
- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- Cast like bullets and are very stable against waves and currents.
- 3D simulated eyes, lifelike.
- The front of the bait body is made of imported bronzing paper, which has a realistic shape, good laser effect and high reflectivity.
- Extraordinary casting ability, great stability against currents and a radical descending action.



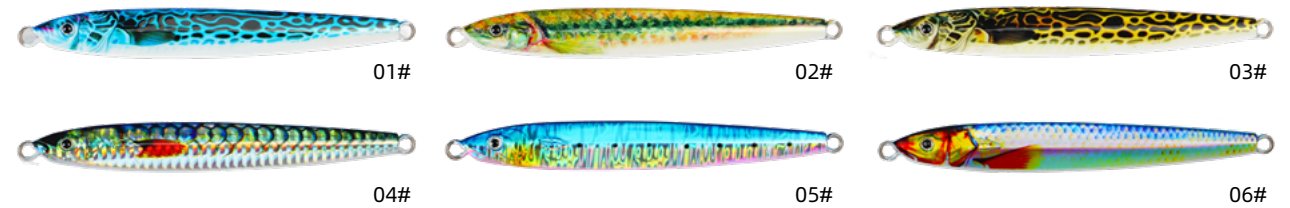
JIGGING LURE



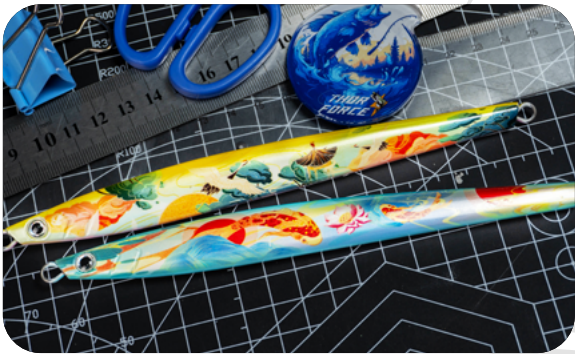
- Bright colours are more likely to attract predator attacks.
- The whole body is made of lead die-casting, with high strength and high hardness.
- Bright colours are more likely to attract predator attacks.
- The water-cutting streamlined bait body has a good water-cutting effect and is more smooth in the water.



Length	Weight	Water Layer
123mm/4.84in	80g/2.82oz	Sinking



JIGGING LURE



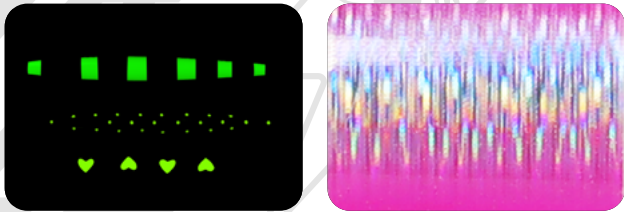
- Extraordinary casting ability, great stability against currents and a radical descending action.
- Streamlined Design Reduces Wind Resistance During Throwing, And Fly More Stable And To Ensure The Accuracy Of The Throw Easily Project To The Target Point.
- Laser Lifelike fish scale with brilliant colors that reflect light to attract the fishes.
- 3D eye design, lifelike image, effectively imitating fish.



JIGGING LURE



- Luminous design, the bait body is added with luminous material, which can absorb ultraviolet rays, and the fish luring effect is obvious in night fishing.
- Bright colours are more likely to attract predator attacks.
- Streamlined Design Reduces Wind Resistance During Throwing, And Fly More Stable And To Ensure The Accuracy Of The Throw Easily Project To The Target Point.





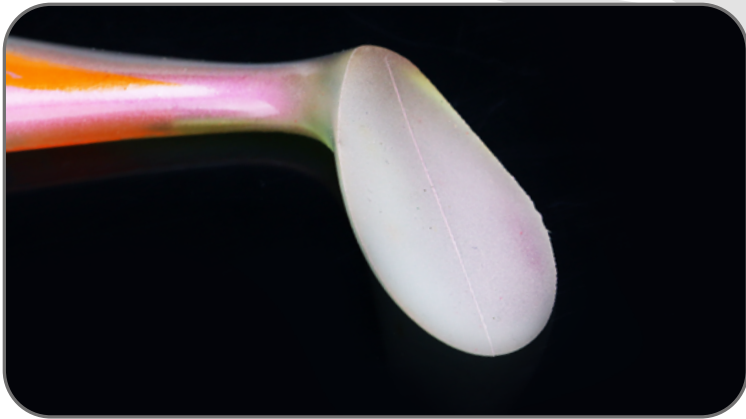
T-TAIL SOFT LURE

- This 24.5cm soft lure is designed for apex freshwater predators across North America.
- Inspired by natural forage like juvenile shad and largemouth bass, it follows a true “match-the-hatch” approach.
- Paired with a custom rig for easy setup and maximum hook-up rate, it’s ideal for muskie, pike, trophy bass, and other aggressive freshwater giants.

Type	Length	Weight
Soft Lure	245mm/9.65in	131g/4.62oz



The glitter-infused body and scale texture enhance visibility in stained water.



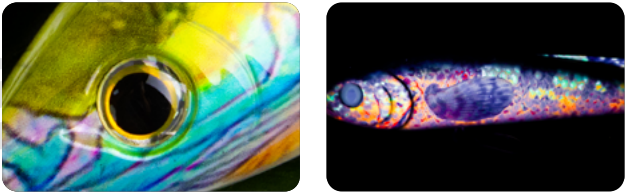
Crafted from tough PVC with a wide-profile paddle tail, it delivers an enticing, lifelike swimming action on slow retrieves.



PENCIL LURE



- UV printing patterns and vivid swimming actions create realistic visual effects, making the lures more vibrant and appealing.
- The use of UV Technology allows bait to emit light that attracts fish, and the bait can attract the presence of target fish at any time.
- Bright colours are more likely to attract predator attacks.

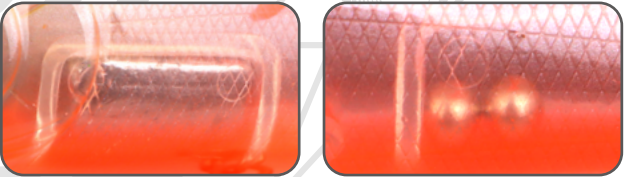


PENCIL LURE



- Fixed center of gravity and stable swimming style.
- Sound Steel Ball Inside, Create Noise To Attract The Fishes.

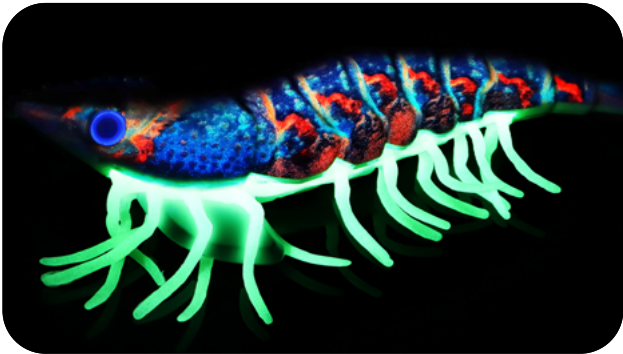
Type	Length	Weight
Pencil	150mm/5.91in	57g/2.01oz



EGI LURE



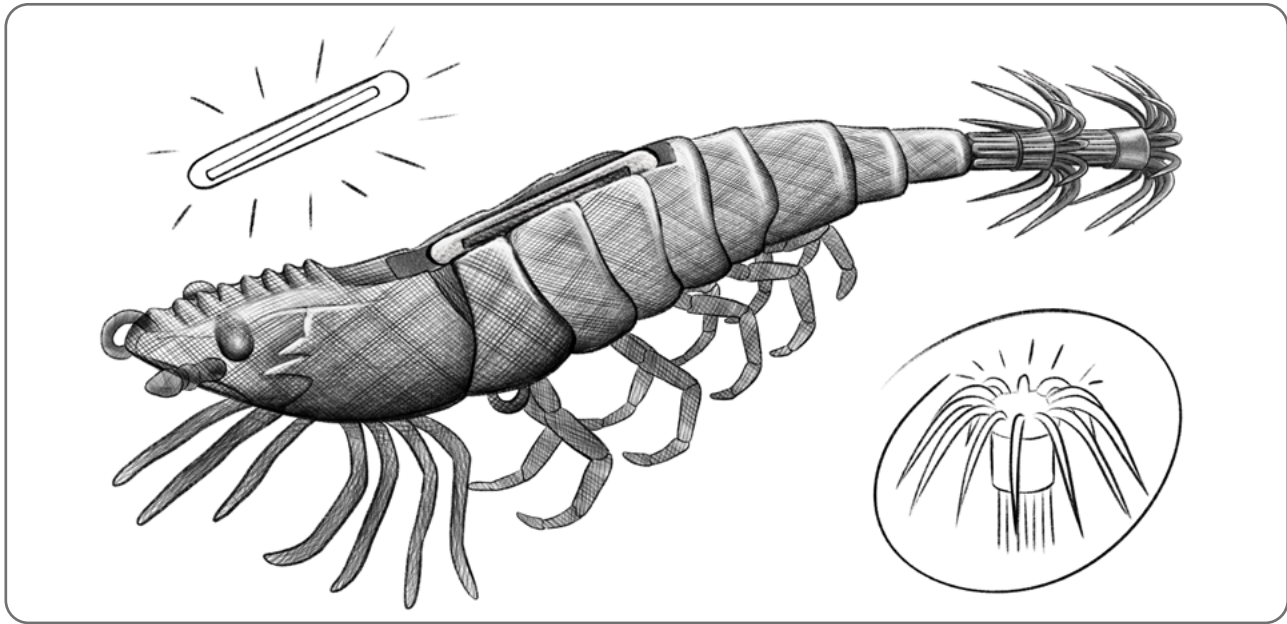
- This 8cm plastic Egi lure is designed for targeting squid species like cuttlefish and soft-bodied squid, mimicking the shrimp they hunt most actively at night—true to the “match-the-hatch” philosophy.
- Built from durable plastic, it features glowing antennae and a slot for glow-stick inserts, maximizing visibility in deep or murky waters.
- Perfect for Eging enthusiasts, this lure excels in coastal night fishing scenarios targeting aggressive cephalopods.
- The lifelike body and fine-tuned sinking action trigger strikes during free-fall or twitching.



Glow in the dark for night



Fixed center of gravity

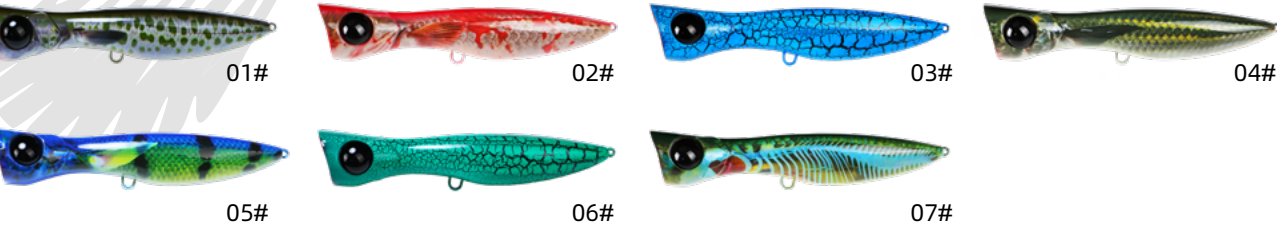


Type	Length	Weight
Egi Lure	130mm/5.12in	25g/0.88oz

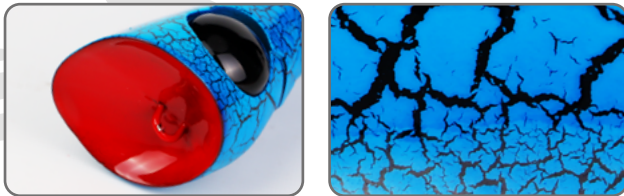
POPPER LURE



Type	Length	Weight
Popper	200mm/7.87in	150g/5.29oz



- This 20cm saltwater popper is inspired by flying fish and halfbeaks—the surface prey of marlin, mahi-mahi, and tuna—perfectly aligning with the “match-the-hatch” philosophy.
- Designed with a unique concave head and splash-forward chamber, it generates powerful surface commotion and water displacement, triggering explosive strikes from afar.
- Built for aggressive popping and fast retrieve scenarios, this lure is a top choice for targeting offshore predators in tropical blue water.



