ZEREK®
INNOVATION



REDEFINE THE GAME

2026 CATALOGUE

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- AIR TIGHT LURE CASE
- MULTI FUNCTION TACKLE BOX

NTENT

HARLEQUIN NEW 2026



HARLEQUIN

ZEREK INNOVATION ENGINEERED HIGH PERFORMANCE LURE CASTING RODS

Designed for the Australian market, the Zerek Harlequin is built to take on the wide range of fishing styles, species, and conditions found across Aussie waters. Constructed with premium TORAY carbon fibre, the blanks are rolled using a multi-axis carbon layering process to improve blank stability and resist torsional twist under load. This keeps the rod action crisp, sharp, and responsive, while delivering the strength and power needed for demanding fishing applications, all while remaining light to the touch. The Harlequin range includes both spinning and baitcast models in one-piece and two-piece configurations, offering options from light lure work to heavier applications. Finished with custom-designed reel seats, Sea Guides, and a refined blank design, the Harlequin delivers the versatility, strength, and confidence needed for every Aussie fishing adventure.

HQC (Baitcast)



HQC56MH	LENGTH : 5'6"	LINE : 10-20lb	ACTION : MEDIUM FAST	LURE :7-28g
HQC60XH	LENGTH : 6'0"	LINE : 15-30lb	ACTION : MEDIUM FAST	LURE :14-60g
HQC69XXH	LENGTH : 6'9"	LINE : 20-40lb	ACTION : MEDIUM FAST	LURE :14-80g

HQS (Spinning)



HQS6112L	LENGTH : 6'11"	LINE : 4-8lb	ACTION : MEDIUM FAST	LURE :3-10g
HQS611L	LENGTH : 6'11"	LINE : 4-8lb	ACTION : MEDIUM FAST	LURE :3-10g
HQS69ML	LENGTH : 6'9"	LINE : 6-12lb	ACTION : MEDIUM FAST	LURE :5-14g
HQS732MH	LENGTH : 7'3"	LINE : 10-20lb	ACTION : MEDIUM FAST	LURE :7-28g
HQS761XH	LENGTH : 7'6"	LINE : 15-30lb	ACTION : MEDIUM FAST	LURE :14-70g



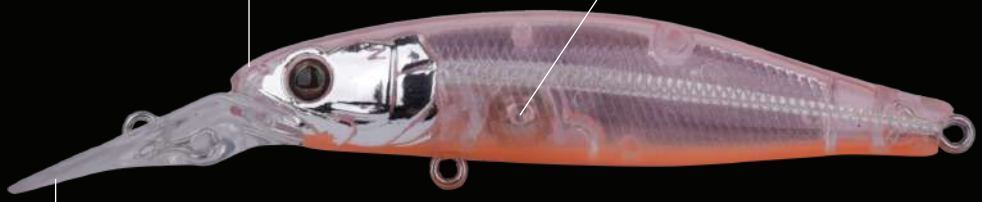
ORIGIN SERIES

IGNITE YOUR PASSION

The ever changing environment gives rise to new opportunities. The opportunistic angler constantly challenges the new environment through the use of improved lures and techniques. The reward often arrives in a split second. A fierce battle between man and beast ensues, stretching the angler's wits, strength and determination. The conquest of your dream fish is your motivation. Your dream is our motivation.

TANGO SLIM JERK NEW 2026

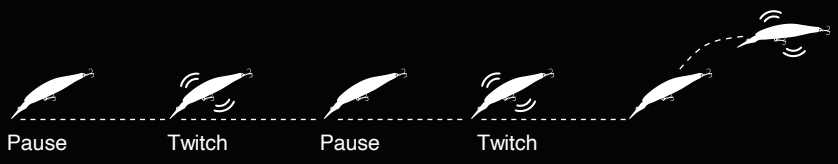
FEATURES



ACTION



SUSPENDING (SIDE VIEW)



The new Zerek Tango Jerk is a suspending mid-diving jerkbait that dives down to the mid-water column. Designed with a super stable wobble that keeps the lure in control when it is worked with rips and jerks. Built with ABS plastic, it is silent on the retrieve and has a solid tight wobbling action on a straight retrieve. Work it with a combination of rips and jerks, coupled with pauses to allow it to erratically dart, mimicking an injured baitfish as it suspends in the strike zone.

TANGO SLIM JERK 80 SUSPENDING

CODE: 781TSJ80(COLOUR)
SIZE: 80mm I WEIGHT: 12g I DEPTH: 1m - 1.5m I HOOK: #2, #4

TANGO SLIM JERK 95 SUSPENDING

CODE: 781TSJ95(COLOUR)
SIZE: 95mm I WEIGHT: 15g I DEPTH: 2m - 3m I HOOK: #2

TANGO SLIM JERK 115 SUSPENDING

CODE: 781TSJ115(COLOUR)
SIZE: 115mm I WEIGHT: 20g I DEPTH: 3m - 4m I HOOK: #1



BPD
BROWN POUND

BPL
BLEEDING PEARL

CPS
CHARTREUSE PEARL SILVER

CTG
CHARTREUSE GHOST

GDP
GOLDEN PERCH



GS1
GREEN SUNSET

HTB
HOT BETTY

HTT
HOT T

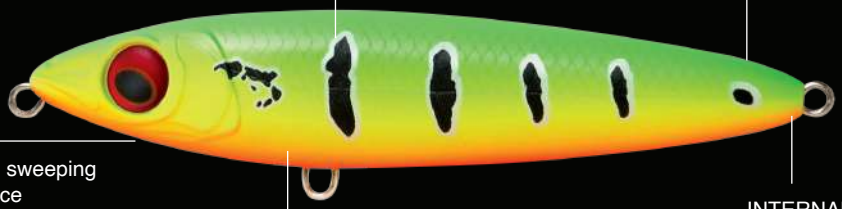
NAYU
NEW AYU

PMG
PRISM GILL

GECKO

SCAN ME
FOR VIDEO

FEATURES



ABS CONSTRUCTION
Built to withstand repeated strikes from hard hitting pelagic species

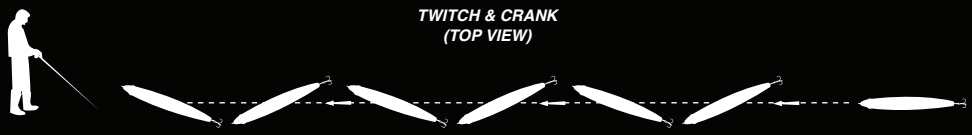
IMPROVED SONICS
Internally filled with multiple bearings to create a loud commotion

ACTION
Glides with a wide sweeping action on the surface

INTERNALLY REINFORCED
Wire Through hook hangers for increased holding strength

WEIGHT TRANSFER SYSTEM
Increases casting distance

ACTION

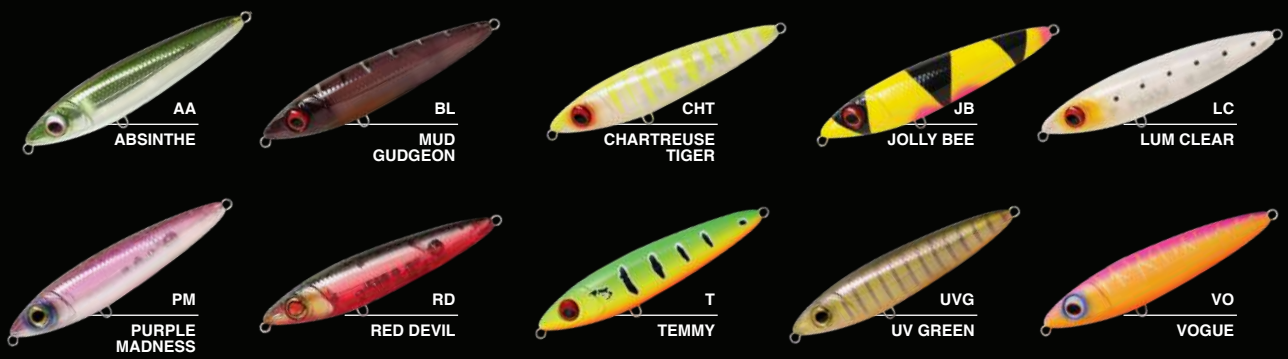


TWITCH & CRANK (TOP VIEW)

The Zerek Gecko has undergone a revamp and now boasts a slimmer body profile and a weight transfer system for better casting. The internal compartment of the walk-the-dog lure is fitted with multiple stainless steel bearings to create an incessant rattling noise that infuriates predators with the loud commotion it causes, as it glides by with a wide sweeping action on the water surface. A tough ABS body with “wire through” construction paired with heavy duty hooks allow the Gecko to go head to head with the toughest of predators.

GECKO 115 TOP WATER

CODE: 781LGK115(COLOUR)
SIZE: 115mm I WEIGHT: 29g I HOOK: #1/0



TANGO SHAD

ORIGIN SERIES

FEATURES



FINISHING
A wide range of Colors and Patterns to suit varying water conditions

CONSTRUCTION
Built with ABS to withstand repeated strikes from hard hitting fish

BIB DESIGN
A large bib design allows the lure to go down quickly and provides stability during trolling

INTERNAL RATTLE
Enhances the vibrational cues created by the lure with sound when moving or knocking against structure

ACTION
A tight wobbling action as the lure dives imitates a foraging fish running for cover

MAGNETIC WEIGHT TRANSFER SYSTEM
Invrease casting distance and accuracy

ACTION



The new Zerek Tango Shads are upsized versions of the original 40mm lure. Constructed with tough ABS material, the front weighted crankbaits dive to their optimal depth with a few cranks and traverses across the water column horizontally with a tight wobbling action. On the bottom, the Tango Shad can be effectively used by knocking on structure and stirring up debris as its inbuilt rattle adds on to the commotion drawing the attention of fish. Its life like 3d eyes and intricate scaling patterns give the lure a natural look and combined with its realistic action, this is one lure that every angler has to have.

TANGO SHAD 130 FLOATING

CODE: 781TS130F(COLOUR)
SIZE: 130mm I WEIGHT: 55g I DEPTH: 8.0m I HOOK: #1/0 BKK



TANGO SHAD 120 FLOATING

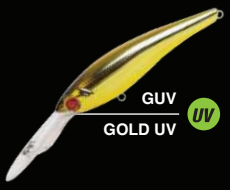
CODE: 781TS120F(COLOUR)
SIZE: 120mm I WEIGHT: 36g I DEPTH: 6.0-8.0m I HOOK: #1/0 BKK


AA
ABSINTHE
UV


CR
CHOCOLATE ROSE
UV


CHT
CHARTREUSE TIGER
UV

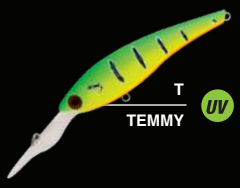

FAB
FAT BETTY
UV


GUV
GOLD UV
UV


GC
GHOST CATFISH


LM
LIME MINNOW
UV


SM
STUNNED MULLET


T
TEMMY
UV


VO
VOGUE
UV

ORIGIN SERIES

TANGO SHAD 89 FLOATING

CODE: 781FWTS89F(COLOUR)
SIZE: 89mm I WEIGHT: 17.5g I DEPTH: 3.0-5.0m I HOOK: #4


AA
ABSINTHE
UV


AYU
AYU
UV


BJ
BLACK JACK
UV


BL
MUD GUDGEON
UV


BM
BOGAN MULLET
UV


BS
BLUE SCALE


BUV
BLOODNUT
UV


BW
BIG WILLY
UV


CHT
CHARTREUSE TIGER
UV


CR
CHOCOLATE ROSE
UV


FAB
FAT BETTY
UV


FS
FISH SLAYER
UV


GRS
GREEN SCALE


GS
GOLD SCALE


GSD
GOLD SPOTTED DOG
UV


GUV
GOLD UV
UV


JB
JOLLY BEE


LC
LUM CLEAR
UV


LM
LIME MINNOW
UV


PB
PINK BITS


RD
RED DEVIL


SAU
SILVER AYU
UV


T
TEMMY
UV

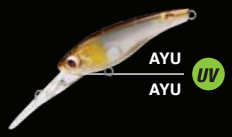

UVG
UV GREEN
UV


VO
VOGUE
UV

TANGO SHAD 89 SUSPEND

CODE: 781FWTS89S(COLOUR)
SIZE: 89mm I WEIGHT: 20.0g I DEPTH: 3.0-5.0m I HOOK: #4


AA
ABSINTHE
UV


AYU
AYU
UV


BJ
BLACK JACK
UV


BL
MUD GUDGEON
UV


BM
BOGAN MULLET
UV


BS
BLUE SCALE


BUV
BLOODNUT
UV


BW
BIG WILLY
UV


CR
CHOCOLATE ROSE
UV

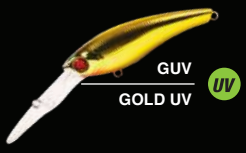

FAB
FAT BETTY
UV


FS
FISH SLAYER
UV


GRS
GREEN SCALE


GS
GOLD SCALE


GSD
GOLD SPOTTED DOG
UV


GUV
GOLD UV
UV


JB
JOLLY BEE


LC
LUM CLEAR
UV


LM
LIME MINNOW
UV


PB
PINK BITS


RD
RED DEVIL


SAU
SILVER AYU
UV


T
TEMMY
UV


UVG
UV GREEN
UV


VO
VOGUE
UV

SKITTISH DOG LOUD!

FEATURES



CONSTRUCTION
Built with tough ABS material to withstand bite force

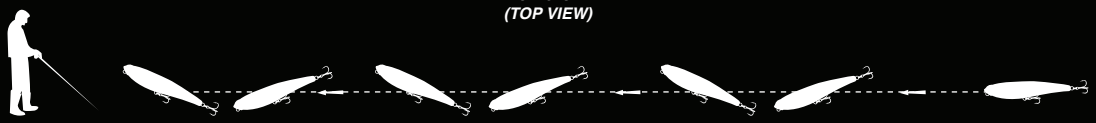
BODY PROFILE
Streamlined design for better casting

ACTION
Wide Zig Zag action to entice top water strikes

RATTLE
Newly improved louder rattle to attract attention of fish from the deep or further away, and also operates as a weight transfer system.

ACTION

TWITCH & CRANK (TOP VIEW)



The new and improved Skittish dog LOUD now boasts a louder single clacking noise, which also operates as a weight transfer system, designed for improved castability. Constructed with tough ABS material to withstand the bite force of toothy predatory fishes. Its easy walk the dog motion allows the lure to create surface disturbance, especially with its improved rattle. Working the Skittish Dog with slow, short hard strokes, coupled with its improved sharp and loud clacking noise is the best way to get the attention of those predatory fish in the vicinity!

ITEM	TYPE	SIZE	WEIGHT	HOOK
781SD115TW	TOP WATER	115MM	20G	#2
781SD85TW	TOP WATER	85MM	11G	#6


AA ABSINTHE UV


AYU AYU


BL MUD GUDGEON UV


BS BLACK SILVER


CHT CHARTREUSE TIGER UV


FT FIRE TIGER UV


GC GHOST CATFISH

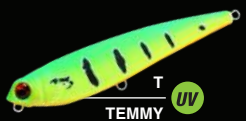

GOL GOLIATH UV


LC LUM CLEAR


RH RED HEAD UV


SG SILVERY GREEN


SO SUNDOWN UV

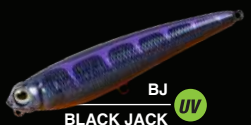

T TEMMY UV

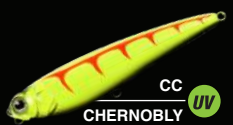

VO VOGUE UV


YO YOLO UV


GB GOLDEN BASS


FAB FAT BETTY UV


BJ BLACK JACK UV


CC CHERNOBLY CHICKEN UV


PG PINK GHOST


RC RED CHEEK

GIANT RUBY

FEATURES



TOUGH ABS CONSTRUCTION
Built to withstand the bite force of predatory fish

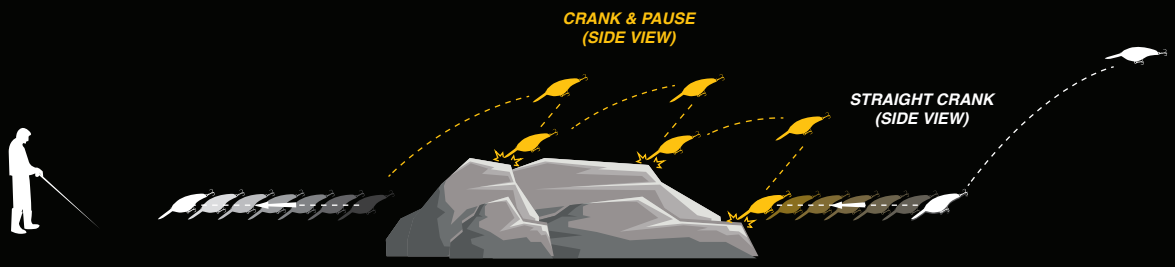
ACTION
Lure has a tight wobbling action and floats on the pause

FINISHING
New range of colours to suit varying fishing conditions

BIB DESIGN
Allows the lure to get to the optimal depth quickly

WEIGHT TRANSFER SYSTEM
Increases casting distance

ACTION



The Zerek Giant Ruby is a deep diving crank bait that is ideal for fishing at depths of up to 5 meters. It has a tight wobbling action and floats on the pause making it easy to navigate through areas with underwater structure. The bib design allows the lure to get down to its optimal depth quickly and maintains a forward angled position to reduce snagging. Constructed with ABS, The Giant Ruby has a slimmer body profile and a weight transfer system that ensures excellent castability. The commotion created by the lure as it knocks around while meandering through the bottom column attracts the curiosity of predators lurking nearby.

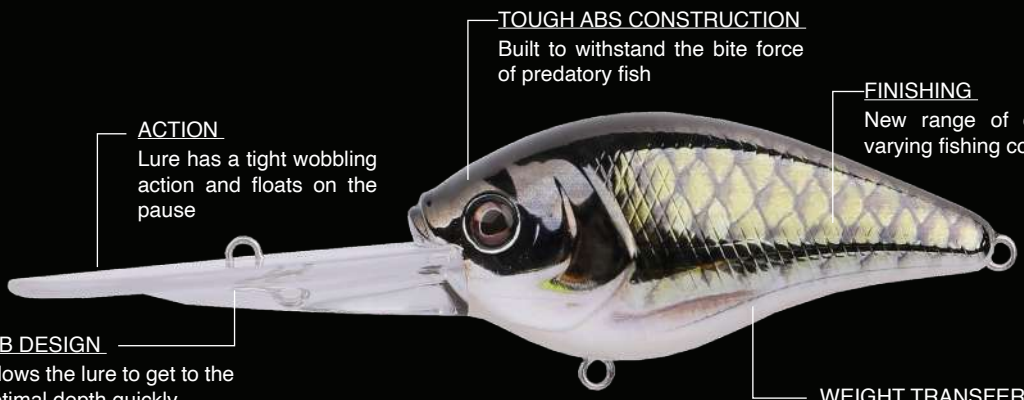
GIANT RUBY 75 FLOATING

CODE: 781GR75(COLOUR)
SIZE: 75mm I WEIGHT: 28g I DEPTH: 4-5m I HOOK: #2

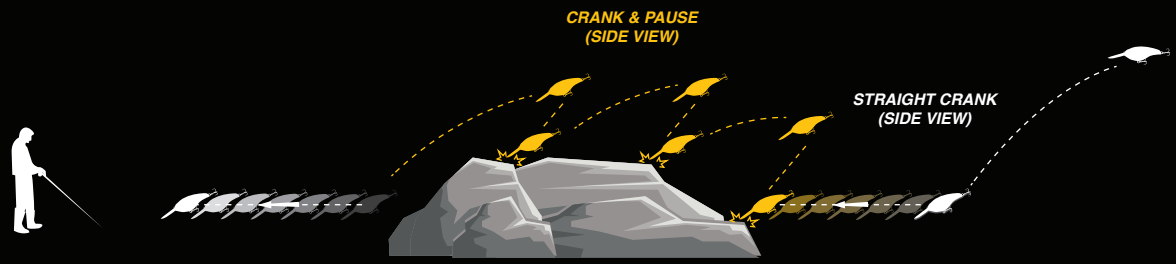


GIANT RUBY PLUS

FEATURES



ACTION



The new Zerek Giant Ruby Plus crank bait is a deeper variation to that of the original Giant Ruby; this time diving quickly to a deeper depth of 6-7m. It shares the same properties as the Giant Ruby, a tight wobbling and good buoyancy on the float, allowing it to be worked through various underwater structure. Constructed with a 100% ABS plastic body, reinforced bib, and a magnetic weight transfer system for a better cast-ability. An internal rattle on the retrieve will further attract attention of predatory fish in the area.