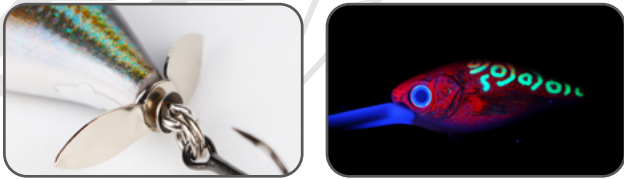
PROPELLER CRANKBAIT



Type	Length	Weight
Crank Bait	112mm/4.41in	20g/0.71oz



- Its hyper-realistic paint job and 3D eyes mimic live prey, while the rear-mounted propeller adds flash and turbulence during retrieve, triggering aggressive strikes.
- With a balanced weight system for long casting and a precision-tuned lip for stable diving action, this lure is perfect for both bank and boat fishing.
- A deadly combination of realism, motion, and acoustic cue



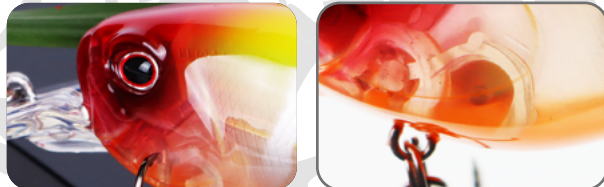
CRANK BAIT 61001



Length	Weight	Water Layer
50mm/1.97in	10g/0.35oz	Floating



- Bright colours are more likely to attract predator attacks
- Build-in steel balls.
- Resin biomimetic fish eyes have strong attraction
- Lifelike and rapid action in water. Excellent visual effect of luring fish



MULTI-JOINTED FISH



Type	Length	Weight
Multi-jointed Fish	480mm/18.9in	122g/4.3oz



- Inspired by needlefish and halfbeak—the natural prey of offshore predators—this 50cm multi-jointed lure embodies the concept of “matching the hatch.”
- Designed for marlin, tuna, and mahi-mahi, it features a wire-through stainless steel core for extreme strength.
- Built for long-distance casting and trolling, it bridges biological realism with functional performance—engineered to trigger strikes where it matters most: in the blue water.





EPOXY JIGGING LURE 11032

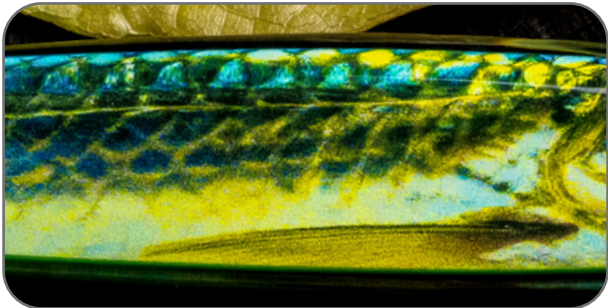
- Streamlined design reduces wind resistance during throwing, and fly more stable and to ensure the accuracy of the throw easily project to the target point.
- Bright colours are more likely to attract predator attacks
- Epoxy Resin coatedlead fish.



Type	Length	Weight
Epoxy jig	270mm/10.63in	422g/14.89oz



3D Fish Eye



Bionic Painting Process

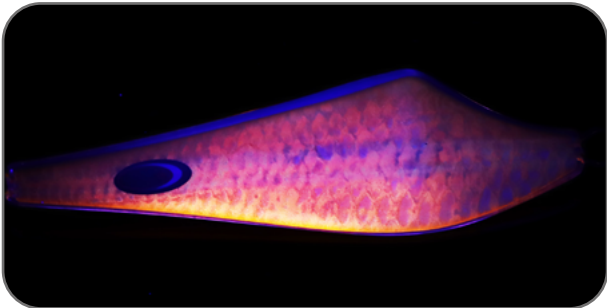


EPOXY JIGGING LURE 81003

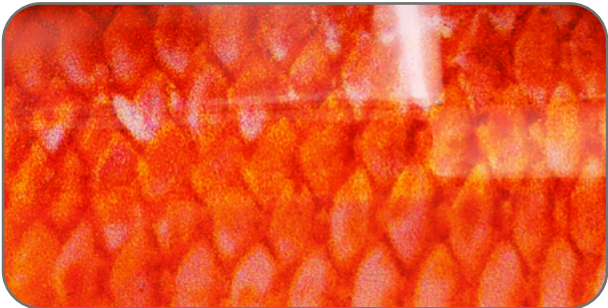
- Epoxy Resin coatedlead fish.
- Laser Lifelike fish scale with brilliant colors that reflect light to attract the fishes.
- Glow in the dark for night.



Type	Length	Weight
Epoxy jig	130mm/5.12in	89.5g/3.16oz



Glow In The Dark For Night



Bionic Painting Process



EPOXY JIGGING LURE

- This 14cm, 95g resin-coated lure is inspired by wounded sardines and anchovies—key forage species for U.S. coastal predators—true to the “match-the-hatch” philosophy.
- Featuring an internal lead core shaped like a fish skeleton, it ensures optimized sinking speed and realistic tracking.
- The outer resin shell adds durability and amplifies flash with a vibrant, color-shifting finish.
- Compact yet dense, it's ideal for long casting and fast jigging.
- Perfect for targeting grouper, striped bass, snapper, and other aggressive game fish.

Type	Length	Weight
Epoxy jig	140mm/5.51in	95g/3.35oz



THOR
FORCE

COMPREHENSIVE
ALBUM

SINKING

175mm/92G

CONTINUOUS FLASHES

THOR
FORCE

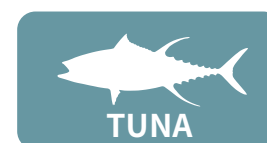
Quarter



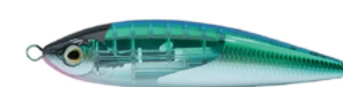
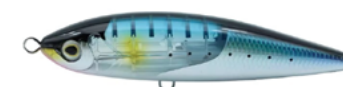
106160

BOAT FISHING

Which applies a spring to suspend the reflector, allows the lure to flash even when it is stopped, by controlling the fishing rod and the vibration generated by the spring, continuously attracting the target fish.



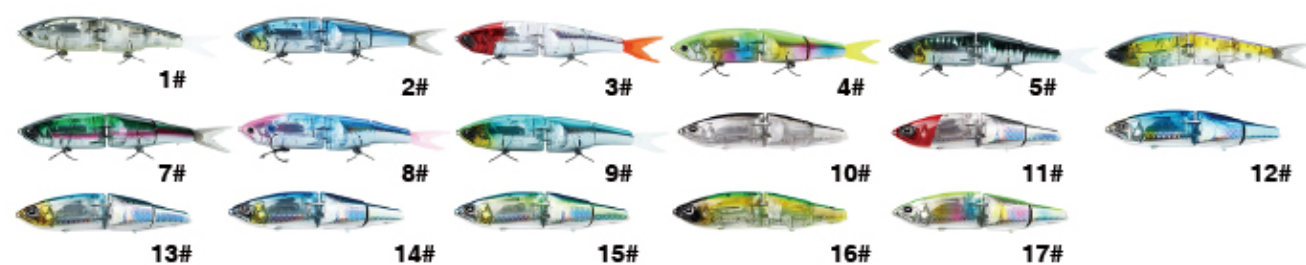
175mm/92g
6.9in/3.25oz





Sinking Pencil 106032

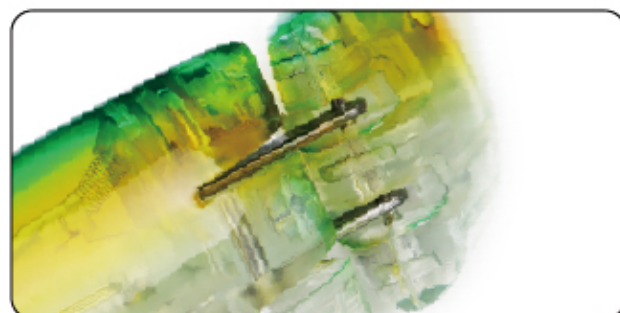
- It is equipped with a noise system for inside luring fish. When the bait body collides with the sounding steel beads, noise will be generated to attract the attention of the target fish.
- Steel balls inside (5~7 Noise Steel Ball) Making noise and attracting the fish's attention
- Realistic body and tail, mimic real movement of fish.



Length	Weight	Water Layer	Hook Number
190mm/7.5in	50g/1.76oz	Sinking	2#



Build-in Rattles



High quality connection parts

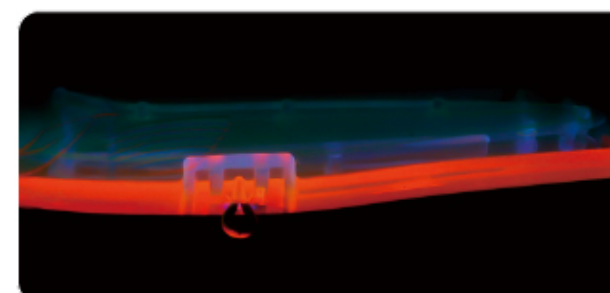


Suspending Minnow 106205

- Streamlined body shape creates super long-casting distance.
- Fixed center of gravity.
- Bright colours are more likely to attract predator attacks.



Weight	8g/0.28oz	11g/0.39oz	14g/0.49oz	18g/0.64oz
Length	75mm/3in	85mm/3.4in	95mm/3.7in	105mm/4.1in
Hook Number	4#	4#	6#	8#



UV Coating



3D Fish Eyes

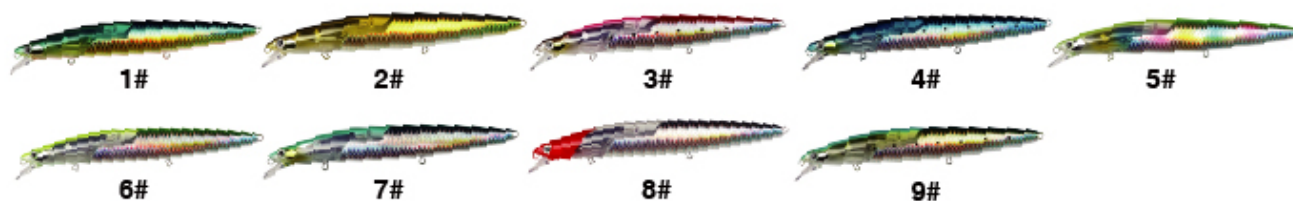
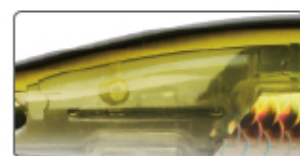
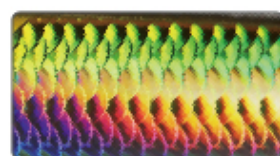
Floating Minnow

106065



Length	Weight	Hook Number
145mm/5.7in	27g/0.95oz	4#

- Realistic fish scale & texture with bright reflection to attract target fish species and increase the chances of catching fish.
- Streamlined design reduces wind resistance during casting, which makes the lure fly more stable to ensure an accurate cast.
- Made from high-quality ABS, to ensure an accurate cast, a lasting reliable performance in various fishing environments.



Sinking Minnow

106041

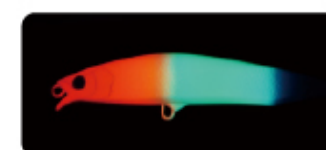


- Reflective laser coating and bioinspired fish scale.
- 3D simulation eyes making them more Life-Like to attract fish.
- Lifelike and rapid action in water. Excellent visual effect of luring fish.
- Uv coating can perfectly increase the light to attract fish in the dark.

Length	Weight	Water Layer
120mm/4.7in	37g/1.3oz	2#



Sinking Minnow 106206



- The swimming posture with swinging and patrolling movements is more natural and can reduce wear.
- Uv coating can perfectly increase the light to attract fish in the dark.

Length	90mm/3.5in	105mm/4.1in
Weight	15g/0.53oz	19g/0.67oz



Sinking Minnow

106209



- The center of gravity for casting is located at the rear, enabling it to be cast farther.
- There are built-in movable steel balls inside, which can transfer power.
- The swimming posture is vivid, having a good luring effect.