GIANT RUBY PLUS 75 FLOATING

CODE: 781GRP75(COLOUR)
SIZE: 75mm I WEIGHT: 29g I DEPTH: 6-7m I HOOK: #2

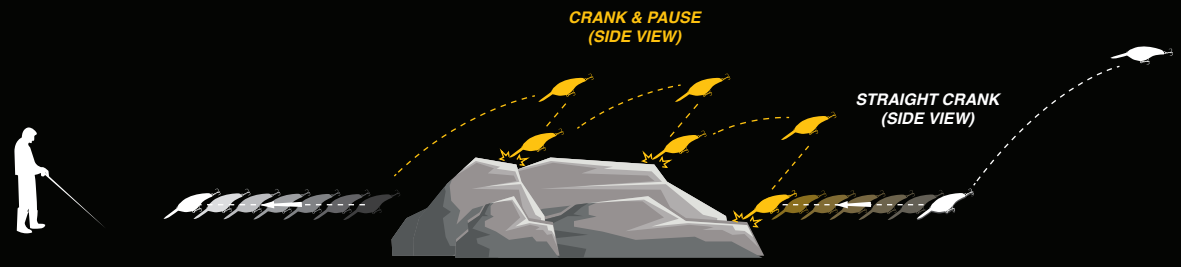


COLOSSAL RUBY

FEATURES



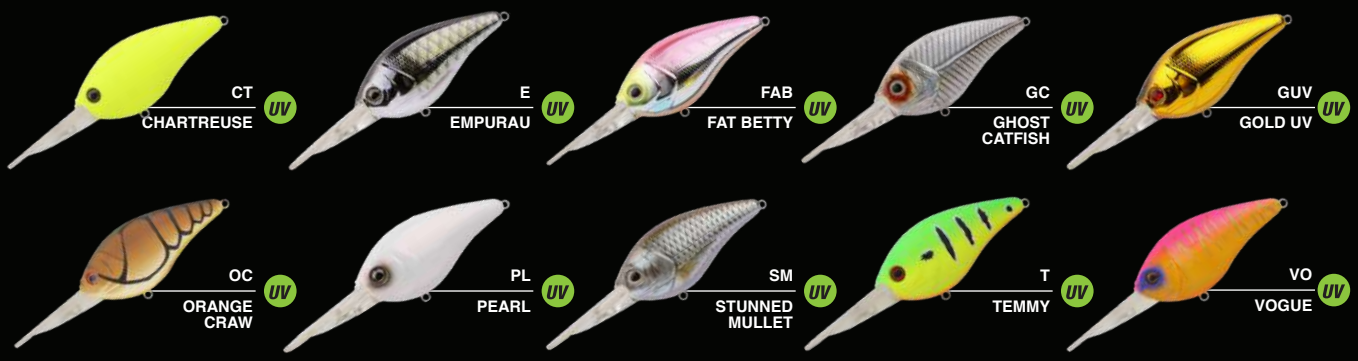
ACTION



The new Zerek Giant Ruby Plus crank bait is a deeper variation to that of the original Giant Ruby; this time diving quickly to a deeper depth of 6-7m. It shares the same properties as the Giant Ruby, a tight wobbling and good buoyancy on the float, allowing it to be worked through various underwater structure. Constructed with a 100% ABS plastic body, reinforced bib, and a magnetic weight transfer system for a better cast-ability. An internal rattle on the retrieve will further attract attention of predatory fish in the area.

COLOSSAL RUBY 100 FLOATING

CODE: 781CR100(COLOUR)
SIZE: 100mm I WEIGHT: 59g I DEPTH: 6-7m I HOOK: #1/0



LIVE FLASH MINNOW Wriggly

ORIGIN SERIES

FEATURES



REALISTIC FINISHING
Fools fish with its detailed, life like appearance.

SHINY FOIL INSERT
Reflects light, imitating the erratic flash of a fleeing baitfish triggering reactive bites.

MICRO PADDLE TAIL
Gives off subtle vibrational cues at the slightest movement arousing the curiosity of the wariest fish.

HOLOGRAPHIC 3D EYES
Emulates panic stricken baitfish that sets off predatory instincts.

HOLLOW BODY CAVITY
Allows for easy rigging with the provided weighted off set hook or conventional jig head. Can be filled with scent for those who like to infuse it with soft plastic lures.

TPE CONSTRUCTION
The Wriggly can stretch up to 2 times its original size without any damage and is tough enough to withstand the bite of toothy fish.



ACTION



STRAIGHT RETRIEVE (SIDE VIEW)

A constant retrieve will create vibrations through the micro paddle tail that will attract the attention of predatory fish.



TWITCH & PAUSE (TOP VIEW)

Intermittent twitches with pauses in between will create an erratic action of panicked baitfish triggering reactive bites from predatory fish.



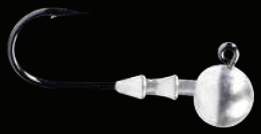
LIFT & DROP (SIDE VIEW)

Hopping the lure off the bottom with a jig head will emulate an injured or foraging baitfish that will arouse the curiosity of predatory fish.

The incorporation of a micro paddle tail while retaining all other characteristics from the already successful Live Flash Minnow gives this new comer extra seduction over is predecessor. To work the Zerek Flash Minnow Wriggly effectively, cast it out, let it sink to the desired depth and crank. It's as simple as that. Incorporating some twitches during the retrieve will mimic the darting action of a skittish bait fish. When rigged with a jig head, the lure can be hopped off the bottom. The action of the paddle tail as the lure falls will send out vibrational cues that attract the attention of predatory fish.

ITEM	TYPE	SIZE	WEIGHT	QTY	HOOK
781-LFMW70	SOFT BAIT	70MM	3G	8	#1
781-LFMW90	SOFT BAIT	90MM	5G	8	#2/0
781-LFMW110	SOFT BAIT	110MM	9G	6	#4/0
781-LFMW130	SOFT BAIT	130MM	13G	5	#5/0

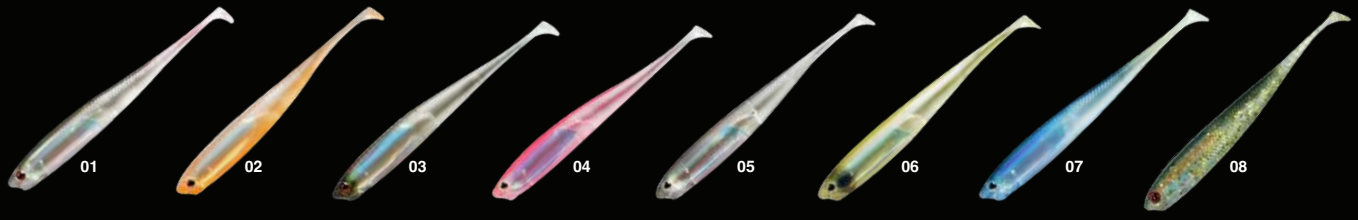
Recommended Hooks



MARSH SLIDER JIG HEAD



MARSH SLIDER HOOK PACK



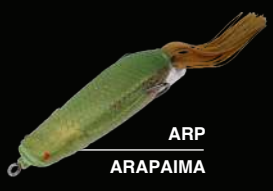
CLICKER FROG

FEATURES



The Clicker Frog is Zerek's newest weedless soft frog that is extremely easy to work. As the name implies, the Clicker Frog has a unique chamber that is fitted at the rear of the frog. Internally, the chamber has a large ball bearing that produces a loud clicking noise every time the lure moves on the water. It has a long profile, making it easy for 'walking the dog', and at 80mm, it has an all-round sized profile, making it perfect for various fish in heavy cover, especially snakeheads.The Zerek Clicker Frog is rear weighted for reaching distances effortlessly.

Product Code	*Length*	*Weight*	*Type*	*Hook Size*
781CRFG60(Color)	*60mm*	*14g*	*FLOATING*	*#3/ 0*
781CRFG(Color)	*80mm*	*22g*	*FLOATING*	*#4/ 0*
781CRFG95(Color)	*95mm*	*28g*	*FLOATING*	*#5/ 0*



ARP
ARAPAIMA



FAB
FAT BETTY



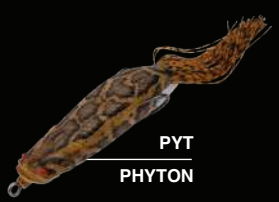
GSN
GIANT SNAKEHEAD



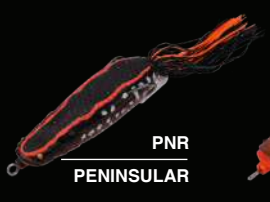
GSP
GOLD SERPEN



NSK
NORTHERN SNAKEHEAD



PYT
PHYTON



PNR
PENINSULAR



SRA
SUPER RED ARO



TFG
TRUE FROG



YPN
YELLOW PHYTON



Finesse fishing is rapidly gaining popularity and is embraced by anglers all over the globe as the solution to increasing productivity in areas where fishing pressure is high. The art of enticing reluctant fish to strike by downsizing tackle, line and lures redefines the game, giving anglers an edge when fishing in these locations. The Finesse Craft Series boasts a combination of classic lure types designed for a specific application that are adaptable over a broad spectrum of fishing environments and fishing styles.

TANGO SHAD

FEATURES



FINISHING
A wide range of Colors and Patterns to suit varying water conditions

CONSTRUCTION
Built with ABS to withstand repeated strikes from hard hitting fish

BIB DESIGN
A large bib design allows the lure to go down quickly and provides stability during trolling

INTERNAL RATTLE
Enhances the vibrational cues created by the lure with sound when moving or knocking against structure

ACTION
A tight wobbling action as the lure dives imitates a foraging fish running for cover

ACTION

FLOATING (SIDE VIEW)



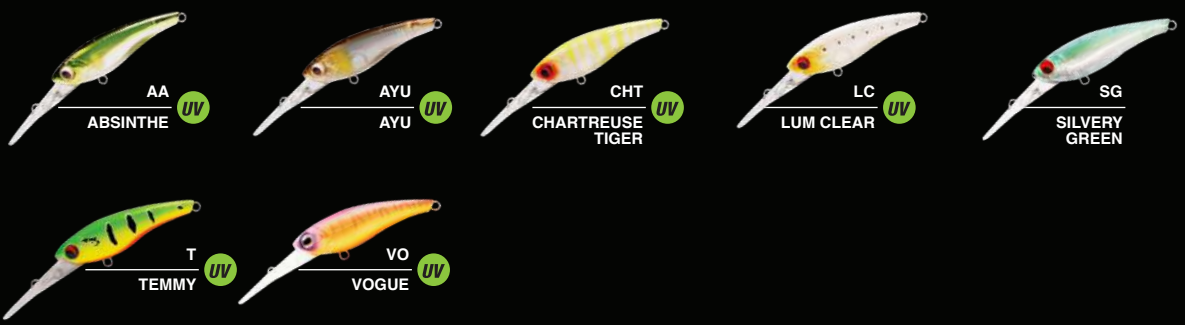
SUSPENDING (SIDE VIEW)



In areas where there is high fishing pressure and the predatory fishes are immune to exaggerated wobblers, this little floating shad has a big role to play. The Tango Shad is capable of diving quickly and exhibits a tight wiggling action. With excellent buoyancy, this lure is very responsive in the water and on the other hand, relatively snag resistant. Incorporating pauses while the lure is worked at the bottom column of the water allows the bait to rise quickly, emulating the actions of a struggling baitfish thereby attracting the attention of any nearby predators.

TANGO SHAD 40 FLOATING

CODE: 781-FWTS40FSH(COLOUR)
SIZE: 40mm I WEIGHT: 2.5g I DEPTH: 1.2m I HOOK: #12



TANGO SHAD 50 FLOATING

CODE: 781-FWTS50FSH(COLOUR)
SIZE: 50mm I WEIGHT: 4.0g I DEPTH: 1.6m I HOOK: #10


A
ALBINO


AA
ABSINTHE


AYU
AYU


BL
MUD GUDGEON


CHT
CHARTREUSE TIGER


G
SO MUCH


GB
GOLD MEMBER


GO
COLA


GOL
GOLIATH


GSD
GOLD SPOTTED DOG


HD
HORN DOG


LC
LUM CLEAR


MD
MOON DOG


MHW
MARDI GRAS


PB
PINK BITS


PR
SUNRISE


RD
RED DEVIL


SCD
SCUM DOG


SG
SILVERY GREEN


T
TEMMY


UVG
UV GREEN

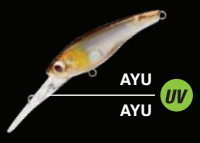

VO
VOGUE

FINESSE CRAFT SERIES

TANGO SHAD 50 SUSPEND

CODE: 781-FWTS50SP(COLOUR)
SIZE: 50mm I WEIGHT: 4.5g I DEPTH: 1.6m I HOOK: #10


AA
ABSINTHE


AYU
AYU


BT
BROWN TROUT


CHT
CHARTREUSE TIGER


GB
GOLD MEMBER


GO
COLA


GSD
GOLD SPOTTED DOG


GW
GHOST WHITING


LC
LUM CLEAR


MHW
MARDI GRAS


PM
PURPLE MADNESS


PR
SUNRISE


RD
RED DEVIL


RT
RAINBOW TROUT


SG
SILVERY GREEN


SH
SKID MARK


T
TEMMY


UVG
UV GREEN

VO
VOGUE

TANGO SHAD 69 FLOATING

CODE: 781FWTS69F(COLOUR)
SIZE: 69mm I WEIGHT: 10.5g I DEPTH: 2.5m I HOOK: #6



TANGO SHAD 69 SUSPEND

CODE: 781FWTS69S(COLOUR)
SIZE: 69mm I WEIGHT: 11.5g I DEPTH: 2.5m I HOOK: #6



ZAPPELIN

FEATURES



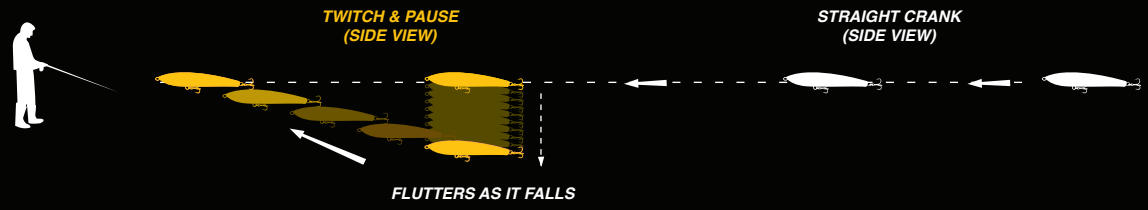
FINISHING
Attractive colours with detailed finishing to emulate baitfish

ABS CONSTRUCTION
Built to withstand repeated strikes from hard hitting toothy species

ACTION
Flutters as it sinks. Effective with a straight retrieve or a twitch and pause method

OPTIMAL WEIGHT POSITION
Enables ultra-long casts

ACTION



The Zappelin 70S is a downsized version of the 115S model designed to excel in the toughest fishing condition. Built with tough ABS material, the Zappelin 70S is specially balanced for it to flutter down in a diagonal position to prevent the hooks from catching your line on its way down. When worked with a straight retrieve, the lure creates a tight wobbling action while swimming in a diagonal position. A darting action can also be achieved with a twitch and pause method. Be prepared for strikes on the pause as the lure flutters as it sinks.

ZAPPELIN 70 FAST SINKING

CODE: 781ZP70(COLOUR)
SIZE: 70mm I WEIGHT: 9g I HOOK:#6 BKK



TRAIL WEAVER

FEATURES



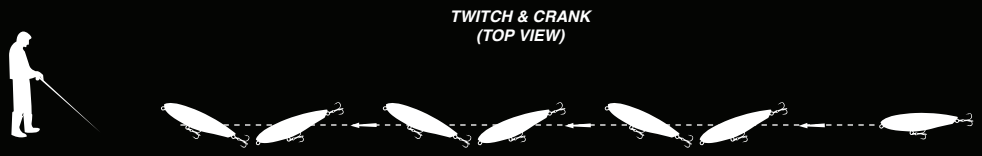
CONSTRUCTION
Built with tough ABS material to withstand bite force

BODY PROFILE
Streamlined design for better casting

ACTION
Wide Zig Zag action to entice top water strikes

BALANCE
rear weighted for better casting

ACTION



The Zerek Trail Weaver mimics baitfish on the water surface. Its small 65mm profile creates a silent commotion in a wide angled zig zagging action that entices wary predators to strike. Built with ABS plastic for durability, the Trail Weaver is optimally weighted for long casts.

TRAIL WEAVER 65 TOP WATER

CODE: 781-FWTW65TW(COLOUR)
SIZE: 65mm I WEIGHT: 6.0g I HOOK: #8



POPPARAZZI

FEATURES



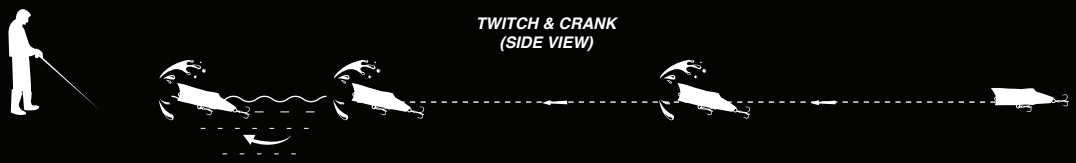
CONSTRUCTION
ABS construction allows the lure to withstand repeated strikes

CUP DESIGN
Creates bubble trail and displaces water on the surface during retrieval

RATTLE
To create a commotion to attract fish to investigate

BALANCE
Optimally weighted for better casting

ACTION



The Popparazzi's unique triangular mouth cup is specially designed to ensure maximum water displacement without compromising the lure's stability. With an aerodynamic body shape that is bottom weighted for better casting, the Popparazzi maximizes your coverage of the fishing ground and the consistent trail of ripples will definitely turn on the most sluggish fishes on a slow day of fishing.

POPPARAZZI 50 TOP WATER

CODE: 781-FWP50TW(COLOUR)
SIZE: 50mm I WEIGHT: 4.5g I HOOK: #10

POPPARAZZI 70 TOP WATER

CODE: 781-FWP70TW(COLOUR)
SIZE: 70mm I WEIGHT: 9.5g I HOOK: #6



METAL CHIP

FEATURES

CONSTRUCTION

Built with Zinc Alloy that has a lower density, allowing the Metal Chip to sink slower, attracting predators with its fluttering action.



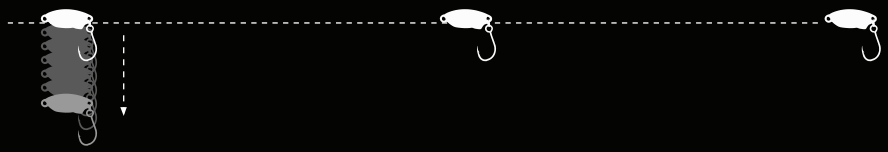
BODY PROFILE

With a small body profile, it is perfect for targeting all sizes of fish with varying speeds as well as in all columns. A nice side to side wobble is achieved with a slow retrieve and fast spin can be achieve on a faster retrieve.

ACTION



STRAIGHT CRANK (SIDE VIEW)



The Zerek Metal Chip is a small profiled spoon type lure designed for various target species and situations. Constructed from Zinc, just like the Twinkle Spoon, the Metal Chip was designed for a more finesse approach. On a moderate speed straight retrieval, the Metal Chip has a wide wobble and roll, creating a highly visible flash from its reflective finish. Designed with a rear weighted arch that enables a enticing flutter on the sink. This makes the Zerek Metal Chip a versatile lure in multiple situations, from trout in streams, to sand flats for pelagics, this is a great ultra-light tackle lure!

METAL CHIP 20 SINKING

CODE: 781MC20(COLOUR)
SIZE: 20mm I WEIGHT: 2.0g

METAL CHIP 30 SINKING

CODE: 781MC30(COLOUR)
SIZE: 30mm I WEIGHT: 5.0g



BP
BLUE PINK



BSO
BONE
SUNDOWN



CP
CHROME
PINK



CSV
CHARTREUSE
SILVER



GSV
GREEN
SILVER



GP
GOLD PINK



MSV
MERCURY
SILVER



PS
PINK
SARDINE



PROFESSIONAL CRAFT SERIES

Versatility and Functionality are two important aspects of lure fishing. To be able to use a single lure for multiple applications and over different terrains, eliminates the need for a large tackle box. This allows anglers to focus on fishing, instead of thinking about what lure to use next. This opens up endless possibilities, encouraging anglers to explore different techniques and vary their presentation styles as they go in search of their targeted species.

LONG TRAIL

FEATURES

MAGNETIC WEIGHT TRANSFER SYSTEM
The magnetic weight transfer system allows for a increased casting distance

ACTION
A wide wobble and roll action during straightretrieval and an erratic darting action when twitched

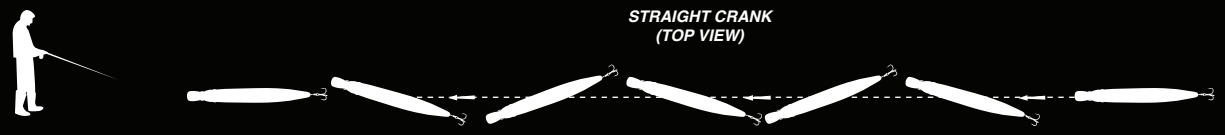
CONSTRUCTION
Built with tough ABS material for maximum durability



REINFORCED EYELETS
Wire through hook hangers prevent eyelets from tearing out

RATTLE
A subtle rattling is produced when the lure is worked

ACTION



The new Zerek Long Trail has been upgraded and face-lifted from the original. Designed as a conventional long, slim and floating type minnow that has been proven for many fish species. Constructed with high grade ABS plastic material, the new Long Trail's internals feature a magnetic weight transfer system and wire through hook hangers. The Long Trail's action feature a wide wobble and roll on a straight retrieve, with a tuned bib that provides lesser resistance. Twitching and jerking the lure allows it to dart erratically, and pauses allow the Long Trail to float back to the surface.

LONG TRAIL 65 — SLOW FLOATING

CODE: 781LT65(COLOUR)
SIZE: 65mm I WEIGHT: 4.5g I DEPTH: 0.1m - 0.5m I HOOK: #14

LONG TRAIL 85 — SLOW FLOATING

CODE: 781LT85(COLOUR)
SIZE: 85mm I WEIGHT: 8g I DEPTH: 0.5m I HOOK: #8


CB
CHERRY BARB


CPS
CHARTREUSE PEARL SILVER


EBP
ELECTRIC BLUEPINK TROUT


FCY
FULL CHART YAMAME


GGF
GOLD GALAXIA FISH


GP
GOLD PERCH


HTB
HOT BETTY


HTT
HOT T


MTG
METALLIC GREEN


NAYU
NEW AYU


PMG
PRISM GILL


RBW
RAINBOW

LONG TRAIL 120 SLOW FLOATING

CODE: 781LT120(COLOUR)
SIZE: 120mm I WEIGHT: 15g I DEPTH: 1m - 1.2m I HOOK: #6

LONG TRAIL 160 SLOW FLOATING

CODE: 781LT160(COLOUR)
SIZE: 160mm I WEIGHT: 26g I DEPTH: 0.8 - 1.5m I HOOK: #2



BPL
BLEEDING PEARL



CB
CHERRY BARB



CPS
CHARTREUSE PEARL SILVER



CTG
CHARTREUSE GHOST



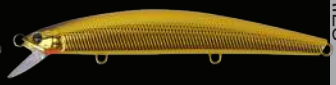
EBP
ELECTRIC BLUE PINK TROUT



FCY
FULL CHART YAMAME



GP
GOLD PERCH



GUV
GOLD UV



HTB
HOT BETTY



HTT
HOT T



RMTG
METALLIC GREEN



NAYU
NEW AYU



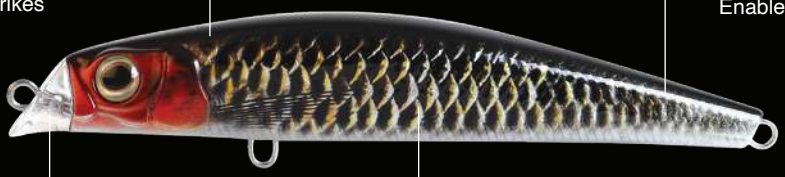
PMG
PRISM GILL



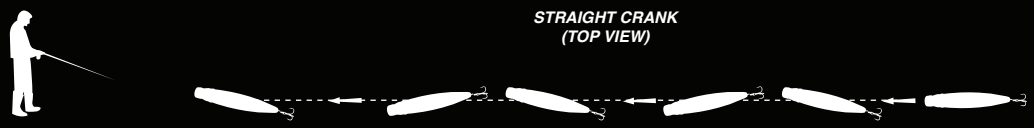
RBW
RAINBOW

PYRA

FEATURES



ACTION



Designed for shallow water applications, the Zerek Pyra is the latest addition to the Professional Craft Series. Built with tough ABS material for durability, the lure is also equipped with a weight transfer system for long and accurate casts. A tight rolling action gives the Pyra a seductive action that will prove irresistible to fish.

PYRA 95 FLOATING

CODE: 781PRA95(COLOUR)
SIZE: 95mm I WEIGHT: 11.8g I HOOK: #6 BKK

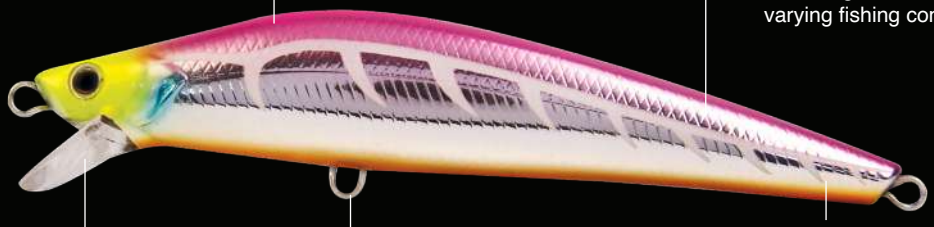
PYRA 120 FLOATING

CODE: 781PRA120(COLOUR)
SIZE: 120mm I WEIGHT: 20.8g I HOOK: #2 BKK



BARRA-X PRO

FEATURES



TOUGH ABS CONSTRUCTION
Built to withstand repeated strikes from predatory fish.

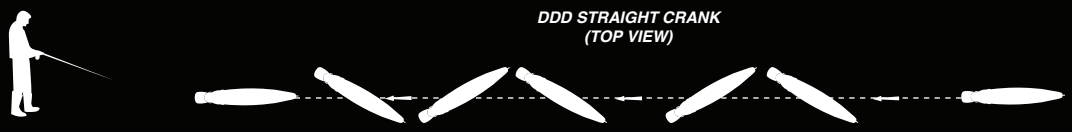
FINISHING
New range of colours to suit varying fishing conditions.

ACTION
Perfect blend of wobble and roll gives the lure a seductive swim action.

INTERNALLY REINFORCED
Wire Through hook hangers for increased holding strength.

MAGNETIC WEIGHT TRANSFER SYSTEM
Increases casting distance and accuracy.

ACTION



Zerek Innovation's new Barra X Pro series of lures incorporate a magnetic weight transfer system that increases distance and accuracy when casting, while retaining the original design of their extremely popular predecessor, the Barra X. Made from ABS with "wire through" construction, the Barra X Pro has a perfect blend of roll and wobble, which gives this lure a seductive swim action that is irresistible to predatory fish.



BARRA-X PRO 100 FLOATING

CODE: 781BXP100F(COLOUR)
SIZE: 100mm I WEIGHT: 14.5g I DEPTH: 0.6m I HOOK: #4

BARRA-X PRO 120 FLOATING

CODE: 781BXP120F(COLOUR)
SIZE: 120mm I WEIGHT: 22g I DEPTH: 0.8m I HOOK: #2



BARRA-X PRO 170 FLOATING

CODE: 781BXP170F(COLOUR)
SIZE: 170mm I WEIGHT: 52.5g I DEPTH: 1.2m I HOOK: #2/0



STREAM-X

FEATURES



TOUGH ABS CONSTRUCTION
Built to withstand repeated strikes from predatory fish

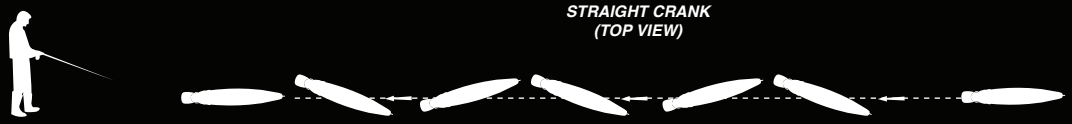
FINISHING
The staple range of colours that has always been productive were selected for this bite sized minnow

ACTION
A tight wobble on a straight retrieve even in the fastest flowing waters

OPTIMALLY WEIGHTED
Increases casting distance and allows the lure to sink horizontally

MAGNETIC WEIGHT TRANSFER SYSTEM
Increases casting distance and accuracy.

ACTION



The all new Stream X 65 is a sinking minnow. Made from ABS plastic construction, the Stream X 65 was developed for fast flowing rivers, with a wobble and roll action on a straight retrieve. It dives to a depth of 1m, making it ideal for shallow water applications. The lure can also be worked at multiple columns of the water if required as it sinks. Comes in a range of colours that enhance the visual aspect of the lure's presentation to suit varying water and light conditions, as well as fishing situations.

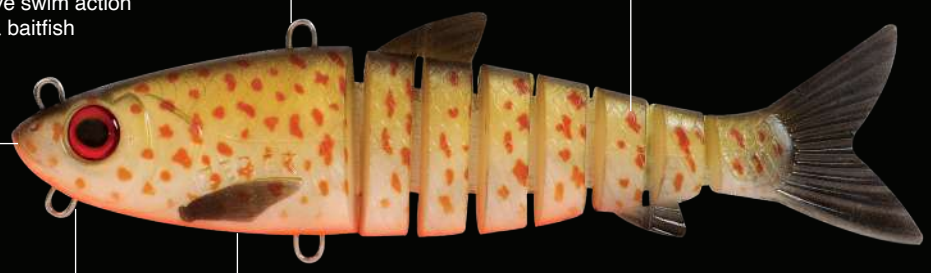
STREAM-X 65 SINKING

CODE: 781STM65S(COLOUR)
SIZE: 65mm I WEIGHT: 8g I HOOK: #4 BKK



LIVE SWIMBAIT

FEATURES



ACTION
Life-like seductive swim action which mimicks a baitfish

ADDITIONAL HOOKS
Attach trailer or assist hook for increased hook up rate

SEGMENTED BODY
Creates realistic movements, mimicking baitfish

ACTION
Attach line here to enable shallower presentation, or add a sinker to better work the bottom column

TPE CONSTRUCTION
Eco Friendly, Tear Resistant TPE Material is used for Durability

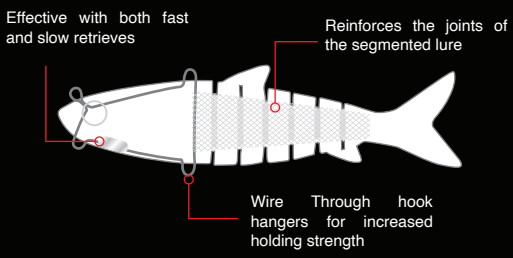
ACTION



STRAIGHT CRANK (TOP VIEW)

As the name suggests, the Zerek Live SwimBait is a whopping 8 Inch versatile soft plastic Swimbait designed to emulate natural baitfish movement to trigger reactive instincts from large predatory fish. Constructed with durable TPE material, Wire-Through hook hangers, and held together by tough Kevlar matting to achieve an irresistible, seductive lifelike action to predatory species. The Live SwimBait also features 2 additional eyelets on the top and bottom of the lure. The eyelet on the top allows anglers to attach a trailer or assist hook to the lure which will greatly increase the hook up rate without affecting its swim action. Attaching the line to the bottom eyelet enables the angler to work the lure seductively on the water surface. Additional weights can also be added to the bottom eyelet which allows anglers to troll the swimbait, targeting the deeper column. From its life-like 3D eyes, detailed finishing, and its seductive action, it makes the Zerek Live SwimBait truly an essential lure to target that monster fish!

INTERNAL STRUCTURE



LIVE SWIMBAIT 8.0 SWIM BAIT

CODE: 781LSB80(COLOUR)
SIZE: 8in I WEIGHT: 70g I HOOK: #3/0



LIVE MULLET

FEATURES



FINISHING
Wide range of natural and attractor colors with detailed patterns

SEGMENTED BODY
Creates realistic movements, mimicking baitfish

PERFECTLY BALANCED
Effective with both fast and slow retrieves

TPE CONSTRUCTION
Eco Friendly, Tear Resistant TPE Material is used for Durability

KEVLAR MATTING
Reinforces the joints of the segmented lure

ACTION



The Zerek Live Mullet is created with the same concept as the widely acclaimed Zerek Live Shrimp -To emulate natural movements of prey to trigger the reactive instincts of predatory fish. The realistic action of this swimbait is achieved by utilizing a segmented body made with durable TPE material, held together by tough Kevlar matting. Easily workable with a straight retrieve, the Life-like 3D eyes and detailed finishing in both natural and attractant colors make the Zerek Live Mullet an essential lure to have in your tackle box at all times.

LIVE MULLET 3.5 SWIM BAIT

CODE: 781LM35(COLOUR)
SIZE: 3.5in I WEIGHT: 18g I HOOK: #6 BKK



LIVE MULLET 4.5 SWIM BAIT

CODE: 781LM45(COLOUR)
SIZE: 4.5in I WEIGHT: 23g I HOOK: #2

LIVE MULLET 5.5 SWIM BAIT

CODE: 781LM55(COLOUR)
SIZE: 5.5in I WEIGHT: 35g I HOOK: #1


20 UV
RED HEAD BEAR


BJ UV
BLACK JACK


CA UV
CHART ALE


CM UV
CRAZY MULLET


DA
DARK ALE

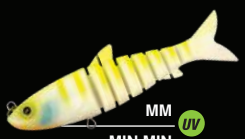

FAB UV
FAT BETTY


FH UV
FLASH HERRING


GH UV
GOLD HERRING


GS1 UV
GREEN SUNSET


HTB UV
HOT BETTY


MM UV
MIN MIN


OBT
ORANG BELLY TROUT


OF UV
ONLY FINS


OG UV
ORANGE GILL


OGY
OLIVE GUPPY


OPM UV
OLIVE PEARL MARBLE


PE UV
PINK EYE


R UV
REDFIN


RD
RED DEVIL


S
SUNDANCE


T UV
TEMMY


TA UV
TOXIC ALE


VO UV
VOGUE

LIVE MULLET V2

NEW 2026

FEATURES

FREE-RUN EYELET
An extended eyelet that allows the hook to move freely once the fish is hooked, helping to keep the fish pinned more securely during the fight.

TOP HOOK HOLDER
A dedicated catch that secures the top treble hook in place, keeping the hook neatly positioned while the lure is being worked.

SEGMENTED TAIL
Retaining the original Live Mullet design, the segmented tail is reinforced with Kevlar matting for exceptional tear resistance while keeping the action as natural and lifelike as possible.



CHIN WEIGHT ATTACHMENT EYELET
Allows additional weight to be attached, helping the Live Mullet sink faster and reach deeper water when needed.

TPE CONSTRUCTION
Built with highly durable TPE material that is almost unbreakable, while still allowing the lure to maintain a fluid and lifelike swimming action.

ACTION



The Live Mullet V2 is an upgraded version of the proven first-generation Live Mullet soft swimbait. Built with a segmented high-grade TPE body and reinforced with Kevlar matting, it retains the realistic swimming action that made the original so effective. The tail section produces a natural wobble, closely mimicking the movement of a live baitfish. The key upgrade on the V2 is the addition of a second hook at the head section. Secured by a hook holder, the hook releases once a fish is hooked, giving the lure more freedom of movement during the fight while improving hook-up rates, especially as predatory fish often strike around the head and eye area. Designed as a sinking lure, the Live Mullet V2 also allows anglers to attach an optional chin weight when a deeper presentation is needed. This adds more versatility when fishing different water columns or targeting fish holding deeper in the strike zone. Built with lifelike action, improved hook placement, and the versatility to fish different water columns, the Live Mullet V2 is more than just an upgrade — it is a serious predator-focused soft swimbait made to stay in every angler's tackle box.

LIVE MULLET V2 5.5 INCH

LENGTH: 5.5 inch I ITEM: 781LM55V2 I WEIGHT: 35g I HOOK: #2 (Top) & 1/0 (Bottom)



(RBJ)

5.5“ Royal Black Jack



(RDS)

5.5“ Red Devil Scales



(FAB)

5.5“ Fat Betty



(OGY)

5.5“ Olive Guppy



(OFN)

5.5“ Orange Fins



(BDB)

5.5“ Bleeding Bear



(T)

5.5“ Temmy



(OD)

5.5“ Olives Dotty



(TA)

5.5“ Toxic Ale



(MM)

5.5“ Min Min

FLAT SHAD PRO

FEATURES

CONSTRUCTION
Built with TPE material, the body is supple to the touch yet durable bite after bite

PATENTED DESIGN
Pressure sensitive body cavity collapses when fish attack, exposing the hook for a better hook set



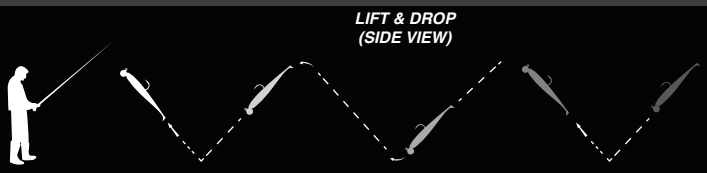
EXTRA EYELET
Allows for versatile rigging with spinner blade, treble hook or stinger hook

PADDLE TAIL
Gives off vibrational cues which fish can sense with their lateral lines

ACTION



A constant retrieve will create vibrations through the paddle tail that will attract the attention of predatory fish.