Length	Weight	Hook Number
50mm/2in	5g/0.18oz	14#
63mm/2.5in	8g/0.28oz	10#

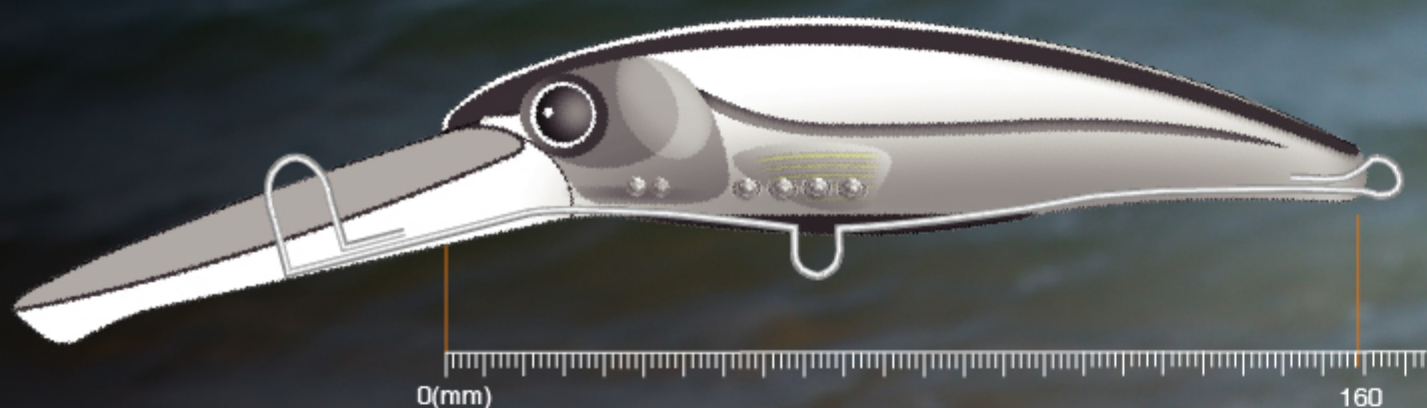


Floating Minnow

106076 *Life-Like*



- 1 Built-in high strength integrated steel wire, stronger tension, more solid.
- 2 Build-in steel balls, Fixed center of gravity and stable swimming style.
- 3 Steel balls collide with each other and make a sound, create noise to attract the fishes.





Sinking Minnow 106211

- The flat bait body has less wind resistance, which can greatly increase the casting distance.
- It can display a stable and flexible swimming posture whether in still water or in rapid currents.
- With its small size, it has good palatability.
- Steel balls collide with each other and make a sound, create noise to attract the fishes.



Length	45mm/1.8in	55mm/2.2in
Weight	2.5g/0.09oz	4.5g/0.16oz



■ 3D Fish Eye



■ UV Coating

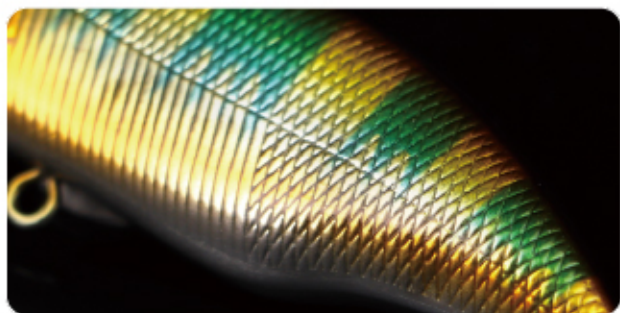


Floating Minnow 106227

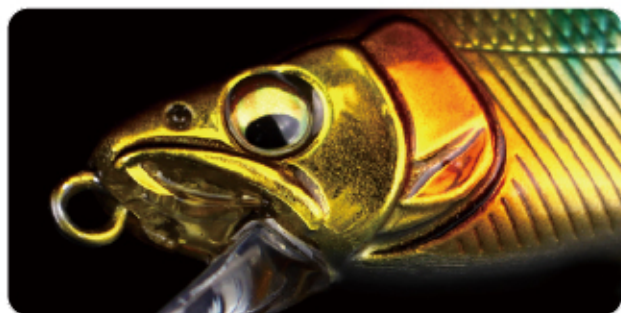
- Bright colours are more likely to attract predator attacks.
- The flat bait body has less wind resistance, which can greatly increase the casting distance.
- Remarkable natural swimming action.



Weight	45mm/1.8in	63mm/2.5in
Length	4g/0.14oz	8g/0.28oz
Hook Number	12#	8#



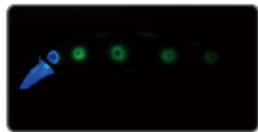
■ Good Quality Paintin



■ Vivid eyes

Sinking Minnow

106204



- Made from high-quality ABS plastic, ensuring a long-lasting and reliable performance in various fishing environments.
- The secondary bib adds stability at speed and also when being trolled in turbulent waters, with a diving depth ranging from 1 to 2 meters.
- Laser Lifelike fish scale with brilliant colors that reflect light to attract the fishes.
- 3D simulation eyes making them more Life-Like to attract fish.

Length	Weight	Hook Number
60mm/2.4in	5g/0.18oz	10#
74mm/2.9in	9g/0.32oz	6#



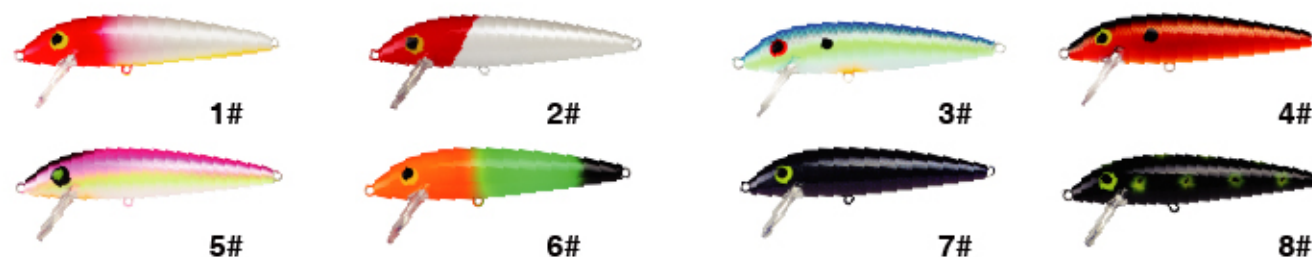
Sinking Minnow

106202



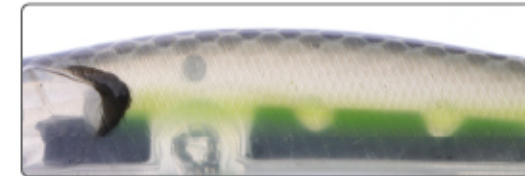
- Made from high-quality ABS plastic, ensuring a long-lasting and reliable performance in various fishing environments.
- The sinking water action of this lure replicates the natural movement of a baitfish, making it an ideal choice for attracting a wide range of fish species.
- This minnow lure is suitable for fishing in streams, rivers, lakes, ocean beaches, ocean boats, ocean rocks, and reservoir ponds.

Length	Weight	Hook Number
85mm/3.4in	13.5g/0.48oz	6#



Sinking Minnow

106207



- Made from high-quality ABS plastic, ensuring a long-lasting and reliable performance in various fishing environments.
- Fixed center of gravity and stable swimming style.
- Bright and vivid colors are more sensory and attractive, and the paint has super strong adhesion and increases service life.
- Uv coating can perfectly increase the light to attract fish in the dark.

Length	Weight	Hook Number
80mm/3.2in	14g/0.49oz	6#



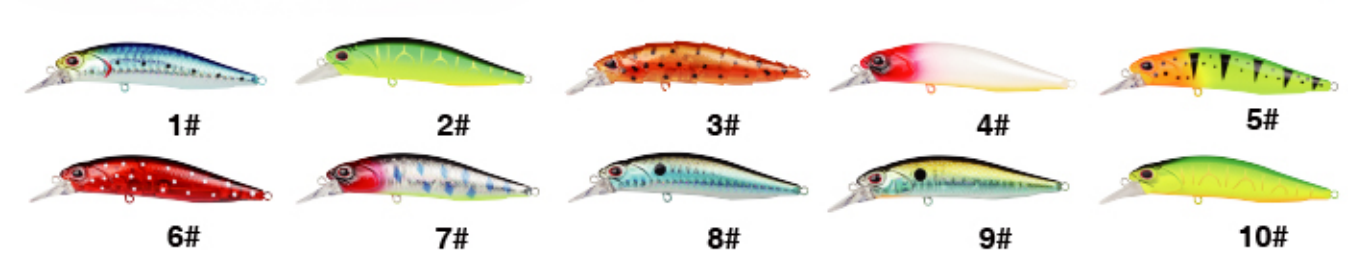
Sinking Minnow

106208



- Streamlined design reduces wind resistance during throwing, and fly more stable and to ensure the accuracy of the throw easily project to the target point.
- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- Uv coating can perfectly increase the light to attract fish in the dark.

Length	Weight	Hook Number
63mm/2.5in	5.5g/0.19oz	8#
72mm/2.8in	8.5g/0.30oz	6#



TopWater

5.12
inch

0.86
oz

Steel balls at the tail part, increasing the weight and balancing the center of gravity

Steel balls collide with each other and make a sound, create noise to attract the fishes.

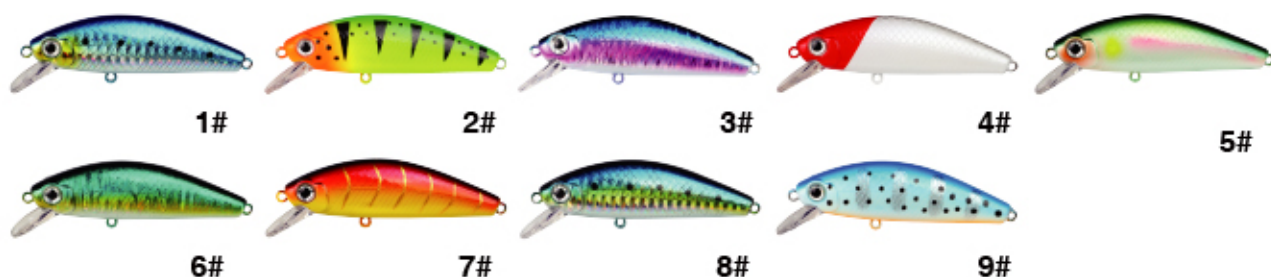
106147
130mm/24.4g





Sinking Minnow 106210

- Uv coating can perfectly increase the light to attract fish in the dark.
- The super material is extremely strong and durable, allowing you to use it longer than ordinary baits.



Length	Weight	Water Layer	Hook Number
70mm/2.8in	14g/0.49oz	Sinking	8#



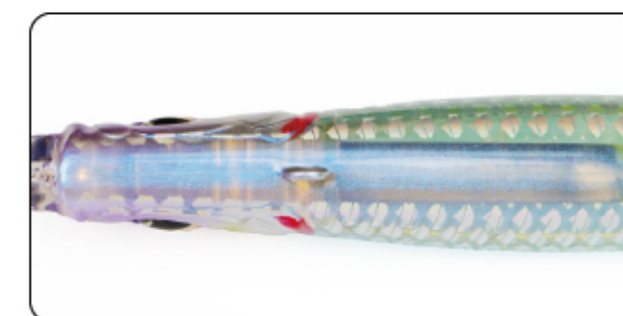
Sinking Minnow 106228



- Fixed center of gravity and stable swimming style.
- Made from high-quality ABS plastic, ensuring a long-lasting and reliable performance in various fishing environments.
- Resin biomimetic fish eyes have strong attraction.