Hopping the lure off the bottom with a jig head will emulate an injured or foraging baitfish that will arouse the curiosity of predatory fish.

Based on the original attributes of the versatile Flat Shad, the new Zerek Flat Shad Pro models feature the same patent pending pressure sensitive body cavity that collapses when the fish bites, exposing the hook point for a solid hook set. Made with eco-friendly tear resistant TPE material that is softer to the touch, the Flat Shad Pro model sways seductively as it swims making it irresistible to predatory species. The lures are fitted with a special hook that has an additional eyelet that can be used to attach a treble hook. The Zerek Flat Shad Pro lures come in 4 sizes to accommodate varying fishing conditions.



FLAT SHAD PRO 3.5 SOFT BAIT

CODE: 781FSP35(COLOUR)
SIZE: 3.5in I WEIGHT: 10g I HOOK: #3/0

FLAT SHAD PRO 4.5 SOFT BAIT

CODE: 781FSP45(COLOUR)
SIZE: 4.5in I WEIGHT: 17g I HOOK: #5/0

FLAT SHAD PRO 5.0 SOFT BAIT

CODE: 781FSP5(COLOUR)
SIZE: 5in I WEIGHT: 22g I HOOK: #5/0

FLAT SHAD PRO 7.0 SOFT BAIT

CODE: 781FSP7(COLOUR)
SIZE: 7in I WEIGHT: 52g I HOOK: #8/0



FLAT SHAD PRO 9.0 SOFT BAIT

CODE: 781FSP9(COLOUR)
SIZE: 9in I WEIGHT: 111.5g I HOOK: #12/0



FLAT SHAD X JIG HEAD

FEATURES



PATENTED DESIGN
Pressure sensitive body cavity collapses when fish attack, exposing the hook for a better hook set

TPE CONSTRUCTION
Built with TPE material, the body is supple to the touch yet durable bite after bite

KEVLAR MATTING
Reinforces the joints of the segmental lure

MULTIPLE RIGGING OPTIONS
Rig it weedless or with an exposed hook. Has a wide variety of options, even with a treble hook on the bottom

SEGMENTED TAIL
Creates a realistic wobble on a more lifelike paddle tail

ACTION



The all new Zerek Flat Shad-X is the updated version of the already successful Flat Shad Pro. Retaining the super soft hollow cavity body for improved hook ups when rigged weedless, it features a new segmented tail, similar to that of the Live Mullet, held together by a tough kevlar matting, albeit with a paddle tail. Constructed with the eco-friendly tear resistant TPE material, the Zerek Flat Shad-X has a realistically life-like action as the tail wobbles from side to side. Work it fast with lifts and drops or simply a straight retrieve, rig it weedless or with its hooks exposed, the Flat Shad-X is the most versatile and life-like soft plastic yet!

FLAT SHAD X WEEDLESS



FEATURES



PATENTED DESIGN
Pressure sensitive body cavity collapses when fish attack, exposing the hook for a better hook set

TPE CONSTRUCTION
Built with TPE material, the body is supple to the touch yet durable bite after bite

KEVLAR MATTING
Reinforces the joints of the segmental lure

MULTIPLE RIGGING OPTIONS
Rig it weedless or with an exposed hook. Has a wide variety of options, even with a treble hook on the bottom

SEGMENTED TAIL
Creates a realistic wobble on a more lifelike paddle tail

FLAT SHAD X JIG HEAD 90 SOFT BAIT

CODE: 781FSXJH90(COLOUR)
SIZE: 90mm I WEIGHT: 8g I HOOK: #1/0

FLAT SHAD X JIG HEAD 130 SOFT BAIT

CODE: 781FSXJH130(COLOUR)
SIZE: 130mm I WEIGHT: 28g I HOOK: #6/0

FLAT SHAD X JIG HEAD 145 SOFT BAIT

CODE: 781FSXJH145(COLOUR)
SIZE: 145mm I WEIGHT: 52g I HOOK: #6/0


01(SPM)
SPACE MULLET


04(DA)
DARK ALE


20
RED HEAD BEAR


BJ
BLACK JACK


FAB
FAT BETTY


FB
FLYING BEAR


MM
MIN MIN


OBT
ORANGE BELLY TROUT


OG
ORANGE GILL

FLAT SHAD X JIG HEAD 170 SOFT BAIT

CODE: 781FSXJH170(COLOUR)
SIZE: 170mm I WEIGHT: 74g I HOOK: #7/0


01(SPM)
SPACE MULLET


04(DA)
DARK ALE


20
RED HEAD BEAR


BJ
BLACK JACK


BTF
BAIT FISH


CR
CHOCOLATE ROSE


FAB
FAT BETTY


FB
FLYING BEAR


MM
MIN MIN


OBT
ORANGE BELLY TROUT


OG
ORANGE GILL

FLAT SHAD X WEEDLESS 130 SOFT BAIT

CODE: 781FSXWD130(COLOUR)
SIZE: 130mm I WEIGHT: 24g I HOOK: #4/0

FLAT SHAD X WEEDLESS 145 SOFT BAIT

CODE: 781FSXWD145(COLOUR)
SIZE: 145mm I WEIGHT: 32g I HOOK: #5/0

FLAT SHAD X WEEDLESS 170 SOFT BAIT

CODE: 781FSXWD170(COLOUR)
SIZE: 170mm I WEIGHT: 45g I HOOK: #8/0


01(SPM)
SPACE MULLET


04(DA)
DARK ALE


20
RED HEAD BEAR


BJ
BLACK JACK


BTF
BAIT FISH


CR
CHOCOLATE ROSE


FAB
FAT BETTY


FB
FLYING BEAR


MM
MIN MIN


OBT
ORANGE BELLY TROUT

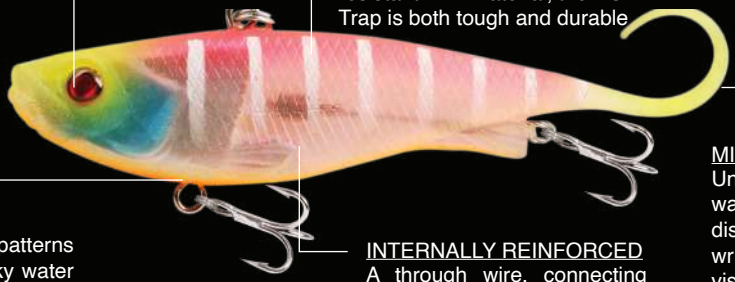

OG
ORANGE GILL

FISH TRAP

FEATURES

PERFECTLY BALANCED
The placement of the lead weight ensures that the lure tracks straight while retrieving and sinks on the pause in a realistic manner

CONSTRUCTION
Made with eco-friendly, tear resistant TPE material, the Fish Trap is both tough and durable



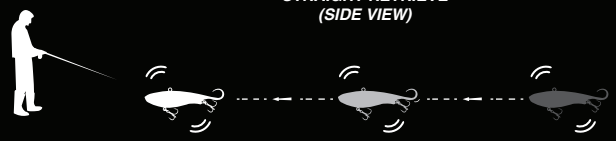
MICRO GRUB TAIL
Undulating at the slightest water movement, the distinctive tail pulsates and wriggles adding a distinct visual element to the silent vibrations of the lure.

REALISTIC FINISHING
A wide range of designs and patterns that cover both clear and murky water conditions in both fresh and saltwater situations. UV highlights further accentuate the colours on the lure.

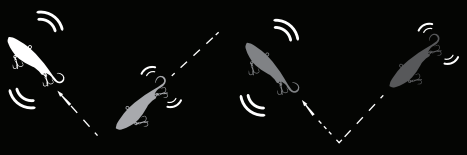
INTERNALLY REINFORCED
A through wire, connecting all tow points, is moulded into the lead weight to withstand bite force and prolonged use.

ACTION

STRAIGHT RETRIEVE (SIDE VIEW)



LIFT AND DROP (SIDE VIEW)



A soft plastic vibe with a twist, the Zerek Fish Trap boasts a unique design that seamlessly integrates the functionality of a conventional vibe with the versatility of soft plastics. This allows for a wide range of applications over various types of terrain. Constructed with tear resistant TPE material, the Fish Trap is reinforced with wire internally to withstand bite force and prolonged use. The addition of a grub tail is another distinctive element in the Fish Trap's design that complements the vibration made by the lure as it is retrieved. The subtle movement of the grub tail when the lure is at rest, combined with the holographic eyes gives it a realistic appearance which predatory fish will find hard to resist.

FISH TRAP 65 VIBRATION

CODE: 781FT65(COLOUR)
SIZE: 65mm | WEIGHT: 10g | HOOK: #12



FISH TRAP 78 VIBRATION

CODE: 781FT78(COLOUR)
SIZE: 78mm I WEIGHT: 13.5g I HOOK: #6



FISH TRAP 80 VIBRATION

CODE: 781FT80(COLOUR)
SIZE: 80mm I WEIGHT: 13.5g I HOOK: #6



FISH TRAP 80 VIBRATION HEAVY

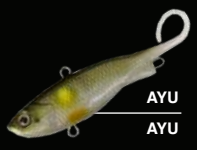
CODE: 781FT801(COLOUR)
SIZE: 80mm I WEIGHT: 15g I HOOK: #6



FISH TRAP 95 VIBRATION

CODE: 781FT95(COLOUR)
SIZE: 95mm I WEIGHT: 23g I HOOK: #6


AN
ANITA
95 110


AYU
AYU
95


BB
BABY BARRA
95 110


BJ
BLACK JACK
95 110


BKT
BLACK CORAL TROUT
95 110


BKW
BLACK WIDOW
95 110


DL
DRY LIME
95 110


FAB
FAT BETTY
95 110


FB
FLYING BEAR
95 110


GH
GOLD HERRING
95 110


GS1
GREEN SUNSET
95 110


MM
MIN MIN
95 110


OGY
OLIVE GUPPY
95 110


OK
OIKAWA
95


PE
PINK EYE
95 110


RT
RAINBOW TIGER
95 110


S
SUNDANCE
95 110


SH
SILVER HERRING
95 110


TF
TIGER FISH
95 110


TKF
TUSK FISH
95 110

FISH TRAP 110 VIBRATION

CODE: 781FT110(COLOUR)
SIZE: 110mm I WEIGHT: 30g I HOOK: #4


BC
BRONZED CHERRY
95 110


BF
BLENDED FROG
95 110

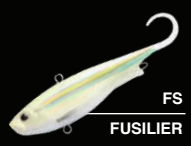

BG
BARRED GRUNTER
95 110


BTF
BAIT FISH
95 110


CF
CLOWN FISH
95 110


DA
DARKK ALE
95 110


FH
FLASH HERRING
95 110


FS
FUSILIER
95 110


GC
GHOST CATFISH
95 110


OB
ORANGE BISCUIT
95 110


OF
ONLY FINS
95 110


OG
ORANGE GILL
95 110


PSI
PINK SUNSET
95 110


R
REDFIN
95 110


RD
RED DEVIL
95 110


SRW
SILVER WHITING
95 110


SS
SUNSET
95 110


SYM
SLIMY MACK
95 110

FISH TRAP 160 VIBRATION

CODE: 781FT160(COLOUR)
SIZE: 160mm I WEIGHT: 58g I HOOK: #1



FISH TRAP 160 VIBRATION HEAVY

CODE: 781FT161(COLOUR)
SIZE: 160mm I WEIGHT: 78g I HOOK: #1



WEEDLESS FISH TRAP

AFTA 2019
BEST SOFT LURE
AWARD WINNER

FEATURES

PERFECTLY BALANCED
The placement of the lead weight ensures that the lure tracks straight while retrieving and sinks on the pause in a realistic manner

CONSTRUCTION
Made with eco-friendly, tear resistant TPE material, the Fish Trap is both tough and durable



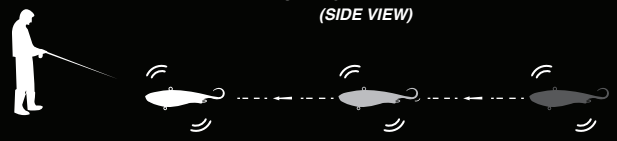
MICRO GRUB TAIL
Undulating at the slightest water movement, the distinctive tail pulsates and wriggles adding a distinct visual element to the silent vibrations of the lure.

REALISTIC FINISHING
A wide range of designs and patterns that cover both clear and murky water conditions in both fresh and saltwater situations. UV highlights further accentuate the colours on the lure.

HIDDEN HOOK
The downward facing single hook provides a snag-free presentation that is strategically placed to guarantee hook-ups on each hit!

ACTION

STRAIGHT RETRIEVE (SIDE VIEW)



LIFT AND DROP (SIDE VIEW)



The all new Fish Trap Weedless is the counterpart of the all time classic Fish Trap. This time redesigned to be a weedless vibe, the Fish Trap Weedless can now be confidently worked over or simply into structure for more hits! It retains its signature construction of the tear resistant TPE material, its distinctive design of the grub tail, and its ever-effectiveness of catching fish!

WEEDLESS FISH TRAP 95 VIBRATION

CODE: 781WD95(COLOUR)
SIZE: 95mm I WEIGHT: 18g



ABSOLUTE SHRIMP

FEATURES

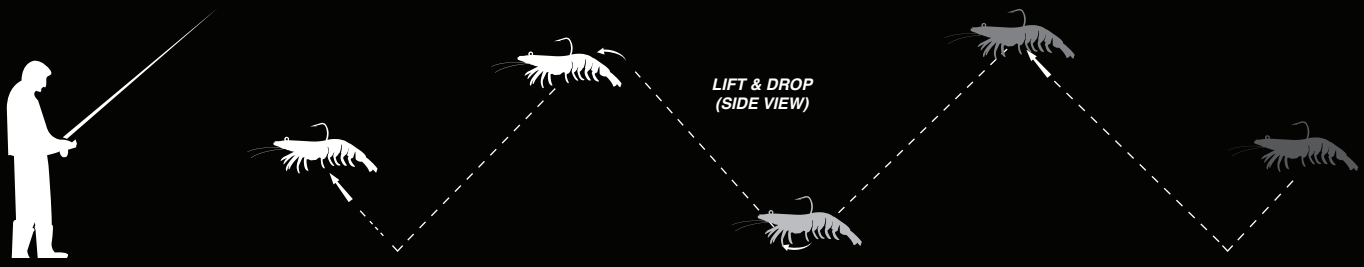


BODY CONSTRUCTION
Made from durable TPE Material to take on toothy predators and prolonged usage.

HOOK DESIGN
Rigged with moulded-in weighted hooks.

BODY DESIGN
Life Like legs and segmental body flatters and sways when sinking.

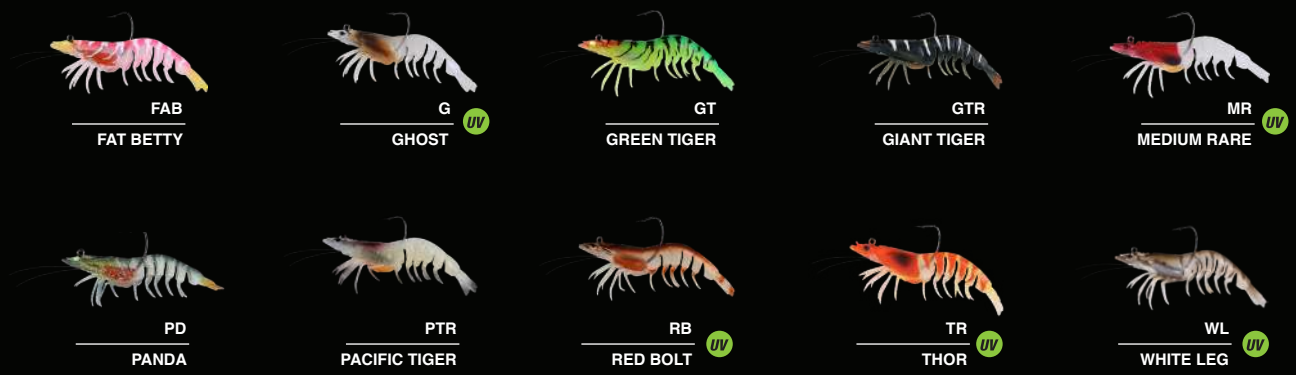
ACTION



The all new Zerek Absolute Shrimp is the most realistic lifelike shrimp yet. Made with the ever-superior tear and stretch resistant TPE material, it features super soft lifelike legs and a segmented body which flutters and sways when allowed to sink. Work it fast or even with dead slow retrieves, coupled with its absolutely realistic look and action, the Absolute Shrimp is the secret code for scoring even in pressured water! Out of the box, it comes carefully rigged with an internally weighted hook that has a wide gap for definite hook ups. Selected colours come in UV glow for optimal usage at night.

ABSOLUTE SHRIMP 3.0 SOFT BAIT

CODE: 781LSMPAL3(COLOR)
SIZE: 3" I WEIGHT: 9g I HOOK: #1/0



FAB — FAT BETTY
G — GHOST (UV)
GT — GREEN TIGER
GTR — GIANT TIGER
MR — MEDIUM RARE (UV)
PD — PANDA
PTR — PACIFIC TIGER
RB — RED BOLT (UV)
TR — THOR (UV)
WL — WHITE LEG (UV)

ABSOLUTE SHRIMP 3.5 SOFT BAIT

CODE: 781LSMPAL35(Color)
LENGTH: 3.5" I WEIGHT: 11g I HOOK: #2/0



FAB
FAT BETTY



G
GHOST UV



GT
GREEN TIGER



GTR
GIANT TIGER



MR
MEDIUM RARE UV



PD
PANDA



PTR
PACIFIC TIGER



RB
RED BOLT UV



TR
THOR UV



WL
WHITE LEG UV

ABSOLUTE SHRIMP 4.5 SOFT BAIT

CODE: 781LSMPAL45(Color)
LENGTH: 4.5" I WEIGHT: 20g I HOOK: #3/0



FAB
FAT BETTY



G
GHOST UV



GT
GREEN TIGER



GTR
GIANT TIGER



MR
MEDIUM RARE UV



PD
PANDA



PTR
PACIFIC TIGER



RB
RED BOLT UV



TR
THOR UV



WL
WHITE LEG UV



LIVE SHRIMP

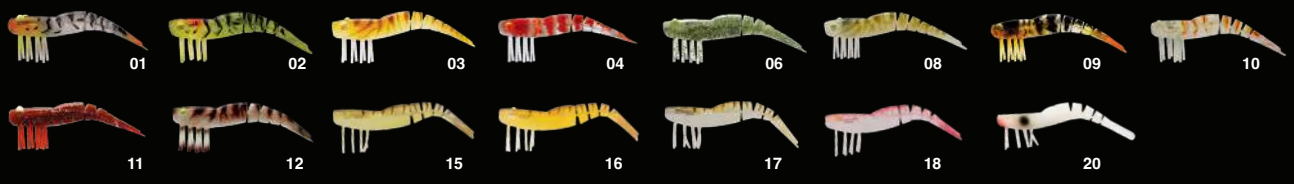
FEATURES



Constructed using a special rubber material, the soft legs of the live shrimp flutter on the drop and mimics the movements of a river shrimp to its true live form. A slow, straight retrieve is all it takes but an occasional twitch will further enhance its liveliness. The soft segmented body curls and straightens naturally when twitched. Complete with fluorescent “glow in the dark” eyes, this winner is ready to entice strikes in both day and night conditions. The versatile lure also allows you to work different terrains through different hook positions. Simply expose the hook to increase the chance of hook ups in open water or conceal the hook point for weedless applications.