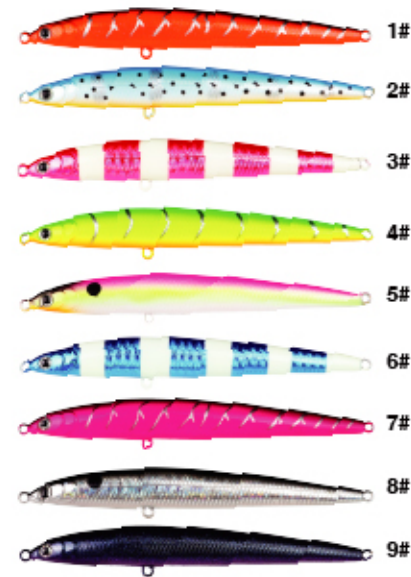
■ Vivid eyes



■ Fixed center of gravity

Length	Weight	Water Layer	Hook Number
70mm/2.8in	8g/0.28oz	Sinking	8#
85mm/3.4in	14g/0.49oz	Sinking	6#

Sinking Pencil 106214



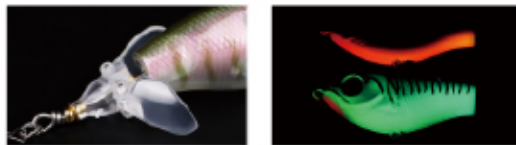
【Length:110/125mm(4.3/4.9in) Weight:15/19g(0.53/0.67oz)】

- Fast sinking type, maintains horizontal position. Since it sinks extremely slowly, it is perfect for slow attacks.
- The Shirasu Minnow LSP looks like a small fish and attracts fish with its shape alone, but it is deliberately designed to suspend just below the water surface, allowing the target to use its mouth.



Topwater Lure

106132



- Twin propellers that can be opened and closed.
- 360° twin propellers Noise temptation.
- Open and closed design, better than other products on the market in flight conditions the blades naturally close when throwing, reduce wind resistance achieve farther throwing.
- Bright colours are more likely to attract predator attacks3

Length	Weight	Hook Number
80mm/3.15in	16g/0.56oz	6#



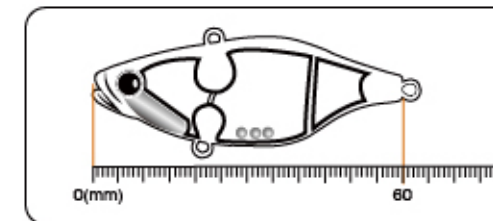
Sinking Vibration 106169

106169



- Uv coating can perfectly increase the light to attract fish in the dark.
- High castability, excellent obstacle avoidance, fast action start.
- Steel balls collide with each other and make a sound, create noise to attract the fishes.
- The slim body shows very tight vibration even at fast retrieve.

Length	Weight	Hook Number
60mm/2.4in	8.2g/0.3oz	8#



Surface Wake Bait 106180

106180



- Appeal to fish with bait fish-like glitter. Since it is equipped with a swivel, it flashes even with a slight stream of water and exerts a collecting fish effect.
- 3D simulation eyes making them more Life-Like to attract fish3
- Bright colours are more likely to attract predator attacks3

Length	Weight	Hook Number
40mm/1.6in	4.8g/0.17oz	10#



Floating Minnow

112mm 4.4in / 12.7g 0.45oz



Streamlined body shape creates super long-casting distance.



Floating Minnow 106080

Length	Weight	Hook Number	Water Layer
112mm/4.4in	19g/0.67oz	6#	Floating

- Made from high-quality ABS plastic, ensuring a long-lasting and reliable performance in various fishing environments.
- Multiple fishhooks can improve the fish-hooking rate.
- Bright and vivid colors are more sensory and attractive, and the paint has super strong adhesion and increases service life.
- Uv coating can perfectly increase the light to attract fish in the dark.



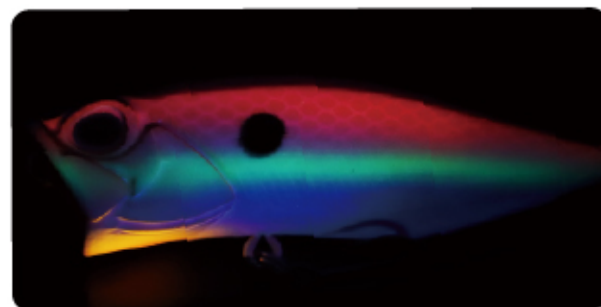


Topwater Popper 106236

- The concave lip makes a thumping sound when it hits the water surface.
- Carefully positioned tail weight increases casting distance.
- The bright color painting makes it easier to attract the attention of the target fish.
- While producing the sound of lively water currents, the lure can swim to form bubbles and spray which will attract black sea bream and bass.



Length	Weight	Hook Number	Type
65mm/2.6in	8.5g/0.3oz	8#	Top water



Topwater Popper 106212

- The concave lip makes a thumping sound when it hits the water surface.
- Carefully positioned tail weight increases casting distance
- While producing the sound of lively water currents, the lure can swim to form bubbles and spray which will attract black sea bream and bass.
- While fishing, it is stable for the lure to maintain the swimming posture even if the line is quickly collected.

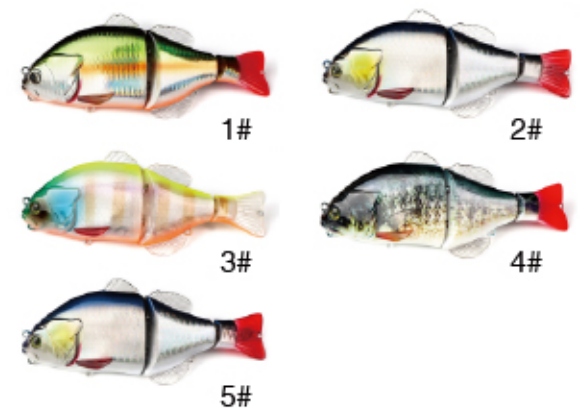


Length	Weight	Hook Number	Water Layer
71mm/2.8in	9g/0.32oz	8#	Top water
86mm/3.4in	16g/0.56oz	6#	Top water



Multi-jointed Fish

106230



- 3D printing pattern and vivid swimming action bring a realistic visual, which makes the bait more vivid, attractive.
- Enhanced Links Section.
- Steel balls collide with each other and make a sound, create noise to attract the fishes.
- 3D simulation eyes making them more Life-Like to attract fish.



Flexible Jointed Body

Build-in steel balls

Length	Weight	Hook Number
160mm/6.3in	70g/2.47oz	2#

Floating Minnow

106178



Length	Weight	Hook Number
190mm/7.48in	47g/1.66oz	4#

- Steel balls collide with each other and make a sound, create noise to attract the fishes.
- Laser Lifelike fish scale with brilliant colors that reflect light to attract the fishes.
- Laser sticker eyes.
- Streamlined body shape creates super long-casting distance.



Topwater Pencil

106226



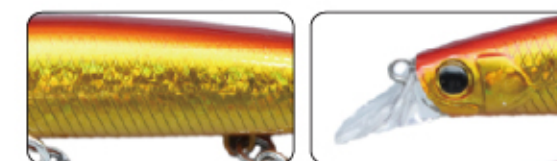
- Made from high-quality ABS plastic, ensuring a long-lasting and reliable performance in various fishing environments.
- This lure features a "dog-walking" action.
- Steel balls collide with each other and make a sound, create noise to attract the fishes.
- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.

Length	Weight	Water Layer	Hook Number
65mm/2.6in	6g/0.21oz	Top Watter	10#
100mm/3.9in	14g/0.49oz	Top Watter	6#
110mm/4.3in	20g/0.71oz	Top Watter	4#



Floating Minnow

106237



- Streamlined body shape creates super long-casting distance.
- Lifelike and rapid action in water. Excellent visual effect of luring fish.
- The bright color painting makes it easier to attract the attention of the target fish.
- Uv coating can perfectly increase the light to attract fish in the dark.

Length	Weight	Hook Number
110mm/4.3in	19g/0.67oz	6#

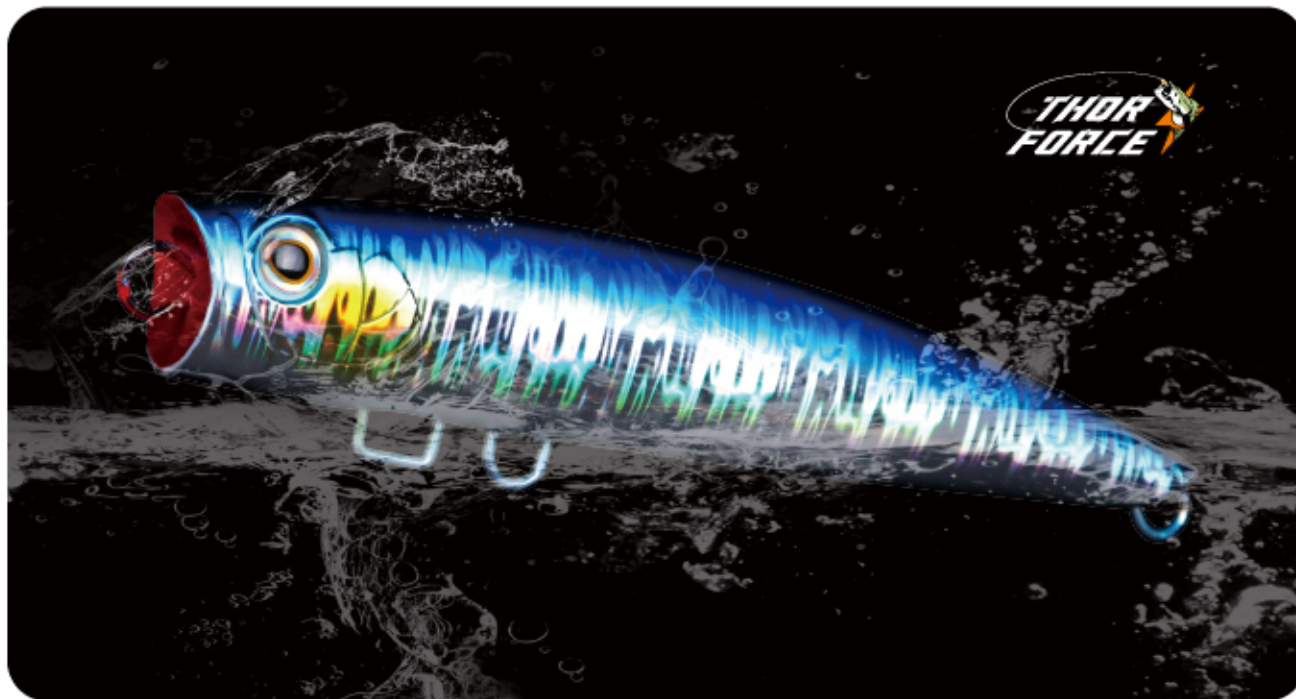


50MM/11.5G
2IN/0.41OZ

106186

- After the long tongue plate touches the obstacle, the tail is tilted upward to avoid the obstacle
- Lure Will Swing Left And Right Steel Ball Collide With Lure Body Excite Fish's Attention
- Bait Produce Water Flower During Process Of Swing When It Move, Good For Attracting Fish

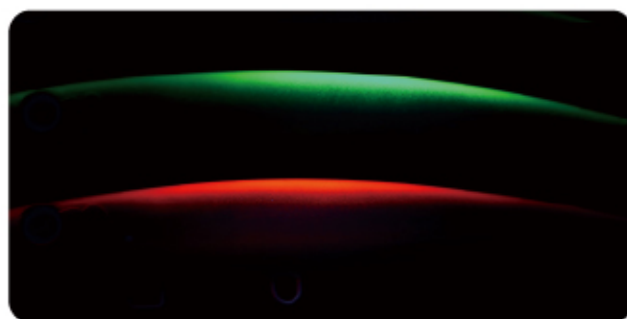




Topwater Popper 106099

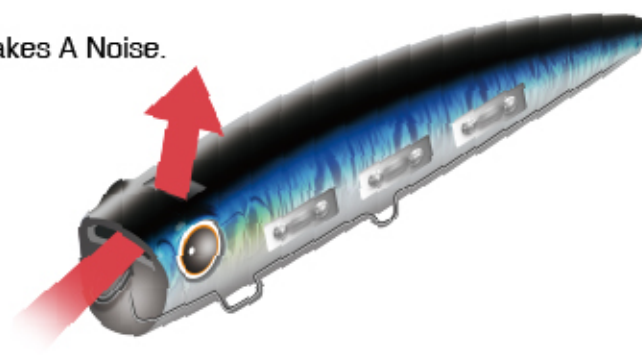


Length	Weight	Water Layer	Type
220mm/8.7in	93g/3.28oz	Topwater	Popper

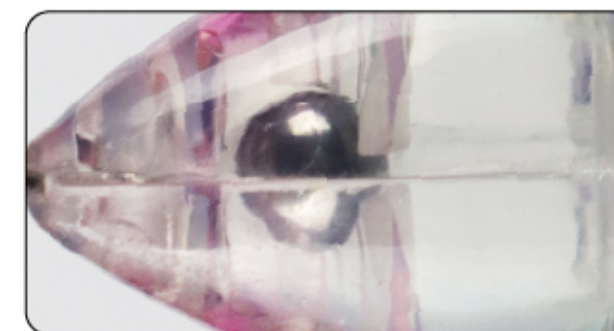


ACTUAL SIZE & INNER STRUCTURE

- 1 Built-in bead, The Shaking Steel Ball Makes A Noise. The Target Knows I'M Coming!
- 2 Built-in high strength integrated steel wire, stronger tension, more solid.
- 3 Upper mouth - stirring up more water splashes to attract the fishes.



Topwater Popper 106234



- The concave lip makes a thumping sound when it hits the water surface.
 - Carefully positioned tail weight increases casting distance.
 - While producing the sound of lively water currents, the lure can swim to form bubbles and spray which will attract black sea bream and bass.
- While fishing, it is stable for the lure to maintain the swimming posture even if the line is quickly collected.

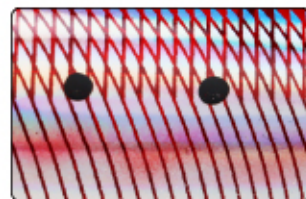
Length	Weight	Water Layer	Hook Number
35mm/1.4in	3.7g/0.13oz	Topwater	14#

Topwater Popper



- Realistic fish scale & texture with bright reflection to attract target fish species and increase the chances of catching fish.
- Streamlined design reduces wind resistance during casting, which makes the lure flies more stable to ensure an accurate cast.
- The concave lip makes a thumping sound when it hits the water surface.

Length	Weight	Water Layer
130mm/5.1in	40g/1.41oz	Topwater
160mm/6.3in	65g/2.29oz	Topwater

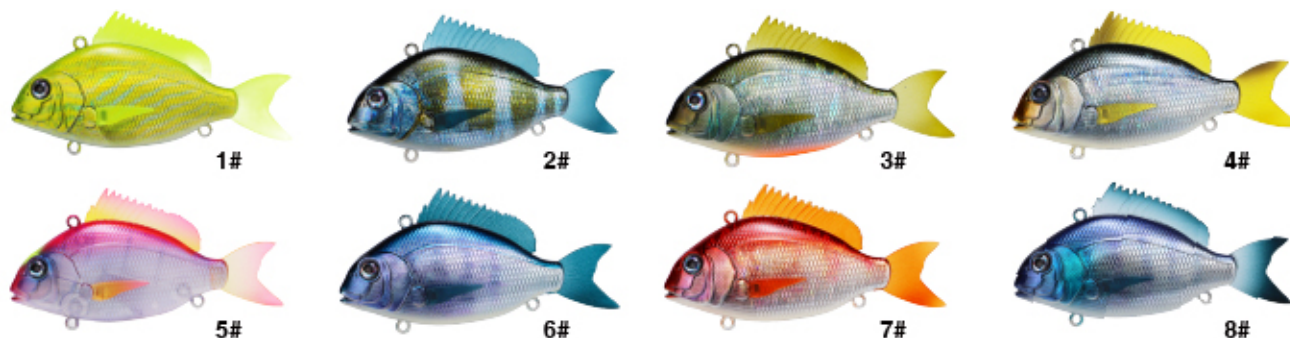


Snapper Vib



- High-fidelity replication of snapper shape, mimic the real fish bait.
- Built-in lead reinforced counterweight, fixed center of gravity and stable swimming style.
- 3D printing pattern and vivid swimming action bring a realistic visual, which makes the bait more vivid, attractive.
- The fin parts are made of soft material.

Length	Weight	Water Layer
65mm/2.6in	24g/0.85oz	Sinking

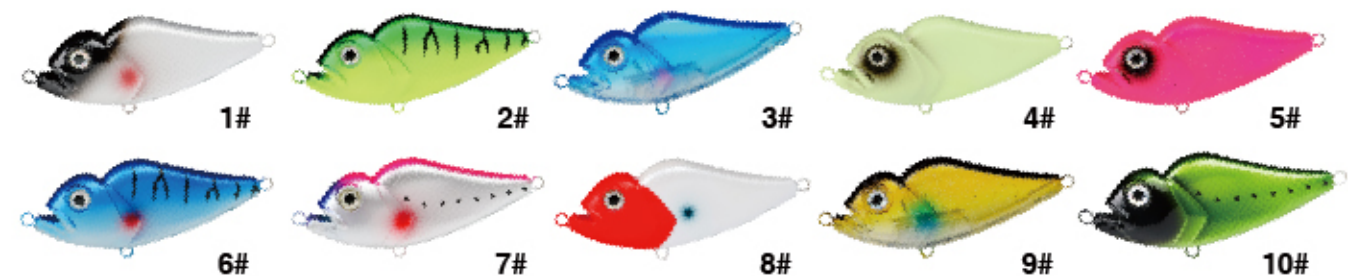


Sinking Lure



- Resin biomimetic fish eyes have strong attraction.
- Lifelike and rapid action in water. Excellent visual effect of luring fish.
- Laser fish scales on surface, Reflects outer light from all sides, Attracts more fish. Swing frequently, Reflecting different colors.

Length	Weight	Water Layer
120mm/4.7in	73g/2.57oz	Sinking



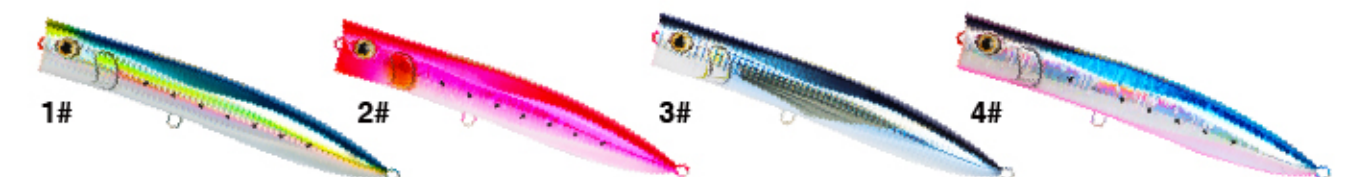
Topwater Popper



- Built-in high strength integrated steel wire, stronger tension, more solid.
- Fixed center of gravity and stable swimming style.
- The swimming posture is vivid, having a good luring effect.
- The concave lip makes a thumping sound when it hits the water surface.



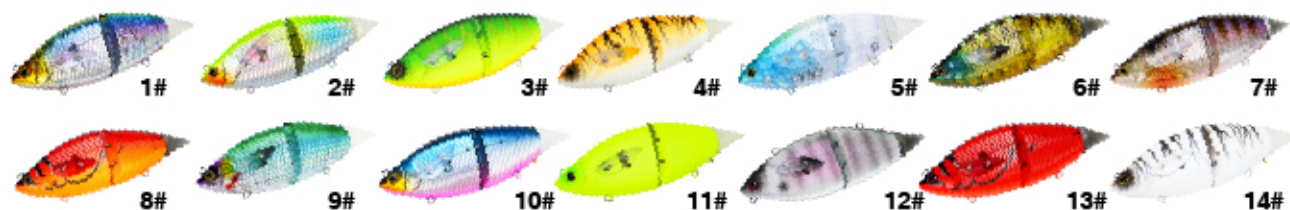
Length	Weight	Water Layer
190mm/7.5in	60g/2.12oz	Topwater



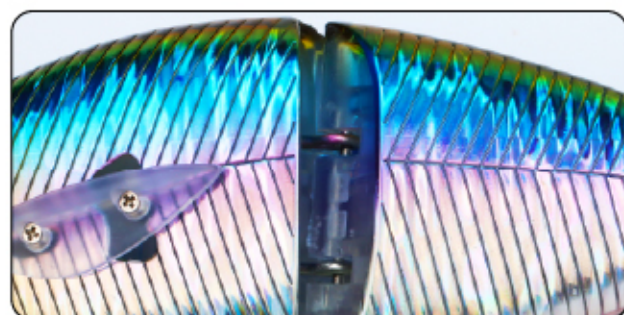


Sinking Swimbait 106154

- The center of gravity of the bait is forward during the flight, which stabilizes the flight attitude and increases the throwing distance. The steel ball makes a sound when swimming
- The fins can be adjusted in three gears:
 1. A gear of bait moves on the water.
 2. Adjust the fins to the second gear, deep dive 0-0.5m.
 3. The fins are adjusted to three gears, and the diving depth is 0-2m



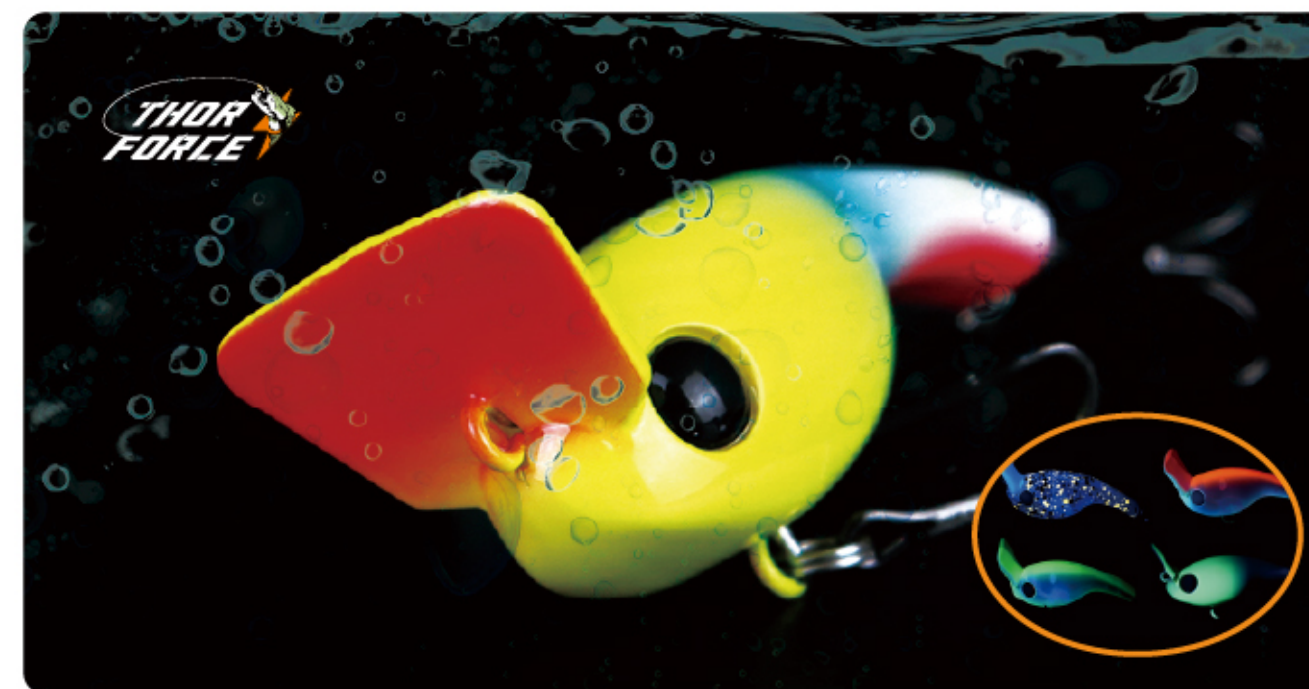
Length	Weight	Water Layer
135mm/5.3in	35g/1.23oz	Sinking