LIVE SHRIMP 2.0 SOFT BAIT

CODE: 781-LSMP2.0(COLOUR)
SIZE: 2.0in I WEIGHT: 3.5g I HOOK: #2



LIVE SHRIMP 3.5 SOFT BAIT

CODE: 781-LSMP3.5(COLOUR)/ 781LSMP35(COLOUR)
SIZE: 3.5in I WEIGHT: 7g I HOOK: #3/0

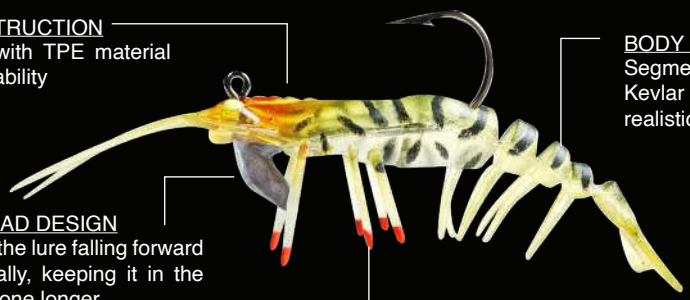
LIVE SHRIMP 5.0 SOFT BAIT

CODE: 781-LSMP5.0(COLOUR)/ 781LSMP50(COLOUR)
SIZE: 5in I WEIGHT: 15.5g I HOOK: #5/0



LIVE SHRIMP Hot Legs

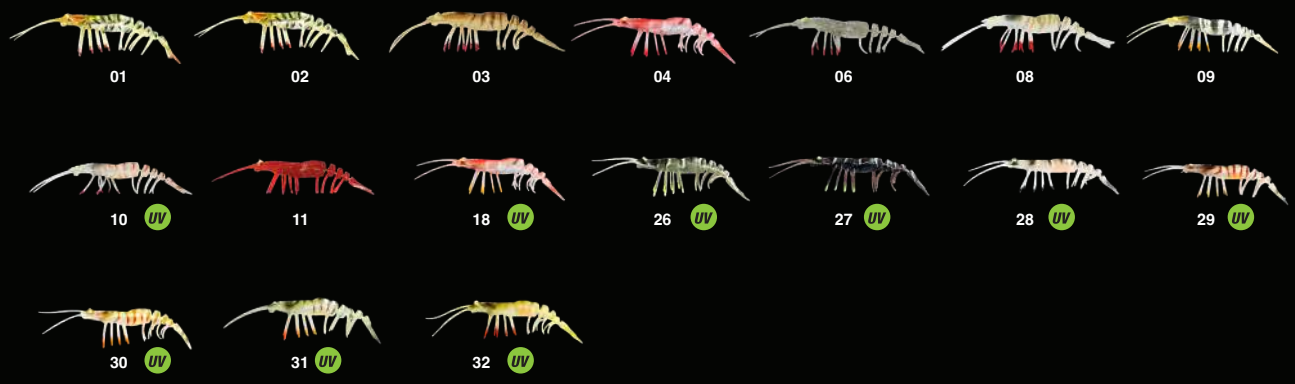
FEATURES



The Latest Live Shrimp Hot Legs make a perfect lure even better! Made with softer material and a slender body, the Live Shrimp Hot Legs are ideal for all situations. Re-designed feelers and legs comes with improved suppleness to enhance vibrations.

LIVE SHRIMP Hot Legs 3.0 SOFT BAIT

CODE: 781-LSMPHL3.0(COLOUR)
SIZE: 3.0in I WEIGHT: 10g I HOOK: #3/0



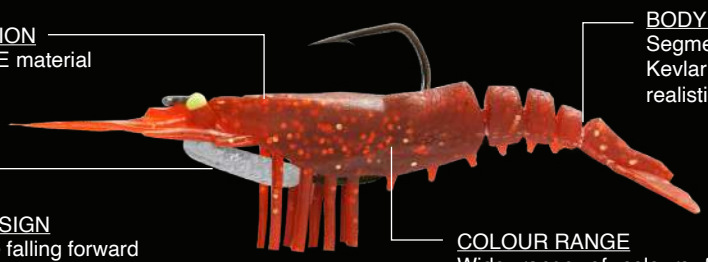
LIVE SHRIMP Hot Legs 4.0 SOFT BAIT

CODE: 781-LSMPHL4.0(COLOUR)
SIZE: 4.0in I WEIGHT: 21g I HOOK: #4/0



LIVE CHERABIN

FEATURES



The Live Cherabin is a new model based on the already successful Live Shrimp which was designed for straight retrieve very close to the bottom. Live Cherabin is also constructed using a special rubber material featuring soft vibrating legs and feelers. The flexible abdomen of the Live Cherabin performs like a live-like shrimp. Twitching the Live Cherabin will mimic a fleeing shrimp, pauses will let it sink head first to the bottom again, triggering strikes.

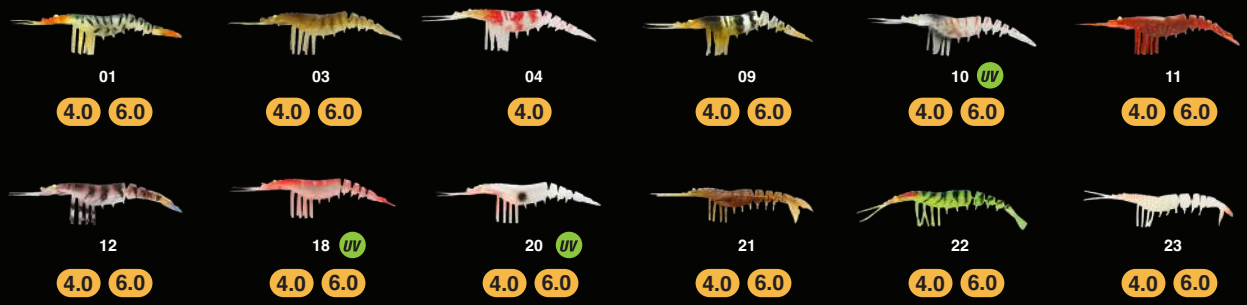
LIVE CHERABIN 3.0 SOFT BAIT

CODE: 781-LSMPE3.0(COLOUR)
SIZE: 3.0in I WEIGHT: 7.4g I HOOK: #3/0



LIVE CHERABIN 4.0 SOFT BAIT

CODE: 781-LSMPE4.0(COLOUR)
SIZE: 4.0in I WEIGHT: 12g I HOOK: #4/0



LIVE CHERABIN 6.0 SOFT BAIT

CODE: 781LSMPE6.0(COLOUR)
SIZE: 6.0in I WEIGHT: 22.5g I HOOK: #6/0 ; #8/0

ZIP

FEATURES

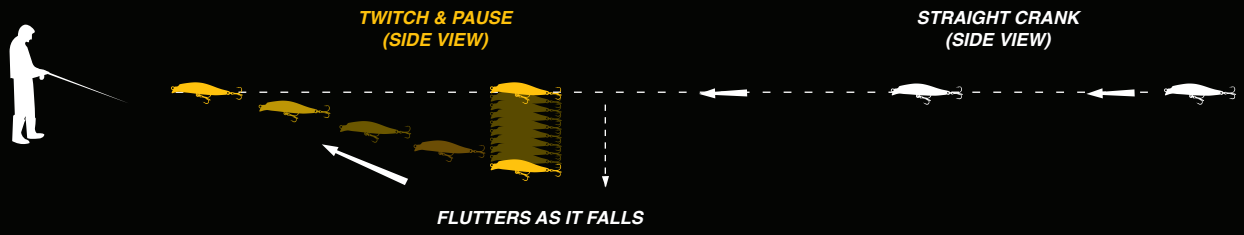
SHORT BIB CONCEPT
Provides a tight stable wobbling action and darting on the twitch

ABS CONSTRUCTION
Built to withstand repeated strikesf rom hardh itting toothy species



STRATEGICALLY PLACED WEIGHTS
An enticing flutter as the ZIP sinks on a tight line

ACTION



The Zerek Zip is a small profile sinking dart minnow. The little bib gives the lure a sexy tight wobble on a fast retrieve, and provides an erratic and irregular darting on a twitching retrieve. The Zerek Zip has a tight flutter on the drop as it is sinking, giving that extra boost when triggering the bite. Weighing in at 8g in weight, it is perfect for use with ultra-light to light tackle as well as BFS. At 60mm in length, it is the perfect bite sized candy for various species in both fresh and salt water.

ITEM	TYPE	SIZE	WEIGHT	HOOK
781ZIP60	SINKING	60mm	8g	#10



BM
BLACK MAGIC



BSO
BONE SUNDOWN



CT
CHARTREUSE



FAB
FAT BETTY



MF
CHARTREUSE PEARL



PL
PEARL



RC
RED CHEEK



SM
STUNNED MULLET



T
TEMMY



UVG
UV GREEN



BLUEWATER CRAFT LIMITED

SUPREME SALTWATER SEDUCTION

An explosive take followed by a powerful run is a thrill many anglers seek when targeting large predatory fish. The harsh bluewater conditions and high-octane levels of adrenalin charged action demand only the best lures fitted with the best hardware. All Bluewater Craft Limited Lures are designed for the purpose of outlasting repeated strikes from toothy and hard fighting predators without compromising on functionality. A potent concoction that epitomizes supreme saltwater seduction.

REEFBU

FEATURES

ACTION
Work it with long sweeps to enable diving popper action, or short chugs to keep it near the surface

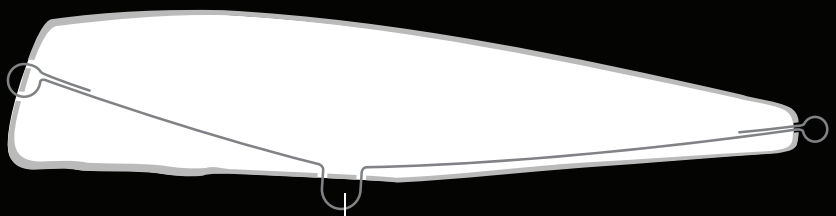
CONSTRUCTION
Built with tough ABS material to withstand repeated strikes



CUPPED MOUTH
The cupped mouth creates splashing and bubble trails as it dives, attracting predatory fish

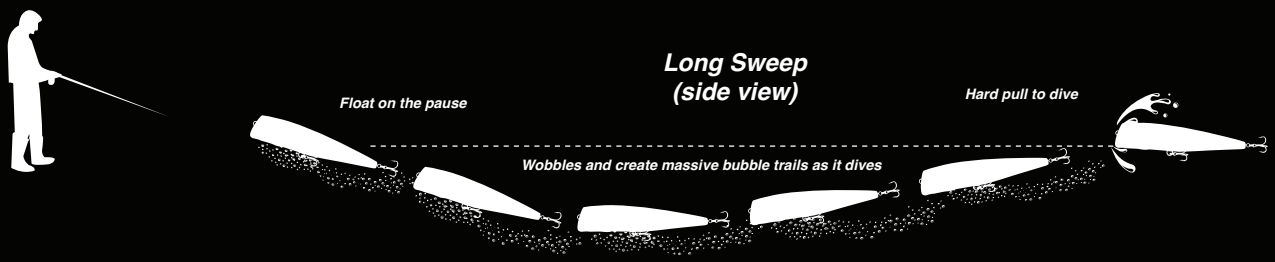
STRATEGICALLY PLACED WEIGHTS
Strategically placed weights allow for maximum casting distance and action

INTERNAL STRUCTURE



INTERNALLY REINFORCED
Wire Through hook hangers reduces the chance for eyelets from tearing out

ACTION



Made from high quality ABS plastic material and wire through hook hanger construction, the new REEFBU is Zerek's newest semi-big game topwater diving popper. Designed with a smaller cup and narrow body, allowing the REEFBU to easily catch more water which makes it dive down, creating splashes and a massive bubble trail on each sweep. A straight retrieve will enable the REEFBU to wobble sub-surface like a minnow. Getting a great casting distance is easy with its 124g weight. With its 200mm profile, it was designed to target larger topwater predators in bluewater casting, such as GT, Tuna, other trevallies and jacks.

REEFBU 200 DIVING POPPER FLOATING

CODE: 781RBF200(COLOUR)
SIZE: 200mm I WEIGHT: 124g I DEPTH: Topwater I HOOK: #5/0



BFF
BLACK FLYING FISH

GFF
GREEN FLYING FISH

PC
PINK CANDY

RSC
RED SCAR

SAD
SARDINE

REEFSTICK

FEATURES

ACTION
Work it with long sweeps to create a massive bubble trail, or short sweeps for sufficient commotion for surface attention

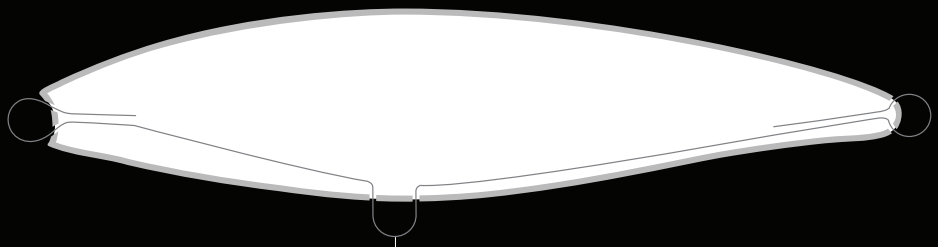
CONSTRUCTION
Built with tough ABS material to withstand repeated strikes



CUPPED MOUTH
The streamlined front design allows an ease of catching water and diving, enabling easy working of the lure

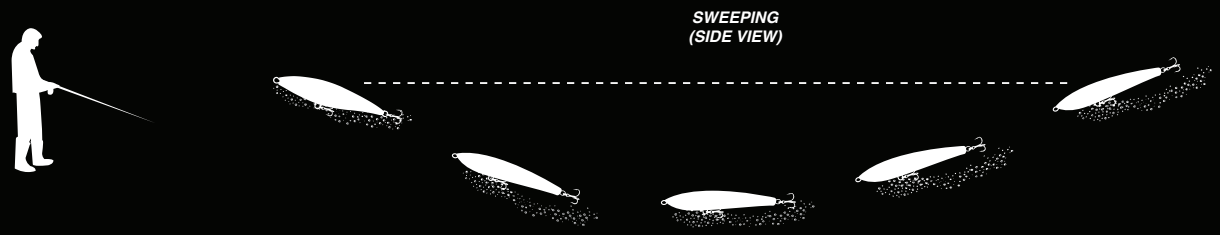
REAR WEIGHTED DESIGN
The rear weighted design enables long casts with ease and provides balance when working the lure

INTERNAL STRUCTURE



INTERNALLY REINFORCED
Wire Through hook hangers reduces the chance for eyelets from tearing out

ACTION



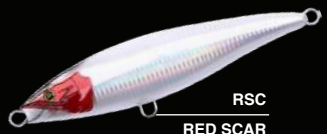
The REEFSTICK 200 is Zerek's newest bluewater floating stickbait. Built with tough ABS plastic and wire through hook hangers to handle the toughest bluewater predators. The REEFSTICK 200 features a moderate long profile that is optimised with its rear weighted design, enabling long casts easily. Designed to be highly responsive, each sweep enables the REEFSTICK to catch water easily and dive, creating a massive trail of bubble with ease. Short sweeps create sufficient commotion for surface attention when a different approach is required. The REEFSTICK 200 is absolutely effective when targeting large topwater predators in bluewater casting, such as Giant Trevally, Tuna, other trevallies and jacks.

REEFSTICK 200 STICKBAIT FLOATING

CODE: 781XXX200(COLOUR)
SIZE: 200mm I WEIGHT: 130g I DEPTH: Topwater I HOOK: #4/0


BFF
BLACK FLYING FISH

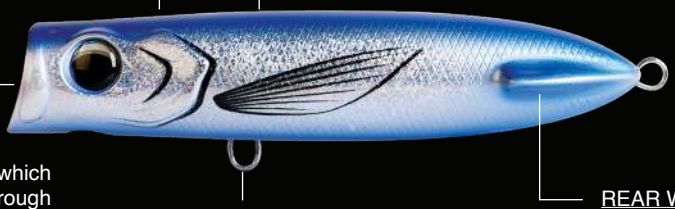

PC
PINK CANDY


RSC
RED SCAR


SAD
SARDINE

PUG FACE POPPER

FEATURES



ACTION
Dual function top water plug which can be used as a popper or stickbait

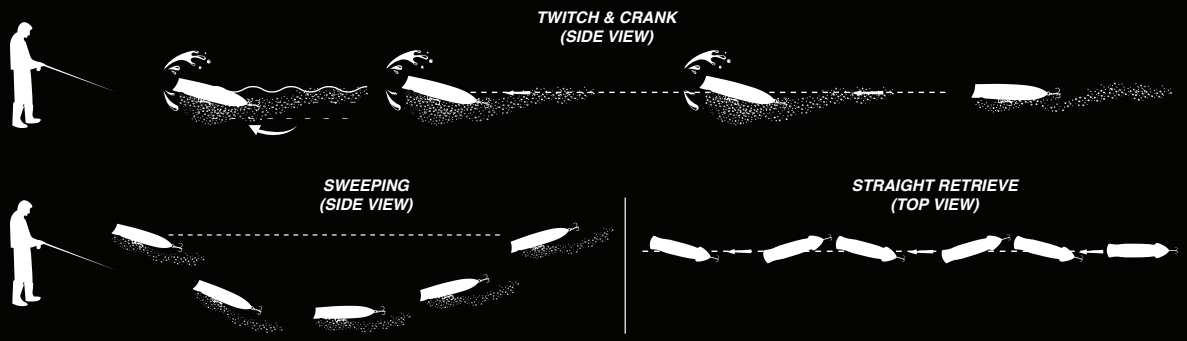
CONSTRUCTION
Built with tough ABS material to withstand repeated strikes

INTERNAL CHAMBER
Specially designed tunnel which allows water to flow through creating additional bubbling

INTERNALLY REINFORCED
Wire Through hook hangers allow for targeting hard fighting species

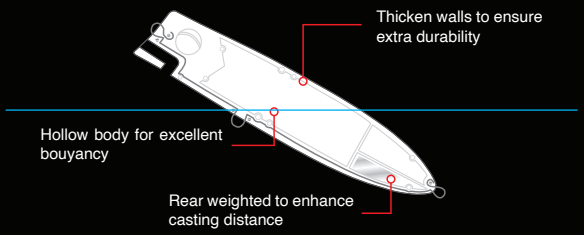
REAR WEIGHTED
Weighted at the back to enhance its casting distance

ACTION



Made from ABS material and wire through hook hanger construction, the Pug Face Popper is a 50g rear weighted versatile top water plug designed with an aerodynamic squid head for excellent castability. It features a specially designed tunnel below its head which allows water to flow through, creating additional bubble trails. On a straight retrieve, the Pug Face Popper wobbles seductively just below the water surface. When worked with a sweep, the Pug Face Popper acts as a stickbait with its realistic wobbling action. When worked with a chug, it displaces water effectively on a surface leaving a nice bubble trail provoking the curiosity of the target species to investigate.

INTERNAL STRUCTURE



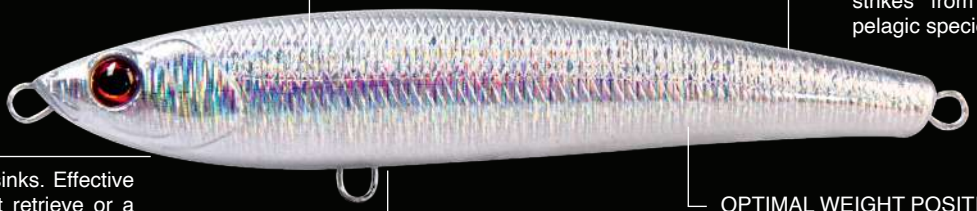
PUG FACE POPPER 130 FLOATING

CODE: 781JP130F(COLOUR)
SIZE: 130mm I WEIGHT: 50g I HOOK: #1/0 BKK



ZAPPELIN

FEATURES



FINISHING
Reflective colours with detailed finishing to emulate baitfish

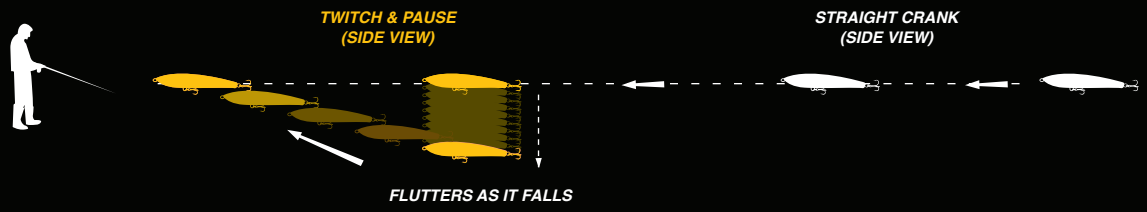
ABS CONSTRUCTION
Built to withstand repeated strikes from hard hitting pelagic species

ACTION
Flutters as it sinks. Effective with a straight retrieve or a twitch and pause method

OPTIMAL WEIGHT POSITION
Enables ultra-long casts

INTERNALLY REINFORCED
Wire Through hook hangers for increased holding strength

ACTION



The Zerek Zappelin 115s is a 40g sinking pencil with excellent castability. Built with ABS, the lure has a “wire through” construction to withstand the toughest of fishing conditions. Worked with a straight retrieve, the lure sways from side to side in a realistic manner. A darting action can also be achieved with a twitch and pause method. Be prepared for strikes on pause as the lure flutters while it sinks. With a high quality finishing, the Zappelin 115s is an alternative option to the Zerek Cavalla when the fish prefer a slower presentation.

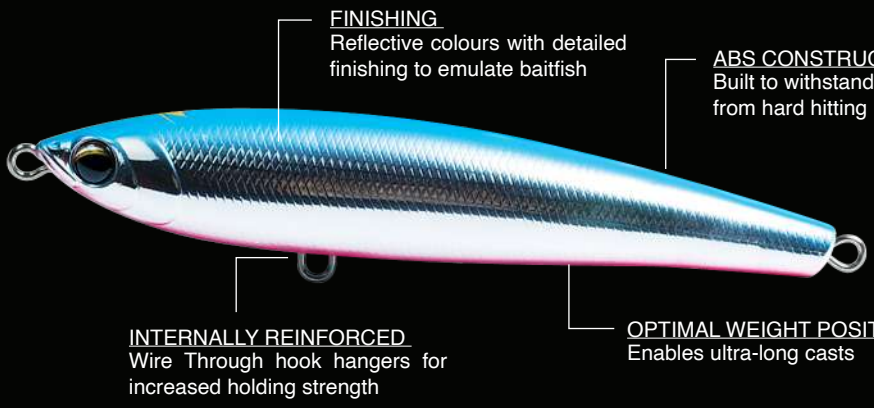
ZAPPELIN 115 FAST SINKING

CODE: 781BWZP115(COLOUR)
SIZE: 115mm I WEIGHT: 40g I HOOK:#2

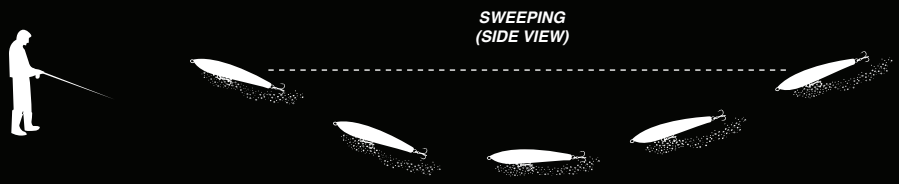


ZAPPELIN

FEATURES



ACTION



The Zerek Zappelin imitates a baitfish on the surface. It features a hydrodynamic body made from ABS and wire through hook hangers. Weighing in at 57 grams, the floating stickbait has great castability. Most effective with the sweep and stop retrieve; the bubble trail produced provokes the curiosity of the targeted species while the realistic wobbling action triggers their predatory instincts.

ZAPPELIN 160 TOP WATER

CODE: 781-BWZP160F(COLOUR)
SIZE: 160mm I WEIGHT: 57g I HOOK:#2/0

ZAPPELIN 220 TOP WATER

CODE: 781-BWZP220F(COLOUR)
SIZE: 220mm I WEIGHT: 125g I HOOK:#4/0



CAVALLA

FEATURES



FINISHING
Reflective colours with detailed finishing to emulate baitfish

PERFECTLY BALANCED
Stable during high speed retrieves

ABS CONSTRUCTION
Built to withstand repeated strikes from hard hitting pelagic species

INTERNALLY REINFORCED
Wire Through hook hangers for increased holding strength

OPTIMAL WEIGHT POSITION
Enables ultra-long casts

ACTION





BWCV90

The Zerek Cavalla 90s is a fast sinking minnow designed for ultra-long casts and high speed retrieves for both shore and boat based casting applications. It's tough ABS body features "wire through" construction to withstand repeated strikes from pelagic predators. The profile of the bib reproduces the movement of fleeing baitfish without relying on rod twitching to impart swimming action. The lure is also centrally balanced to provide stability when the lure is retrieved. The Cavalla can be effectively worked by allowing it to sink to the desired depth and cranked back at a high speed.

BWCV115

Made from ABS and utilizing "Through Wire" hook hanger construction, the Cavalla is built for harsh saltwater casting targeting King Mackerel and Tuna. The Cavalla features highly reflective baitfish colours weighted for fast sinking and balanced to suit fast retrieval.

CAVALLA 90 FAST SINKING

CODE: 781BWCV90(COLOUR)
SIZE: 90mm I WEIGHT: 28g I HOOK:#2

CAVALLA 115 FAST SINKING

CODE: 781BWCV115(COLOUR)
SIZE: 115mm I WEIGHT: 45g I HOOK:#1



CAVALLA

FEATURES



FINISHING
Reflective colours with detailed finishing to emulate baitfish

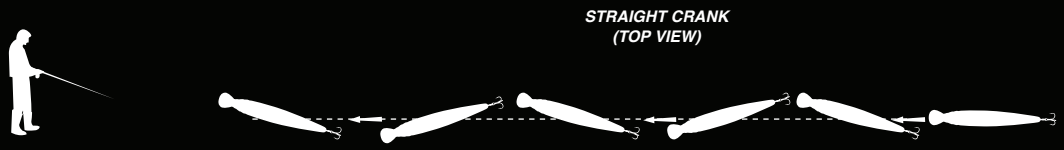
PERFECTLY BALANCED
Stable during high speed retrieves

ABS CONSTRUCTION
Built to withstand repeated strikes from hard hitting pelagic species

INTERNALLY REINFORCED
Wire Through hook hangers for increased holding strength

OPTIMAL WEIGHT POSITION
Enables ultra-long casts

ACTION



BWCV125

The Zerek Cavalla 125 is an upsized version of the 115S heavy sinking minnow, designed to target larger pelagic species in a wide variety of depths, and during fast moving currents. Constructed with tough ABS material and wire through hook hangers to withstand repeated strikes from toothy predators, the Cavalla 125 features a unique bib profile which reproduces the movement of a fleeing baitfish. The lure is also centrally balanced to provide stability when the lure is retrieved at high speed. The Cavalla can be effectively worked by allowing it to sink to the desired depth and cranked back at a high speed.

CAVALLA 125 FAST SINKING

CODE: 781BWCV125(COLOUR)
SIZE: 125mm I WEIGHT: 60g I HOOK:#1/0

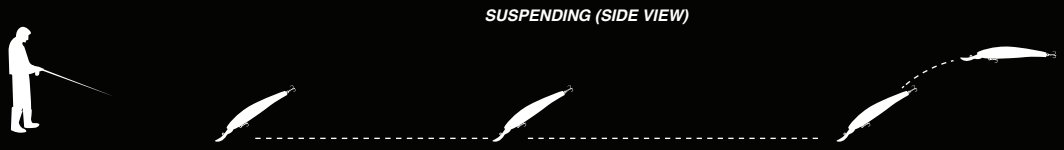


SPEED DONKEY

FEATURES



ACTION



The Speed Donkey is Zerek Innovation's latest addition to its trolling range. It is made from ABS with "through wire" construction to withstand repeated strikes from the toughest predatory fish. The 140mm, 39g lure is well balanced for stability and tracks true. It has a narrow bib design that creates a tight wobbling action and enables the lure to dive to depths of between 2-4 meters. The streamlined body design combined with high quality finishing allows for a natural and realistic presentation that predatory fish will find hard to resist. Troll up to 30km/h.

SPEED DONKEY 140 TROLLING

CODE: 781BWSD140(COLOUR)
SIZE: 140mm I WEIGHT: 39g I DEPTH: 2-4m I HOOK: 1/0



SLASH JIG



The Zerek Slash is a hybrid 2 in 1 all-rounder jig, designed for slow pitch and vertical jigging. It is a highly responsive jig due to its pointy head which works wonders even with the slightest pitch. The profile of the jig is specially designed to allow the jig to flutter and fall slowly as it sinks. The Slash performs an irregular action which mimics the action of an injured baitfish awaiting demersal species with slower reaction bites to smash it.

SLASH JIG 170 JIG

CODE: 781SL170(COLOUR)
SIZE: 180mm I WEIGHT: 170g

SLASH JIG 230 JIG

CODE: 781SL230(COLOUR)
SIZE: 187mm I WEIGHT: 230g

SLASH JIG 290 JIG

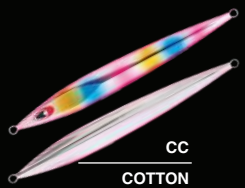
CODE: 781SL290(COLOUR)
SIZE: 202mm I WEIGHT: 290g

SLASH JIG 350 JIG

CODE: 781SL350(COLOUR)
SIZE: 231mm I WEIGHT: 350g


BM
BLOODY MARY
LUMO


CBZ
CHROME BLUE ZEBRA


CC
COTTON CANDY


CZG
CHROME ZEBRA GLOW
LUMO


GZ
GOLD ZEBRA


GZG
GREEN GOLD ZEBRA GLOW
LUMO


OZG
ORANGE ZEBRA GLOW
LUMO

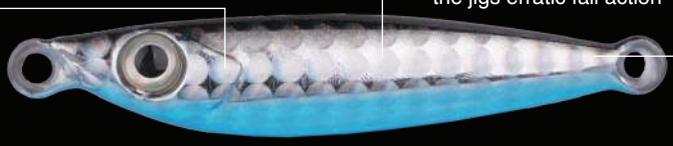

PBZ
PINK BLACK ZEBRA


PZG
PURPLE ZEBRA GLOW
LUMO


YFT
YELLOWFIN TUNA
LUMO

CHILLI PADI TG

FEATURES



CONSTRUCTION
Made with Tungsten which has a higher density than lead

COLOURS
Reflective baitfish colours add a visual element to the jigs erratic fall action

BODY PROFILE
Smaller profile can sink at the same rate of a heavier lead jig

With a density that is 1.7 times greater than Lead, Tungsten jigs fall faster as they sink, getting into the strike zone much quicker and more accurately than Lead jigs. Zerek Innovation has developed the Chilli Padi TG series around this concept and has created a hydrodynamic jig design with a smaller profile that sinks quickly with an erratic falling pattern. Deadly on both pelagic species like trevally and bottom dwelling demersals like coral trout, the Chilli Padi padi is a must have jig when you are jigging.

CHILLI PADI 10 JIG

CODE: 781-BWCLCPTG10(COLOUR)
SIZE: 40mm I WEIGHT: 10g

CHILLI PADI 18 JIG

CODE: 781-BWCLCPTG18(COLOUR)
SIZE: 52mm I WEIGHT: 18g

CHILLI PADI 28 JIG

CODE: 781-BWCLCPTG28(COLOUR)
SIZE: 59mm I WEIGHT: 28g



01 BLUE SILVER



02 SILVER BULLET



03 CHROME PINK



04 PINK SILVER



05 GREEN SILVER



06 SARDINE



07 BLUE PINK



08L SILVER LUMO



AVY ANCHOVY



BSO BONE SUNDOWN



FAB FAT BETTY



GGL GREEN GOLD LUMO



MOG MATTE ORANGE



MS MIDNIGHT STORM



PL PEARL

CHILLI PADI 36 JIG

CODE: 781-BWCLCPTG36(COLOUR)
SIZE: 64mm I WEIGHT: 36g



BLUEWATER CRAFTLIMITED

CHILLI PADI 45 JIG

CODE: 781-BWCLCPTG45(COLOUR)
SIZE: 68mm I WEIGHT: 45g



CHILLI PADI 60 JIG

CODE: 781-BWCLCPTG60(COLOUR)
SIZE: 73mm I WEIGHT: 60g

SPEED SLIDER

FEATURES



The center of gravity of the Zerek Speed Slider is tuned towards the bottom enabling the jig to fall faster as it sinks. Fast darting action can be easily imparted to the jig during down stroke motion. Its design is proven to be suitable for targeting species throughout the entire water column.

SPEED SLIDER 5 JIG

CODE: 781-BWCLSPDS5(COLOUR)
SIZE: 30mm I WEIGHT: 5g



SPEED SLIDER 7 JIG

CODE: 781-BWCLSPDS7(COLOUR)
SIZE: 35mm I WEIGHT: 7g



7 12 7 12 7 12 7 12 7 12 7 12 7 7 12 7 12 7 12 7 12 7 12

SPEED SLIDER 12 JIG

CODE: 781-BWCLSPDS12(COLOUR)
SIZE: 40mm I WEIGHT: 12g

7 12 7 12 7 12 7 12 7 12 7 12 7 12 7 12 7 12

SPEED SLIDER 20 JIG

CODE: 781-BWCLSPDS20(COLOUR)
SIZE: 48mm I WEIGHT: 20g


01 ORANGE GOLD


02 CHROME SILVER


03 CHROME PINK


07 PINK SARDINE


08L SILVER LUMO LUMO


AVY ANCHOVY


MOG MATTE ORANGE


MS MIDNIGHT STORM


PAL PEARL

SPEED SLIDER 30 JIG

CODE: 781-BWCLSPDS30(COLOUR)
SIZE: 55mm I WEIGHT: 30g


04 BLUE PINK


05 GREEN GOLD


06 SARDINE


BSO BONE SUNDOWN


FAB FAT BETTY


GGL GREEN GOLD LUMO LUMO


PBL PINK BLUE LUMO LUMO


TM TEM


YRL YELLOW RED LUMO LUMO

SPEED SLIDER 40 JIG

CODE: 781-BWCLSPDS40(COLOUR)
SIZE: 60mm I WEIGHT: 40g


01 ORANGE GOLD
40 50


02 CHROME SILVER
40 50


03 CHROME PINK
40 50


07 PINK SARDINE
40 50


08L SILVER LUMO LUMO
40 50


AVY ANCHOVY
40 50


GB GOLD BLACK
40 50

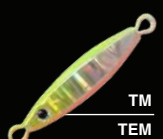

GD GOLDIE
40


GGL GREEN GOLD LUMO LUMO
40 50


RH RED HEAD
40


PAL PEARL
40 50


PBL PINK BLUE LUMO LUMO
40 50


TM TEM
40 50


YRL YELLOW RED LUMO LUMO
40 50

SPEED SLIDER 50 JIG

CODE: 781-BWCLSPDS50(COLOUR)
SIZE: 65mm I WEIGHT: 50g


04 BLUE PINK
40 50


05 GREEN GOLD
40 50

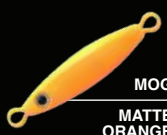

06 SARDINE
40 50


BSO BONE SUNDOWN
40 50


CC COTTON CANDY
40 50


FAB FAT BETTY
40 50


HP HOT PINK
40


MOG MATTE ORANGE
40 50

MS MIDNIGHT STORM
40 50

PC PINK CANDY
40 50

PG PINK GLOW
40

PL PINK LUMO LUMO
40 50

SPEED SLIDER 60 JIG

CODE: 781BWCLSPDS60(COLOUR)
SIZE: 69mm I WEIGHT: 60g


01 ORANGE GOLD
70


02 CHROME SILVER
60 70 80


03 CHROME PINK
60 70 80


04 BLUE PINK
60 80


05 GREEN GOLD
60 70 80


06 SARDINE
60 70


07 PINK SARDINE
60 70 80


08L SILVER LUMO
60 70 80


BPL BLUE PINK LUMO
60 70


CC COTTON CANDY
60 80


CTC CHART CANDY
60 70 80


GB GOLD BLACK
60 80


GDS GOLDEN SHINER
60 70 80


GGL GREEN GOLD LUMO
60 80


GNR GREEN RUNNER
60 70 80


GP GOLD PINK
60 80


GZ GOL ZEBRA
60 70 80


PC PINK CANDY
60 80


PG PINK GLOW
60 80


PJ PINK JAM
60 70 80


PL PINK LUMO
60 80


PUL PURPLE LUMO
80


RH RED HEAD
80


SS SILVER SURFER
80

SPEED SLIDER 70 JIG

CODE: 781BWCLSPDS70(COLOUR)
SIZE: 74mm I WEIGHT: 70g

SPEED SLIDER 80 JIG

CODE: 781BWCLSPDS80(COLOUR)
SIZE: 76mm I WEIGHT: 80g

SPEED SLIDER 90 JIG

CODE: 781BWCLSPDS90(COLOUR)
SIZE: 80mm I WEIGHT: 90g


BPL BLUE PINK LUMO


CTC CHART CANDY


GDS GOLDEN SHINER

SPEED SLIDER 100 JIG

CODE: 781BWCLSPDS100(COLOUR)
SIZE: 89mm I WEIGHT: 100g


GZ GOL ZEBRA


GNR GREEN RUNNER


PJ PINK JAM

SPEED SLIDER 130 JIG

CODE: 781BWCLSPDS130(COLOUR)
SIZE: 89mm I WEIGHT: 130g


01 ORANGE GOLD


04 BLUE PINK


07 PINK SARDINE


CC COTTON CANDY


GP GOLD PINK


GGL GREEN GOLD LUMO


HP HOT PINK


PG PINK GLOW


PL PINK LUMO


PUL PURPLE LUMO

RH RED HEAD



FORGEFOAM
BLUEWATER SERIES

The FORGEFOAM BLUEWATER Series introduces Zerek's high-density foam construction into a new range of bluewater, offshore, and game fishing lures. Developed for applications that demand strength, buoyancy control, stability, and consistent lure performance, the series is built to handle prolonged and repeated use in tough saltwater conditions.