■ High strength



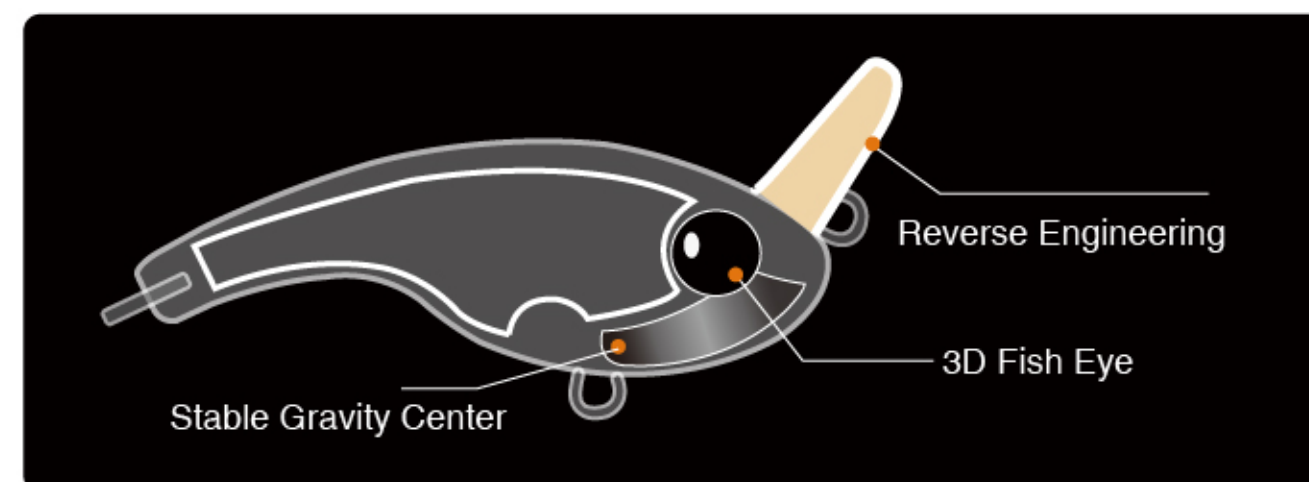
■ Adjustable fin design



Sinking Minnow 106217



Length	Weight	Water Layer	Hook Number
35mm/2.8in	2.5g/0.28oz	Sinking	14#(Single Hook)
50mm/3.4in	7.5g/0.49oz	Sinking	10#

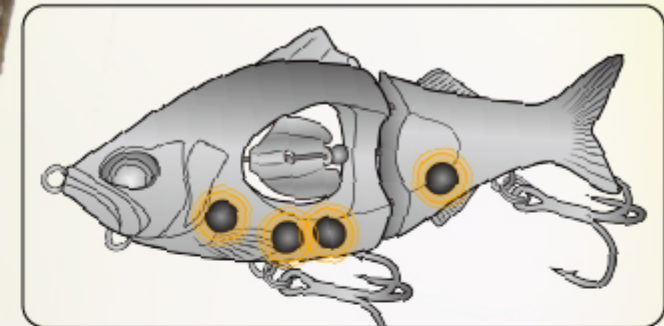


Sinking Swimbait 106034



- **[360° Rotating Propeller]** Featuring a unique revolving belly blade designed to give the lure extra vibration and flash in the water, it has the ability to draw in fish from a long way away, even on the slow days.
- **[Build-in Rattles]** Steel balls collide with each other and make a sound, create noise to attract the fishes.
- **[Lifelike Swimming Style]** The walking trajectory of the bait presents a S-shaped trajectory

Length	Weight	Water Layer	Type
113mm/4.5in	22.5g/0.79oz	Sinking	Swimbait
135mm/5.3in	35g/1.23oz	Sinking	Swimbait



■ Build-in Rattles



■ 360° Rotating Propeller



Suspending Pencil

106224



Length	Weight	Hook Number
80mm/3.15in	6.5g/0.23oz	8#



1#



2#



3#



4#



5#



6#



7#



8#

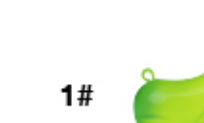


- Made from high-quality ABS plastic, ensuring a long-lasting and reliable performance in various fishing environments.
- Open and closeable wing design.
- Laser Lifelike fish scale with brilliant colors that reflect light to attract the fishes.
- 3D simulation eyes making them more Life-Like to attract fish.



Suspending/Sinking

106235



1#



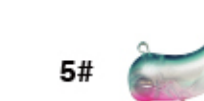
2#



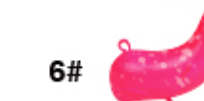
3#



4#



5#



6#



7#

- Made from high-quality ABS plastic, ensuring a long-lasting and reliable performance in various fishing environments.
- The sinking water action of this lure replicates the natural movement of a baitfish, making it an ideal choice for attracting a wide range of fish species.
- This minnow lure is suitable for fishing in streams, rivers, lakes, ocean beaches, ocean boats, ocean rocks, and reservoir ponds.

Length	Weight	Hook Number
25mm/1in	2.5g/0.09oz	12# (Single hook)
33mm/1.3in	4g/0.14oz	10# (Single hook)

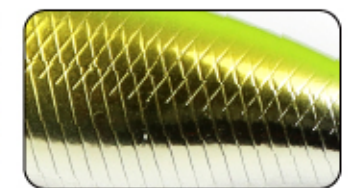
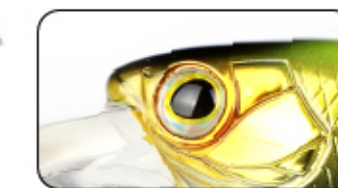
Suspending Minnow

106229



- Laser Lifelike fish scale with brilliant colors that reflect light to attract the fishes.
- Extended pressure plate, easy bait into the deeper water search large fish.
- 3D simulation eyes making them more Life-Like to attract fish.
- Bright colours are more likely to attract predator attacks.

Length	Weight	Hook Number
58mm/2.3in	6g/0.21oz	10#
70mm/2.8in	10g/0.35oz	8#

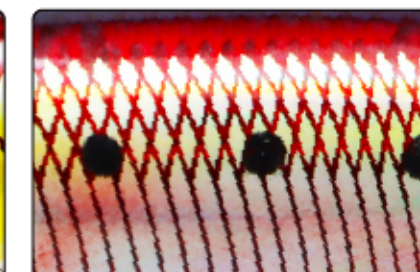


Sinking Pencil



- Built-in high strength integrated steel wire, stronger tension, more solid.
- Laser Lifelike fish scale with brilliant colors that reflect light to attract the fishes.
- Streamlined body shape creates super long-casting distance.
- Fixed center of gravity and stable swimming style

Length	Water Layer
130mm/5.12in	Sinking



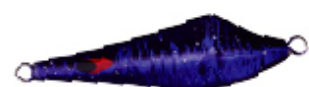
108003

EPOXY JIG



【Length:100mm(3.9in) Weight:60g(2.1oz)】

- Streamlined design reduces wind resistance during throwing, and fly more stable and to ensure the accuracy of the throw easily project to the target point.
- The whole body is made of lead die-casting, with high strength and high hardness.



1#



3#



5#



2#



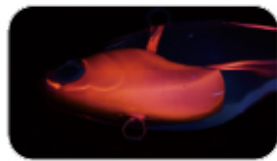
4#



6#

Epoxy jig

108001



- Epoxy Resin coated lead fish.
- The film has strong adhesion and can wrap the lead well.
- Bright colours are more likely to attract predator attacks.
- The use of UV Technology allows bait to emit light that attracts fish, and the bait can attract the presence of target fish at any time.

Length	Weight	Water Layer
85mm/3.4in	35g/1.23oz	Sinking

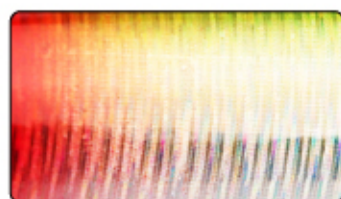


Epoxy jig

108012



Length	Weight	Water Layer
90mm/3.5in	40g/1.4oz	Sinking

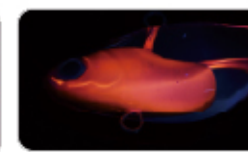


- Epoxy Resin coated lead fish.
- 3D fish eyes, simulating the eyes of real fish, vivid and flexible, more enticing to predators.
- Swing from side to side, simulating the real swimming posture of fish.
- Good quality paint in.



Epoxy jig

108005



- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- 3D simulation eyes making them more Life-Like to attract fish.
- Epoxy Resin coated lead fish.
- Environmental friendly material.

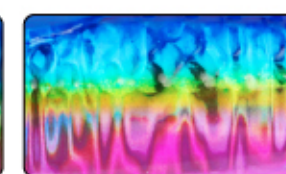
Weight	Water Layer
14/24/42/56g(0.49/0.85/1.48/1.98oz)	Sinking



Epoxy jig

108002

- Epoxy Resin coated lead fish.
- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- 3D simulation eyes making them more Life-Like to attract fish.



Length	Weight
94mm/3.7in	40g/1.41oz
106mm/4.2in	60g/2.12oz



Jigging Lure 101197



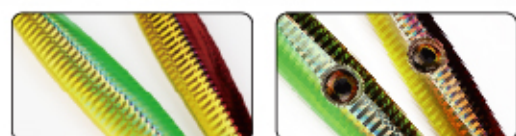
【Weight:20/40/60g(0.71/1.4/2.1oz)】

- The front of the bait body is made of imported bronzing paper, which has a realistic shape, good laser effect and high reflectivity.
- Cast like bullets and are very stable against waves and currents.
- The whole body is made of lead die-casting, with high strength and high hardness.



Jigging Lure

101010



- Lead blocks stabilize the center of gravity of the bait, maintain a stable swimming posture, and sink quickly to attract target fish.
- 3D fish eyes, simulating the eyes of real fish, vivid and flexible, more enticing to predators.
- Swing from side to side, simulating the real swimming posture of fish.
- Good quality paint.

Length	Weight	Water Layer
180mm/7.1in	260g/7.19oz	Sinking



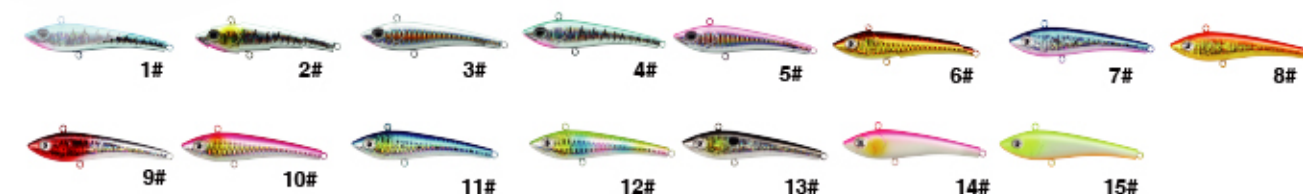
Jigging Lure

101194



- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- 3D simulation eyes making them more Life-Like to attract fish.
- The whole body is made of lead die-casting, with high strength and high hardness.

Length	Weight	Water Layer
85mm/3.35in	100g/3.53oz	Sinking



Jigging Lure 101205

【Weight:40g/1.41oz】

- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- 3D simulation eyes making them more Life-Like to attract fish.
- The whole body is made of lead die-casting, with high strength and high hardness.



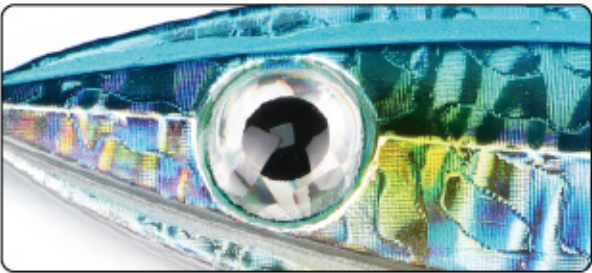


Jigging Lure 101035



- The front of the bait body is made of imported bronzing paper, which has a realistic shape, good laser effect and high reflectivity.

Length	Weight	Water Layer
66mm/2.6in	40g/1.41oz	Sinking



Jigging Lure 101196



【Weight:40/60/80g(1.41/2.12/2.82oz)】

- The front of the bait body is made of imported bronzing paper, which has a realistic shape, good laser effect and high reflectivity.
- Cast like bullets and are very stable against waves and currents.
- The whole body is made of lead die-casting, with high strength and high hardness.

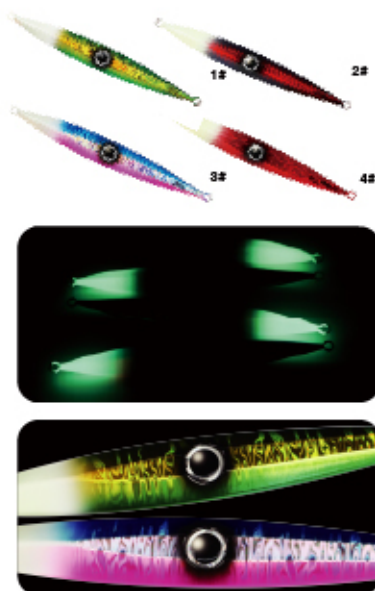


UV Coating



3D Fish Eye

Jigging Lure 101078



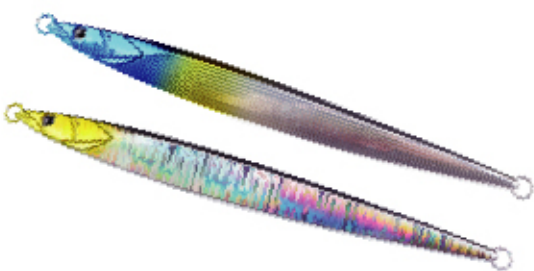
【Length:175mm(6.9in) Weight:260g(9.17oz)】

- Streamlined design reduces wind resistance during throwing, and fly more stable and to ensure the accuracy of the throw easily project to the target point.
- The whole body is made of lead die-casting, with high strength and high hardness.



Jigging Lure

101079



- Lead blocks stabilize the center of gravity of the bait, maintain a stable swimming posture, and sink quickly to attract target fish.
- 3D fish eyes, simulating the eyes of real fish, vivid and flexible, more enticing to predators.
- Swing from side to side, simulating the real swimming posture of fish.
- Good quality paint.

Weight		
200g/7.05oz	300g/10.58oz	400g/14.11oz



Jigging Lure

101135



- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- 3D simulation eyes making them more Life-Like to attract fish.
- The whole body is made of lead die-casting, with high strength and high hardness.

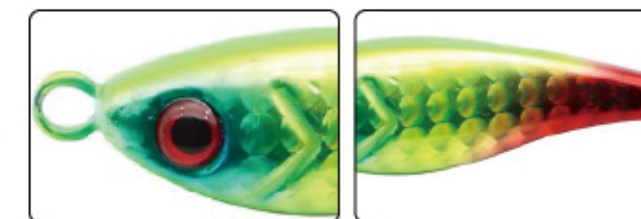
Weight			
80g/2.82oz	100g/3.53oz	150g/5.29oz	200g/7.05oz



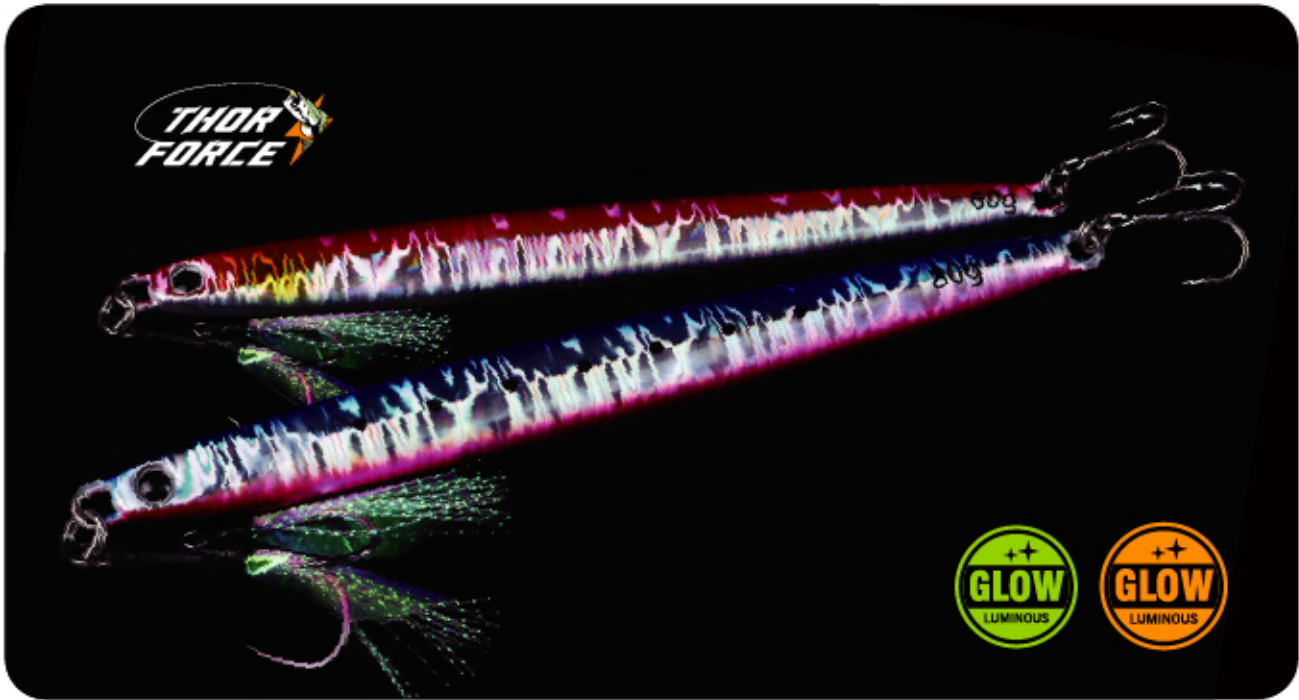
Jigging Lure 101084



- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- 3D simulation eyes making them more Life-Like to attract fish.
- The whole body is made of lead die-casting, with high strength and high hardness.
- Cast like bullets and are very stable against waves and currents.



Weight		
20g/0.71oz	30g/1.06oz	40g/1.41oz

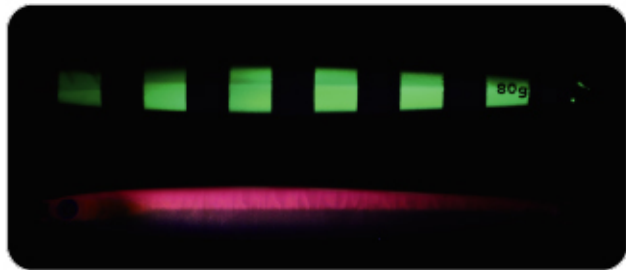


Jigging Lure 101211



- The whole body is made of lead die-casting, with high strength and high hardness.
- The front of the bait body is made of imported bronzing paper, which has a realistic shape, good laser effect and high reflectivity.

Weight	40g/1.41oz	60g/2.12oz	80g/2.82oz
Length	100mm/3.9in	120mm/4.7in	130mm/5.1in



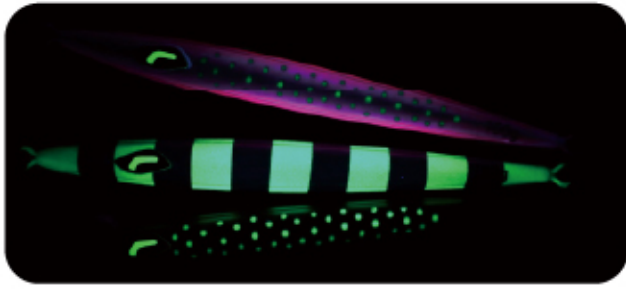
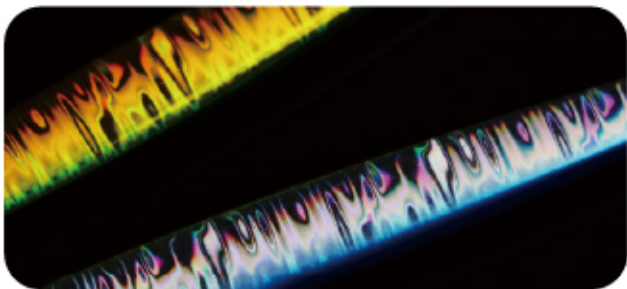
Jigging Lure 101022



- The front of the bait body is made of imported bronzing paper, which has a realistic shape, good laser effect and high reflectivity.
- Cast like bullets and are very stable against waves and currents.
- The whole body is made of lead die-casting, with high strength and high hardness



Weight	100g	150g	200g	250g	300g
Length	147mm	167mm	189mm	203mm	210mm



Jigging Lure 101069



【Length:215mm(8.5in) Weight:150g(5.3oz)】

- Streamlined design reduces wind resistance during throwing, and fly more stable and to ensure the accuracy of the throw easily project to the target point.
- laser colorful body which can attract the attention of the target fish



Jigging Lure

101115



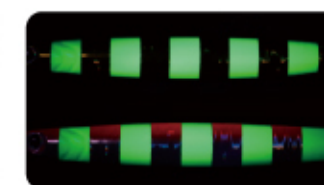
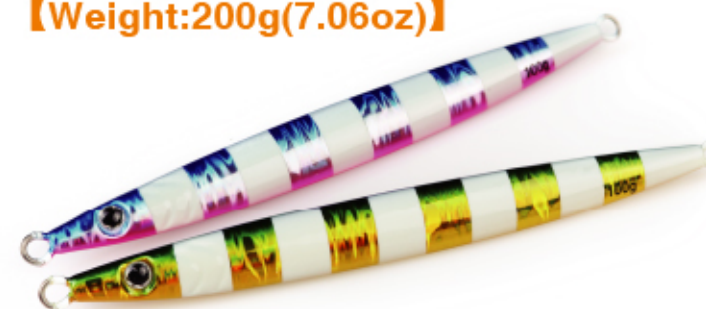
- Lead blocks stabilize the center of gravity of the bait, maintain a stable swimming posture, and sink quickly to attract target fish.
- 3D fish eyes, simulating the eyes of real fish, vivid and flexible, more enticing to predators.
- Swing from side to side, simulating the real swimming posture of fish
- Good quality paint

Weight			
110g/3.88oz	130g/4.59oz	150g/5.29oz	180g/6.35oz



Jigging Lure 101142

【Weight:200g(7.06oz)】



- Streamlined design reduces wind resistance during throwing, and fly more stable and to ensure the accuracy of the throw easily project to the target point.
- The whole body is made of lead die-casting, with high strength and high hardness



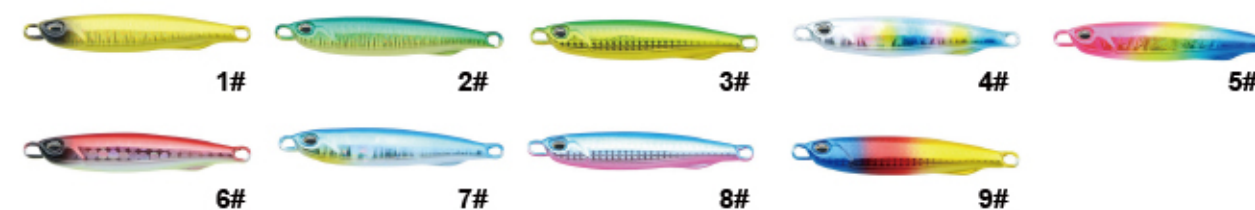
Jigging Lure

101122



- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish
- 3D simulation eyes making them more Life-Like to attract fish
- The whole body is made of lead die-casting, with high strength and high hardness

Weight				
30g/1.1oz	40g/1.4oz	80g/2.8oz	100g/3.5oz	120g/4.2oz



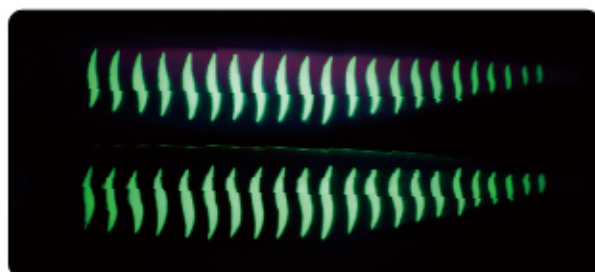


Jigging Lure 101062

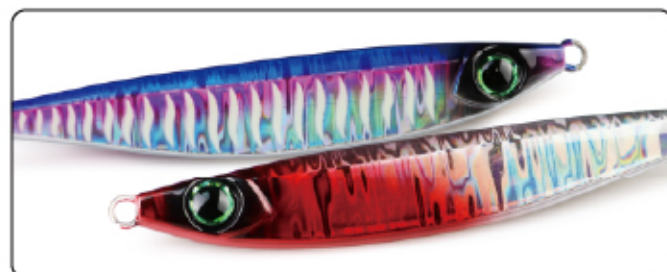


- Cast like bullets and are very stable against waves and currents.
- Equipped with UV and luminous color, making it equally effective for night games.