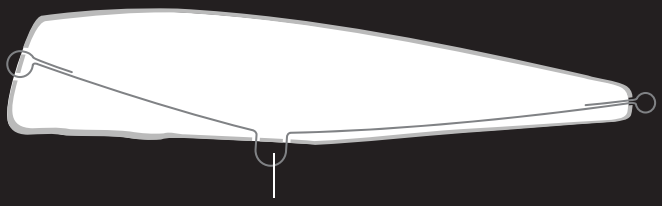
Using Zerek's latest FORGEFOAM technology, each lure body is pressure-formed to achieve a dense and durable structure while preserving the intended action. This gives the lure a more controlled performance profile, maintaining balance, responsiveness, and reliability through demanding use. Full wire-through hook hangers provide added strength through the body, while BKK hooks come equipped as standard for reliable hook-up and holding power.

The result is a refined foam lure platform that brings together durability, stability, and performance for serious offshore and bluewater applications.

REEF HUNK 180MM NEW 2026

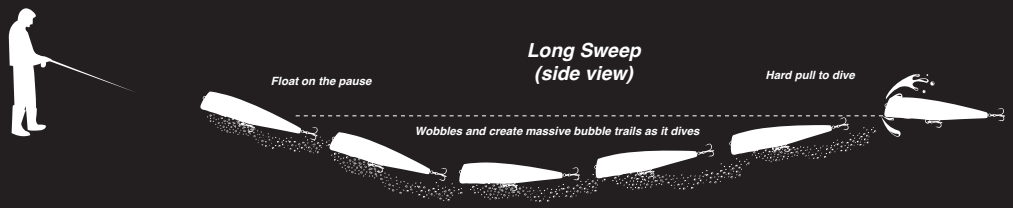


INTERNAL STRUCTURE



INTERNALLY REINFORCED
Wire Through hook hangers reduces the chance for eyelets from tearing out

ACTION



The Reef Hunk 180 is a large cupped popper built to move serious water. Designed for deep water popping and heavy surface work, its wide cup and short, stout profile produce loud, heavy chugs with every sweep. Work it with short, hard pulls for a solid boofing action, or slow it down with longer sweeps to create a wider surface commotion. Either way, the Reef Hunk 180 is made to call fish up from below and draw attention from GTs and other large pelagic game fish that respond to aggressive surface presentations. A rear wing stabiliser helps keep the lure balanced during the cast and level in the water, giving it a more controlled and consistent action between sweeps. Using Zerek's latest FORGEFOAM technology, the Reef Hunk 180's body is pressure-formed to achieve a dense and durable structure while preserving its intended popping action. This gives the lure a controlled performance profile, maintaining balance, responsiveness, and reliability through demanding use. Full wire-through hook hangers provide added strength through the body, while BKK hooks come equipped as standard for reliable hook-up and holding power.

REEF HUNK 180MM FLOATING

LENGTH: 180 mm | WEIGHT: 155g | TYPE: FLOATING | HOOK: #5/0



(WM)
White Magic



(BM)
Black Magic



(D)
Dorado



(CT)
Coral Trout



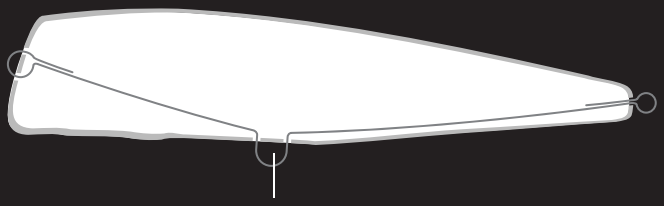
(PCT)
Pink Coral Trout

SLEEK STICK 200MM

NEW 2026

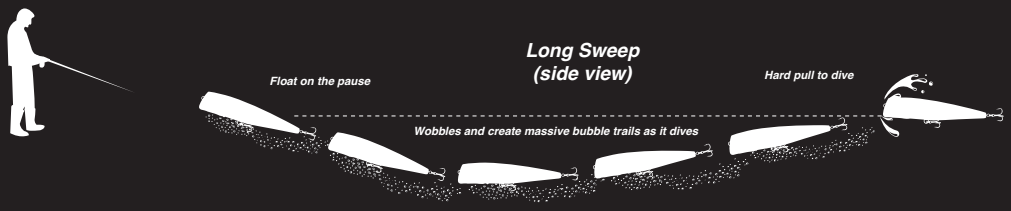


INTERNAL STRUCTURE



INTERNALLY REINFORCED
Wire Through hook hangers reduces the chance for eyelets from tearing out

ACTION



The Sleek Stick 200 is a pencil popper designed to be worked with ease, especially through long sweeping retrieves. This action produces a long, heavy bubble trail with a strong blooping effect, making the lure highly visible and disruptive across the surface. A rear wing stabiliser helps keep the lure balanced during the cast and level in the water, giving it a more controlled and consistent action. Short chugs are equally effective, producing sharp surface splashes and a distinct blooping sound when a more compact presentation is needed. Built for bluewater and reef applications, the Sleek Stick 200 performs well when working reef edges, open water, or casting into tuna frenzies. Whether worked with long sweeps or short chugs, it gives anglers the ability to adjust the presentation based on the conditions and feeding behaviour. Using Zerek's latest FORGEFOAM technology, the Sleek Stick 200's body is pressure-formed to achieve a dense and durable structure while preserving its intended action. This gives the lure a controlled performance profile, maintaining balance, responsiveness, and reliability through demanding use. Full wire-through hook hangers provide added strength through the body, while BKK hooks come equipped as standard for reliable hook-up and holding power.

SLEEK STICK 200MM FLOATING

LENGTH: 200 mm I WEIGHT: 80g I TYPE: FLOATING I HOOK: #3/0 (Front) - #4/0 SINGLE (Rear)



(WM)
White Magic



(BM)
Black Magic



(D)
Dorado



(CT)
Coral Trout

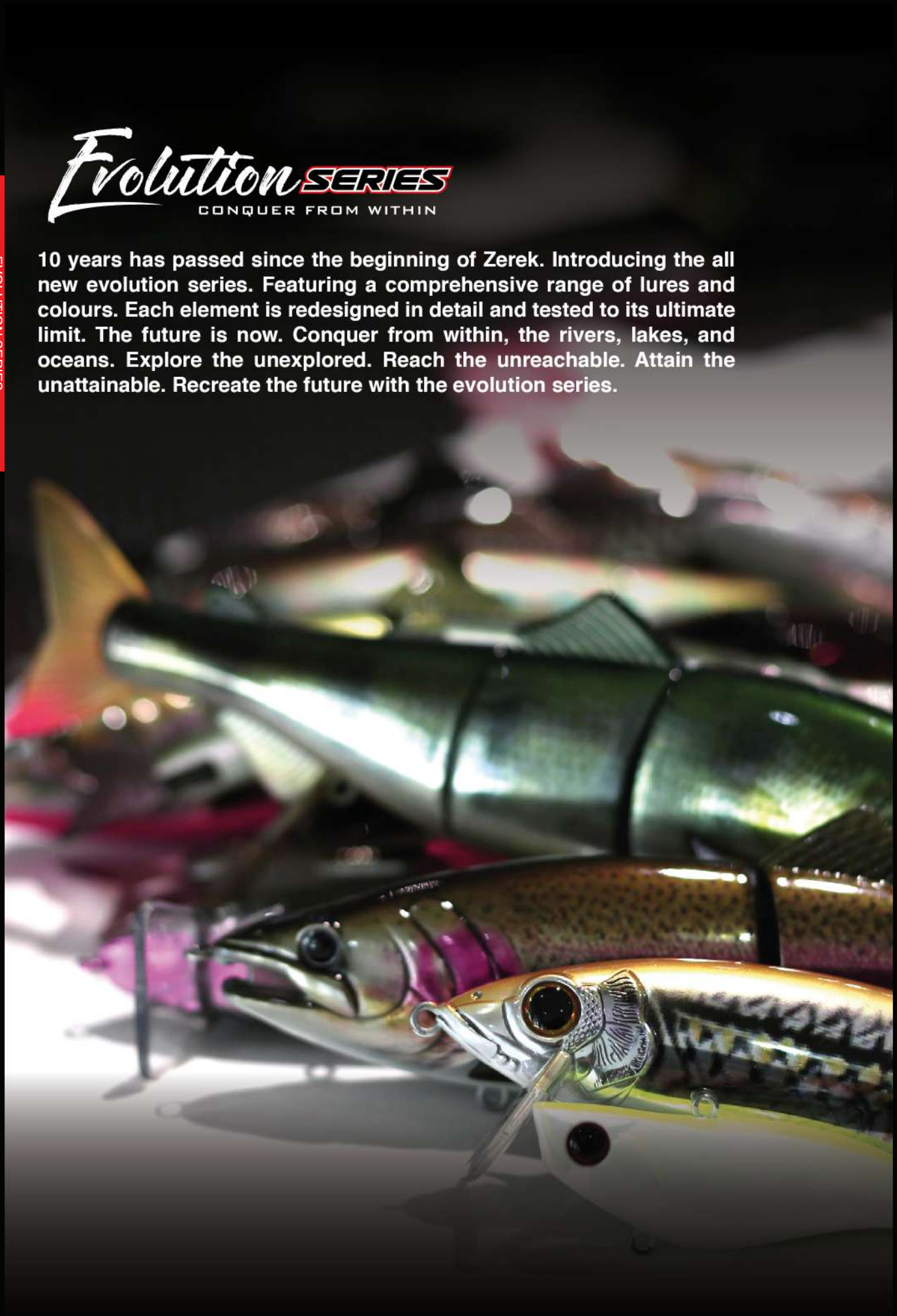


(PCT)
Pink Coral Trout

Evolution SERIES

CONQUER FROM WITHIN

10 years has passed since the beginning of Zerek. Introducing the all new evolution series. Featuring a comprehensive range of lures and colours. Each element is redesigned in detail and tested to its ultimate limit. The future is now. Conquer from within, the rivers, lakes, and oceans. Explore the unexplored. Reach the unreachable. Attain the unattainable. Recreate the future with the evolution series.



DEFIANCE

FEATURES

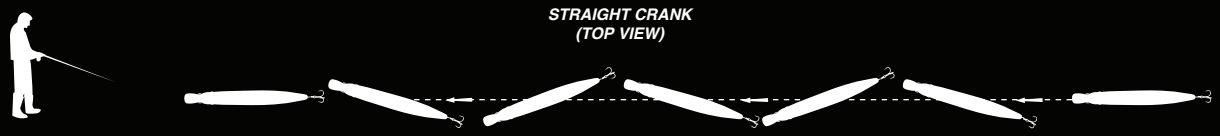
CONSTRUCTION
Built with tough ABS material
for maximum durability

ACTION
The uniquely tapered profile gives the Defiance a supreme wide wobble irresistable to fish.Twitching the rod gives the Defiance an erratic darting action.



RATTLE
Internally structured with a chamber that has 2 ball bearings which create loud rattles during various imparted actions

ACTION



The Defiance is the ultimate jerkbait minnow. It features a unique tapered profile which allows a supreme wide wobble action, diving up to 1.5m upon a straight retrieval. Adding a few rips and twitches gives the Defiance an erratic all-direction darting action. Internally structured with a chamber that has 2 ball bearings which create loud rattles during various imparted actions. This also acts as a weight transfer system during a cast, allowing the Defiance to get a greater distance. Available in two variations with identical capabilities, a shallow version and a mid ranged version.

DEFIANCE 130 SLOW SINKING

CODE: 781DF130(COLOUR)
SIZE:130mm I WEIGHT: 20g I DEPTH: 0.5m - 1.5m I HOOK:#4 BKK



BGT
BLUE GHOST



BTT
BLEEDING TROUT



CT
CHARTREUSE



GDT
GOLDEN TROUT



MT
MUTANT



OP
ORIGINAL PERCH



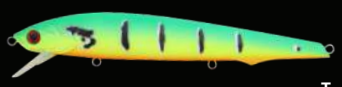
E
EMPURAU



PL
PEARL



RC
RED CHEEK



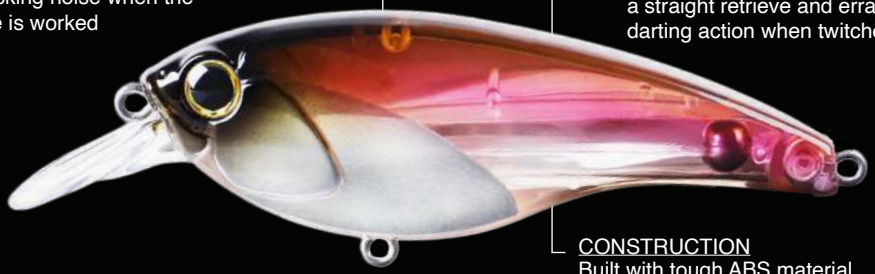
T
TEMMY

DEFIANCE 130 MD SLOW SINKING

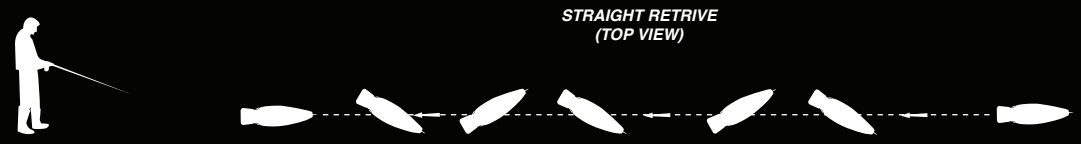
CODE: 781DF130MD(COLOUR)
SIZE:130mm I WEIGHT: 21g I DEPTH: 1m - 2m I HOOK:#4 BKK

NAP SHAD

FEATURES



ACTION



The Nap Shad is a versatile flat crank lure that can be worked in a variety of ways and speeds. It features a highly stable wobble that swims absolutely straight, even when retrieved at high speeds. On a straight retrieve, its wide flat sided profile pushes the water on both sides of the lure, creating a wide wobble and attracts fish attention.The Nap Shad dives up to 1.5m depending on the speed of retrieval. It can also be worked as a jerk bait, twitching/ jerking the rod with pauses allows the lure to dart erratically. With its uniquely designed single internal ball bearing, it serves as a weight transfer system which allows optimal casting distance as well as an internal rattle when retrieved.

NAP SHAD SLOW FLOATING

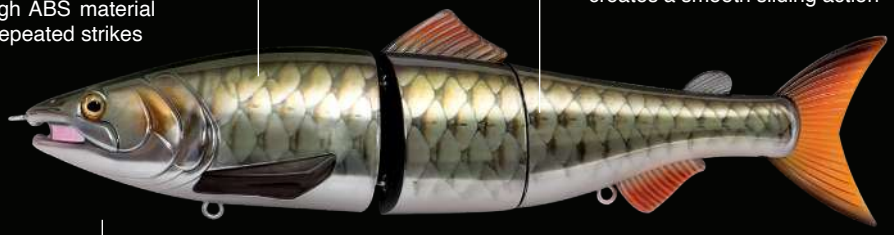
CODE: 781NP80(COLOUR)
SIZE: 80mm I WEIGHT: 14g I HOOK: #4 SKK





AFFINITY 220

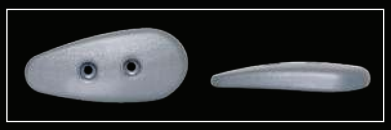
FEATURES



CONSTRUCTION
Built with tough ABS material to withstand repeated strikes

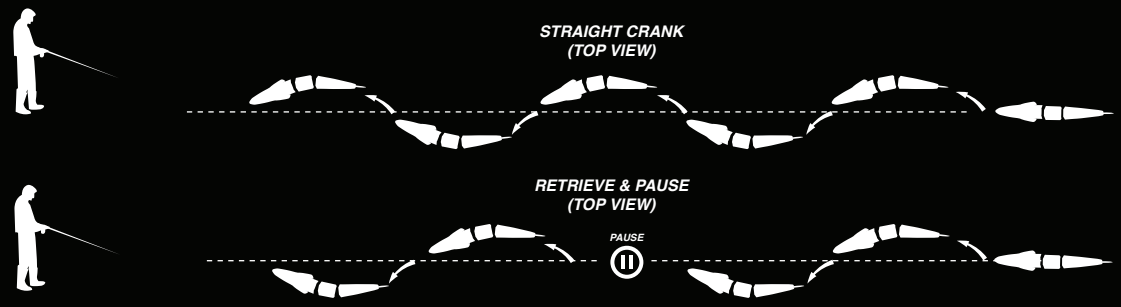
BODY DESIGN
Unique joint section which creates a smooth sliding action

ADDITIONAL WEIGHT
Installing additional weight allows the lure to sink



INCLUDED IN BOX
10G & 20G ADDITIONAL WEIGHT

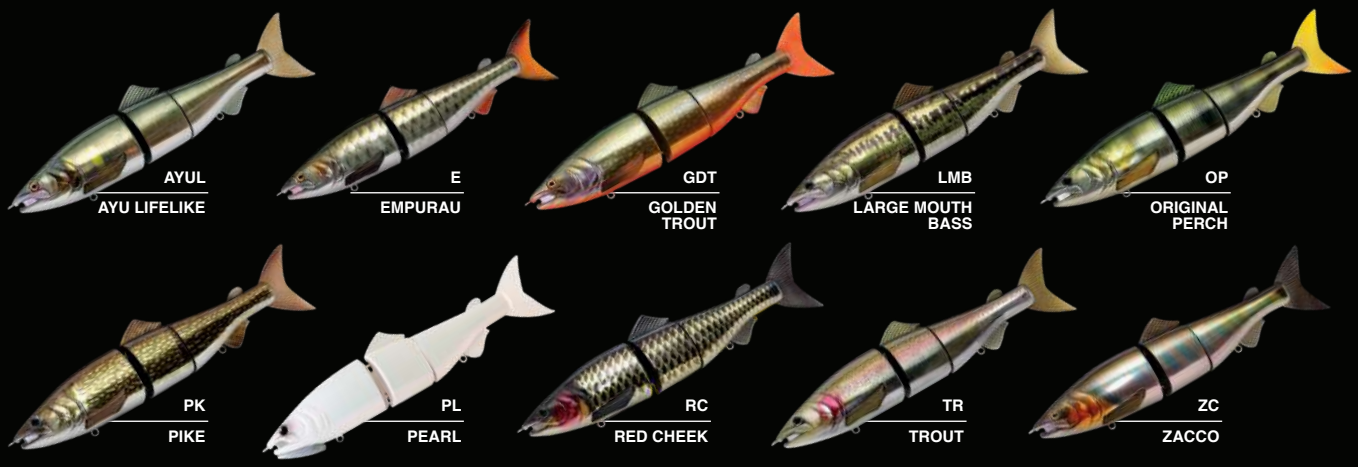
ACTION



The Zerek Affinity is a 220mm, 3 jointed, floating giant glide-bait originally designed for pike and bass fishing applications. Constructed with tough ABS body to ensure durability, the Affinity features a unique joint section which creates a smooth sliding action during retrieval, even on a dead slow retrieve. With its giant profile, it is a perfect lure for massive predators feeding on large baitfish in all water bodies. The Affinity was also designed to give the angler the ability to target predators in different depths by installing the included additional weight to its lips. This would enable the Affinity to sink and target deeper columns without affecting its seductive action.