Length	Weight
81mm 93mm 103mm 110mm	40g 60g 80g 100g



Luminous Effect



Two-sided Design

Jigging Lure 101088



【Weight:30/40g(1.06/1.41oz)】

- Reflects outer light from all sides, Attracts more fish.Swing frequently, Reflecting different colors.
- Cast like bullets and are very stable against waves and currents.
- The whole body is made of lead die-casting, with high strength and high hardness
- Lifelike and rapid action in water. Excellent visual effect of luring fish

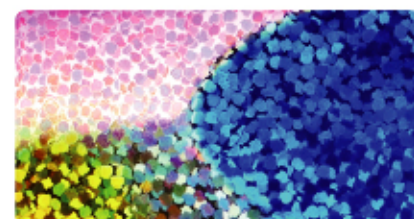
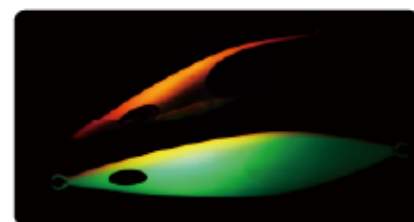


Luminous Effect & Fluorescent



3D Fish Eye

Jigging Lure 101015



Weight			
80g/2.82oz	150g/5.29oz	200g/7.05oz	250g/8.82oz



- Streamlined design reduces wind resistance during throwing, and fly more stable and to ensure the accuracy of the throw easily project to the target point.
- The whole body is made of lead die-casting, with high strength and high hardness



Jigging Lure

101105



- Lead blocks stabilize the center of gravity of the bait, maintain a stable swimming posture, and sink quickly to attract target fish.
- 3D fish eyes, simulating the eyes of real fish, vivid and flexible, more enticing to predators.
- Swing from side to side, simulating the real swimming posture of fish
- Good quality paint

Weight	
10g/0.35oz	15g/0.53oz



Jigging Lure

101195

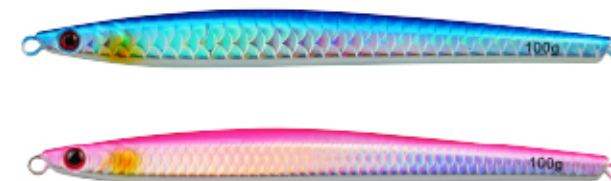


- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish
- 3D simulation eyes making them more Life-Like to attract fish
- The whole body is made of lead die-casting, with high strength and high hardness

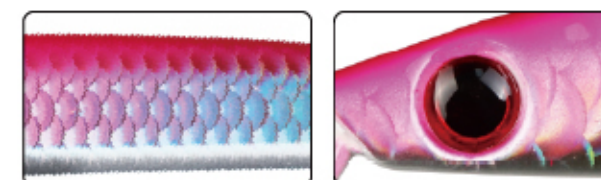
Length	Weight
50mm/2in	15g/0.53oz
65mm/2.6in	30g/1.06oz



Jigging Lure 101108



- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish
- 3D simulation eyes making them more Life-Like to attract fish
- The whole body is made of lead die-casting, with high strength and high hardness
- Cast like bullets and are very stable against waves and currents.



Length	Weight
150mm/5.9in	80g/2.82oz
160mm/6.3in	100g/3.53oz
170mm/6.7in	160g/5.64oz

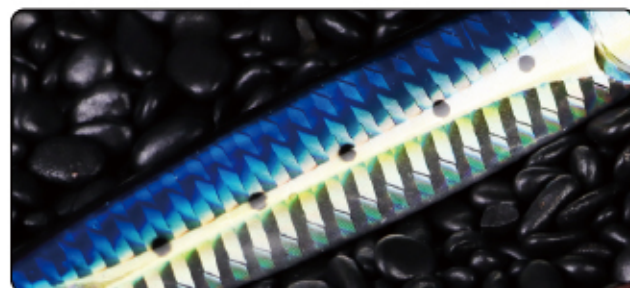
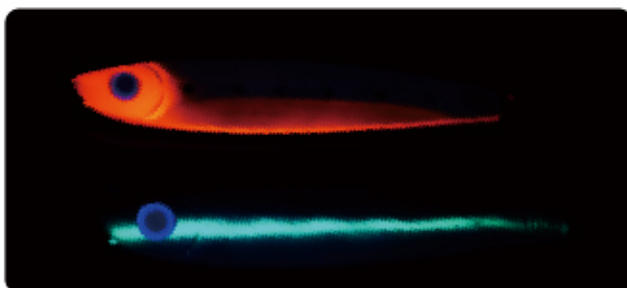


Jigging Lure 101123



- The front of the bait body is made of imported bronzing paper, which has a realistic shape, good laser effect and high reflectivity.
- Equipped with UV and luminous color, making it equally effective for night games.

Weight			
13g/0.53oz	30g/1.06oz	80g/2.82oz	100g/3.53oz

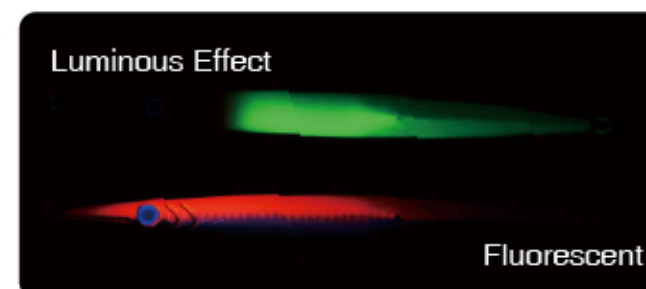
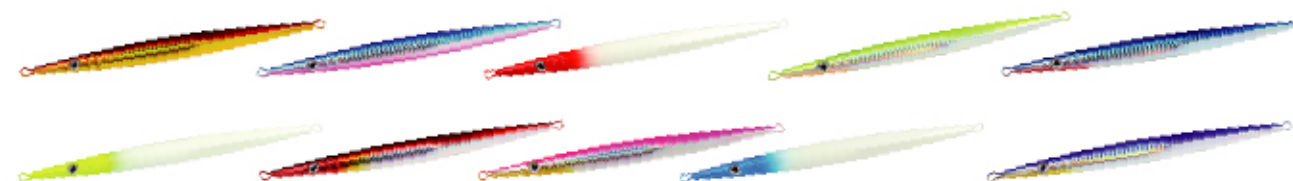


Jigging Lure 101037



【Lenth:205mm(8.1in) Weight:160g(5.64oz)】

- The front of the bait body is made of imported bronzing paper, which has a realistic shape, good laser effect and high reflectivity.
- Cast like bullets and are very stable against waves and currents.
- The whole body is made of lead die-casting, with high strength and high hardness



Jigging Lure 101008



【Weight:100g(3.53oz)】

- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- Streamlined design reduces wind resistance during throwing, and fly more stable and to ensure the accuracy of the throw easily project to the target point.
- The whole body is made of lead die-casting, with high strength and high hardness.



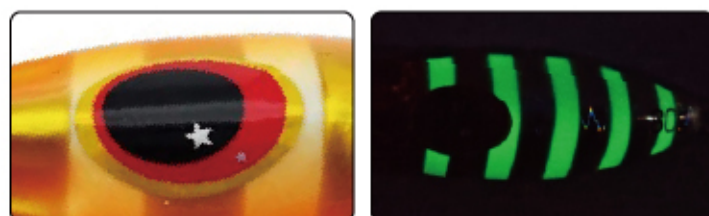
Jigging Lure

101103



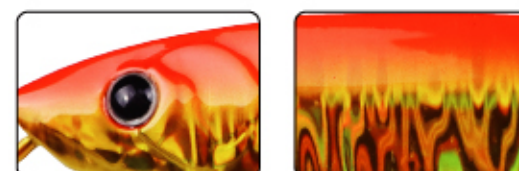
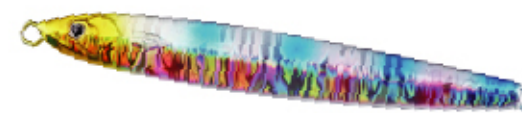
- Lead blocks stabilize the center of gravity of the bait, maintain a stable swimming posture, and sink quickly to attract target fish.
- 3D fish eyes, simulating the eyes of real fish, vivid and flexible, more enticing to predators.
- Swing from side to side, simulating the real swimming posture of fish.
- Good quality paint.

Weight					
30g	40g	60g	80g	100g	120g



Jigging Lure

101236

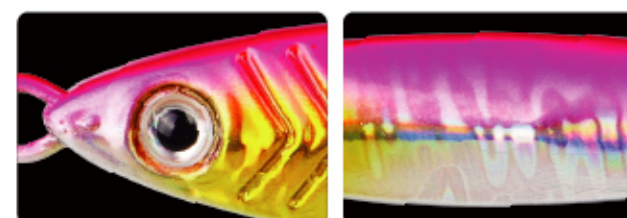
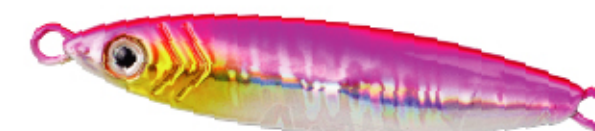


- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- 3D simulation eyes making them more Life-Like to attract fish.
- The whole body is made of lead die-casting, with high strength and high hardness.

Type	Weight	Water Layer
Jigging	80g/2.82oz	Sinking



Jigging Lure 101114



- Realistic fish scale texture with bright reflection to attract target fish species and increase the chances of catching fish.
- 3D simulation eyes making them more Life-Like to attract fish.
- The whole body is made of lead die-casting, with high strength and high hardness.
- Cast like bullets and are very stable against waves and currents.

Weight
40/60/80/100/120g(1.41/2.12/2.82/3.53/4.23oz)



T-TAIL 3.2"

80MM SOFT LURE



The bait in the shape of a T tail fish swims lifelike, swing naturally and perfectly even at the slowest speed to better lure the fish to the bait.



Materials

TPE, TPR, PVC, ABS plastic, leaded, Epoxy resin, stainless steel, tungsten alloy, zinc alloyed.



Customizable

01

A WIDE VARIETY OF MATERIAL TYPES

02

HIGH-QUALITY RAW MATERIALS

03

ENVIRONMENTALLY FRIENDLY MATERIALS CAN BE SELECTED

04

MEET ALL YOUR VARIOUS NEEDS

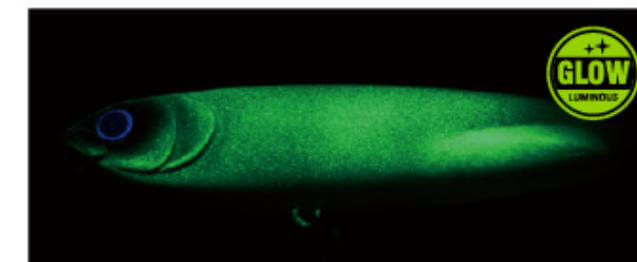
Hooks

BKK, VMC, OWNER, MUSTAD are our standard choices. If you have any other requirements please let us know. hook size can be selected



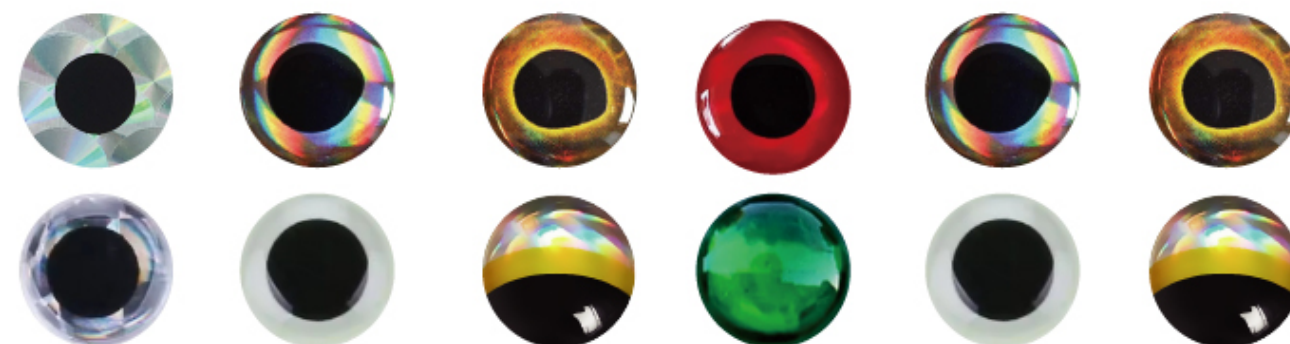
Luminous Effect&UV Coating

Equipped with UV and luminous color, making it equally effective for night games.



Eyes

Master 3D, spray painting and hand-painting techniques, just tell us your ideas



Remarkable Realistic Patterns Foil

Bright colours are more likely to attract predator attacks. Customized laser paper with different patterns