AFFINITY 220 FLOATING

CODE: 781AF220(COLOUR)
SIZE: 220mm I WEIGHT: 96g I HOOK:#1/0 BKK



AFFINITY 160

FEATURES

CONSTRUCTION
Built with tough ABSm aterial to withstand repeated strikes

BODY DESIGN
Unique joints ectionw hich creates as mooths lidinga ction

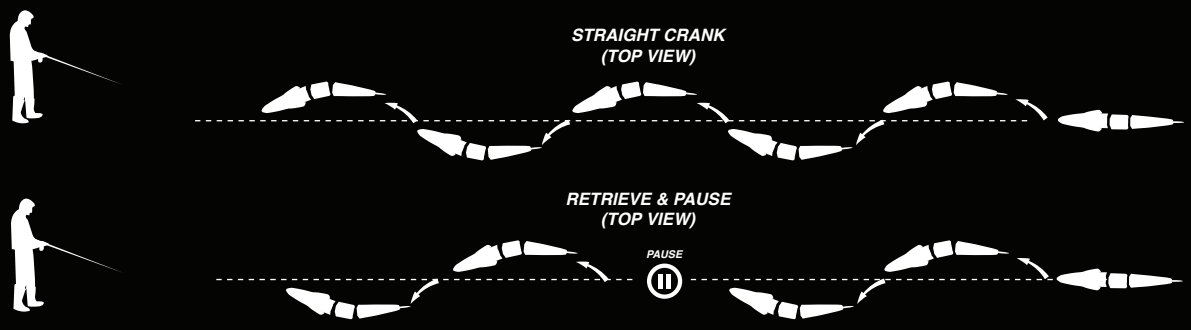


G-LOCKING
twist and pull type removable chin-weight to transforminto floating lure, attach for sinking



NCLUDED IN BOX -
G-LOCKING TWIST AND PULL TYPE REMOVABLE CHIN-WEIGHT TO TRANSFORM INTO FLOATING LURE, ATTACH FOR SINKING

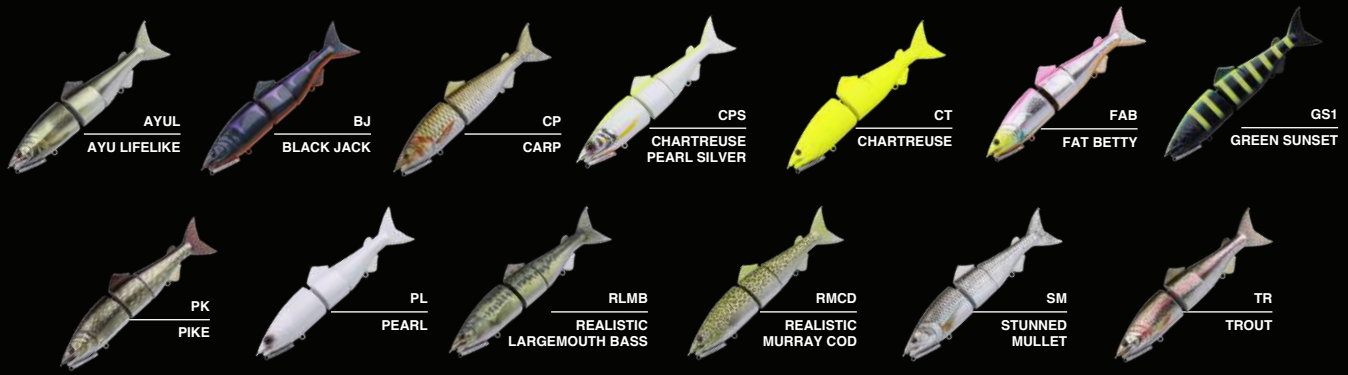
ACTION



Constructed with 100% ABS plastic, the new downsized ZEREK AFFINITY 160mm retains its slim 3-part jointed swimbait profile and its realistic wide S-shaped side to side wobble on a straight retrieve. This versatile action allows the swimbait to be worked in a variety of ways, especially with the half-crank technique and imparting pauses in-between. This gives the lure a realistic gliding action, and maintaining its position as it glides to one side. With its natural floating buoyancy, it can be worked slow near the surface, mimicking an injured baitfish. Included with the lure is an optional add-on weight of 8g that transforms the floating AFFINITY 160mm into a sinking swimbait. Attach the weight by inserting it into the front slot and turning it to orientation. Twist the front eyelet to lock it in place. With its sinking properties, it makes the AFFINITY 160mm reach a deeper depth, while retaining its gliding and S-shaped wobble at any depth.

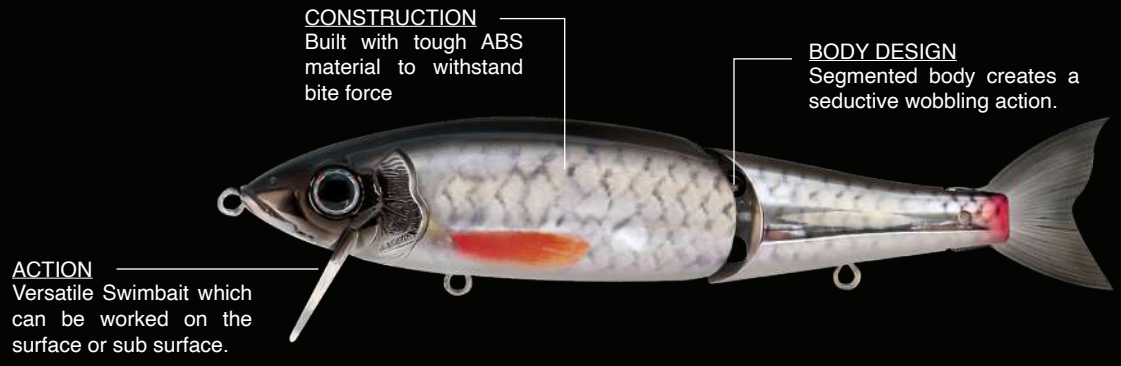
AFFINITY 160 FLOATING

CODE: 781AF160(COLOUR)
SIZE: 160mm I WEIGHT: 41g(without weight), 49g(with weight)
HOOK:#2 BKK I DEPTH RANGE: 0.5-1m

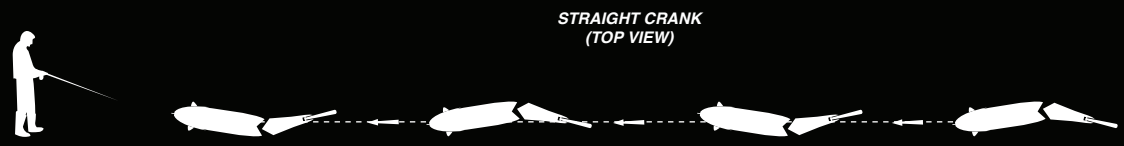


AWAKE

FEATURES



ACTION



The Awake is a double jointed swimbait that is able to be worked as a wake bait at surface level on a slower retrieve, or a shallow diving swim bait on faster retrieve. This allows the angler to have versatility depending on varying depths of the water. Each retrieve enables the jointed part of the lure to wobble realistically. With the length of 160mm and weight of 42g, it's no doubt that the Awake will land only the big fish.

AWAKE 160 FLOATING

CODE: 781WL160(COLOUR)
SIZE: 160mm I WEIGHT: 42g I DEPTH: 0-0.8m I HOOK: #1 BKK



FRY

FEATURES

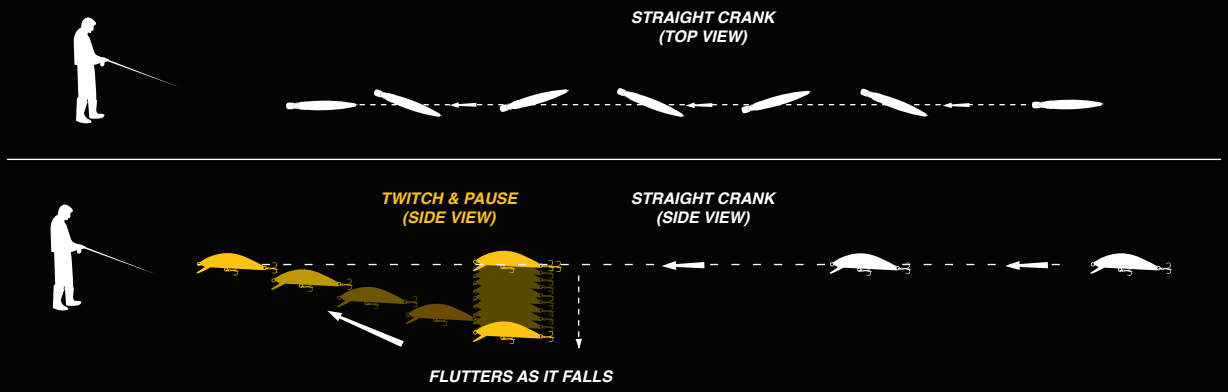


TOUGH ABS CONSTRUCTION
Built to withstand repeated striked from toothy predators.

ACTION
Super tight wobbling on a straight retrieve and a darting action when twitched.

STRAIGHT WEIGHTED
A strategically placed weight allows good casting and allows the lure to flutter on the drop.

ACTION



The Zerek Fry is an ultra-light tackle small profiled sinking minnow. At 50mm in length and 5g in weight, it is designed to achieve good distances on each cast. The Fry features a wide wobble on a straight retrieval and depending on the required speed, the ultralight minnow can be worked with a constant twitching of the rod tip for an erratic fast action approach. The Zerek Fry features a deadly flutter on the sink, so working it with upwards rips, coupled with pauses, is a deadly way to target fish at the bottom column. Suitable for a variety of terrains, from fast flowing streams, lakes, to shore casting, the Zerek Fry is an all round tiny bait for most target species.

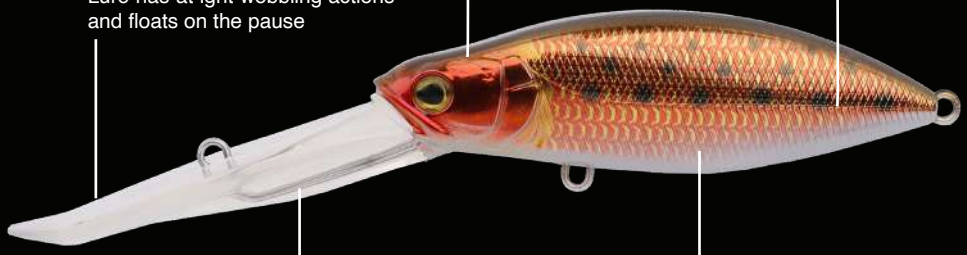
FRY 50 SINKING

CODE: 781FRY50(COLOUR)
SIZE: 50mm I WEIGHT: 5g I HOOK:#12



MAMBA SHAD

FEATURES



ACTION
Lure has at ight wobbling actions and floats on the pause

TOUGH ABS CONSTRUCTION
Built to withstand theb itef orce of predator fish

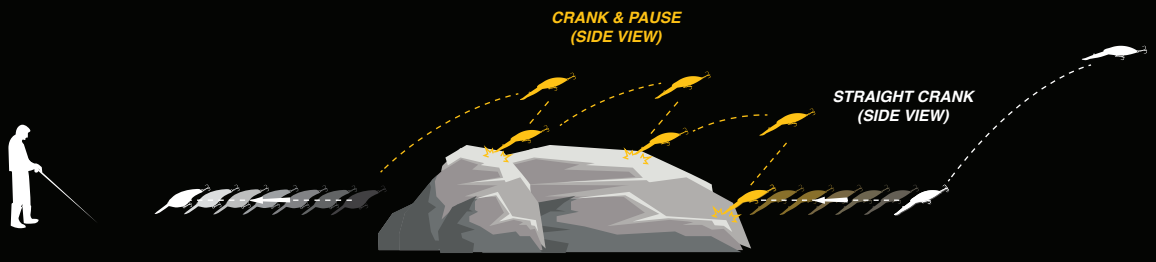
FINISHING
Newr ange of colourst o suit varying fishing conditions

BIB DESIGN
Allows thel uret o get to the optimal depth quickly

INTERNAL RATTLE
Three ball bearings create rattling noises when the lure is worked. Also assists casting distance on the lure.

EVOLUTION SERIES

ACTION



The new Zerek Mamba Shad was designed to dive to a depth of at least 6m. With a great buoyancy, the Mamba Shad dives at a 75 degree angle down as you retrieve, allowing it to dive down as fast as possible to the strike zone of the target. Constructed with ABS plastic and wire-through hook hangers, it was built to withstand severe whacks and chomps from toothy predators. Internally, it is rear weighted for long and accurate casts, and has two ball bearings which rattle on the retrieve. Designed to target fish like the ferocious Black Bass, Giant Snakehead, or Groupers (perfect for 'Grouper knocking'). Trolling the Mamba Shad will get it to an even further depth.

MAMBA SHAD 85 FLOATING

CODE: 781FRY50(COLOUR)
SIZE: 85mm I WEIGHT: 29g I DEPTH: 6m I HOOK:#2



CB
CHERRY BARB

CT
CHARTREUSE

E
EMPURAU

FAB
FAT BETTY

GC
GHOST CAT



GUV
GOLD UV

MG
MUTANT GOLD

PL
PEARL

SM
STUNNED MULLET

T
TEMMY

INFINITY SERIES

REACH FOR THE INFINITY

The art of lure fishing comprises of more than just its enticing action.. From targeting specific depths, lure coloration, lure action, and lure profile, it is a craft that requires technical knowledge of the fishing ground, fish behaviour, weather, and many other factors. Modern anglers look at all these aspects, and consider the best suited lure for the given situation. This is the concept of The Infinity Series. It boasts Zerek's best designed lures to date. Each lure is suited for various range of styles and targets in both fresh and saltwater. Constructed with reinforced ABS material, it features realistic lifelike colorations as well as its finishings to match various baitfish.



CAVALLA SLIM

FEATURES



REALISTIC FINISH
Comes with a super lifelike colourations that is lasting with a brand new protective coating.

TOUGH ABS CONSTRUCTION
Built to withstand repeated striked from toothy predators.

ACTION
A seductive tight wobble with almost zero resistance on the retriever allows you to reel at higher speeds.

OPTIMALLY PLACED WEIGHTS
Allows maximum casting distance and allowing it to sink in a backwards fashion without fouling, and allowing it to flutter on a tight line.

ACTION



STRAIGHT CRANK (TOP VIEW)



The little brother of the new Zerek Cavalla ZR, the new Cavalla Slim has a smaller profile of 60mm, and with a weight of 11g, it allows for light, ultra-light or BFS tackle. It is optimally adjusted for fast sinking, and fluttering on the sink when the line is tight. The Cavalla Slim 60mm features a super wide wobble on a straight retrieve at any speed, enabling you to work it fast or slow depending on the situation. Twitch it and it jerks erratically, pausing to allow it to flutter on the sink. At 60mm, it can be used to target multi-species from fresh to saltwater in various terrain. A must have lure in the tackle box for all light tackle users.

CAVALLA SLIM 60 SINKING

CODE: 781CVSM60(COLOUR)
SIZE: 60mm I WEIGHT: 11g I HOOK:#12



FAB
FAT BETTY



PL
PEARL



RANY
REALISTIC ANCHOVY



RBSD
REALISTIC BLUE SARDINE



RMLT
REALISTIC MULLET



RSTF
REALISTIC SCISSORTAIL FUSILIER



RSVD
REALISTIC SILVERSIDE



RT
RAINBOW TROUT



SO
SUNDOWN



T
TEMMY

GOBBLE

FEATURES

PROPORTIONAL BODY
Designed with an absolutely proportional body, allowing perfect balance on the float.

TOUGH ABS CONSTRUCTION
Built to withstand repeated strikes from toothy predators.



CUP DESIGN
Small cup built for loud noise, it is perfect for creating that blooping noise!

INTERNAL RATTLE
Ball bearings added internally to catch the fishes attention on the surface.

ACTION



The Gobble is Zerek's newest light tackle popper. Designed with an absolutely proportionate body, the Gobble can create the biggest chug splash, worked lightly for a softer approach, or simply a side to side walk the dog motion. Internally, tiny ball bearings create high pitch rattles to attract further attention on the surface on each movement. Its 70mm profile is ideal for most situations in both fresh and saltwater. And finally, it features a lifelike spray paint, with a realistic tint finishing that makes the lure look just like a real bait fish!

GOBBLE 70 TOPWATER

CODE: 781GB70(COLOUR)
SIZE: 70mm I WEIGHT: 12g I HOOK:#6



RANY
REALISTIC ANCHOVY



RGDD
REALISTIC GOLDEN DORADO



RGMT
REALISTIC GOLDEN MULLET



RKMB
REALISTIC KEMBONG



RLMB
REALISTIC LARGEMOUTH BASS



RMCD
REALISTIC MURRAY COD



RMLT
REALISTIC MULLET



RPIS
REALISTIC PINK SARDINE



RPSD
REALISTIC PURPLE SARDINE



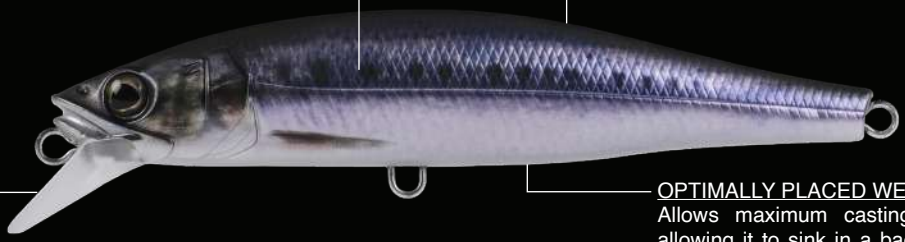
RSVD
REALISTIC SILVER SIDE

CAVALLA ZR

FEATURES

REALISTIC FINISH
Comes with a super lifelike colourations that is lasting with a brand new protective coating.

TOUGH ABS CONSTRUCTION
Built to withstand repeated striked from toothy predators.



ACTION
A seductive tight wobble with almost zero resistance on the retriever allows you to reel at higher speeds.

OPTIMALLY PLACED WEIGHTS
Allows maximum casting distance and allowing it to sink in a backwards fashion without fouling, and allowing it to flutter on a tight line.

ACTION



STRAIGHT CRANK (TOP VIEW)



The all new Cavalla ZR [Zero Resistance] is the ultimate heavy sinking minnow, designed for extreme blue water casting game. It features a redesigned bib which allows ZERO resistance on each retrieve, especially when retrieving at high speeds for Mackerel and other pelagic fish. It has a seductive tight wobble on a straight retrieve that fish love. On each cast, the strategically placed internal weights enable the Cavalla ZR to sink in a backwards moving fashion, preventing fouls and enabling you to cover more area. On a tight line, the heavy sinking minnow flutters as it sinks, giving you an extra edge. Featuring a lifelike spray paint with a realistic tint finishing, it makes the lure look like a real bait fish!

CAVALLA ZR 115 SINKING

CODE: 781CVZR115(COLOUR)
SIZE: 115mm I WEIGHT: 48g I HOOK:#1



RANY
REALISTIC ANCHOVY



RBSD
REALISTIC BLUE SARDINE



RC
RED CHEEK



RKMB
REALISTIC KEMBONG



RMLT
REALISTIC MULLET



RPIS
REALISTIC PINK SARDINE



RPSD
REALISTIC PURPLE SARDINE



RSTF
REALISTIC SCISSORTAIL FUSILIER



RSVD
REALISTIC SILVERSIDE



RYMG
REALISTIC YELLOW MAGIC

PUG FACE POPPER 90

FEATURES



ACTION
Dual function top water plug which can be used as a popper or stickbait

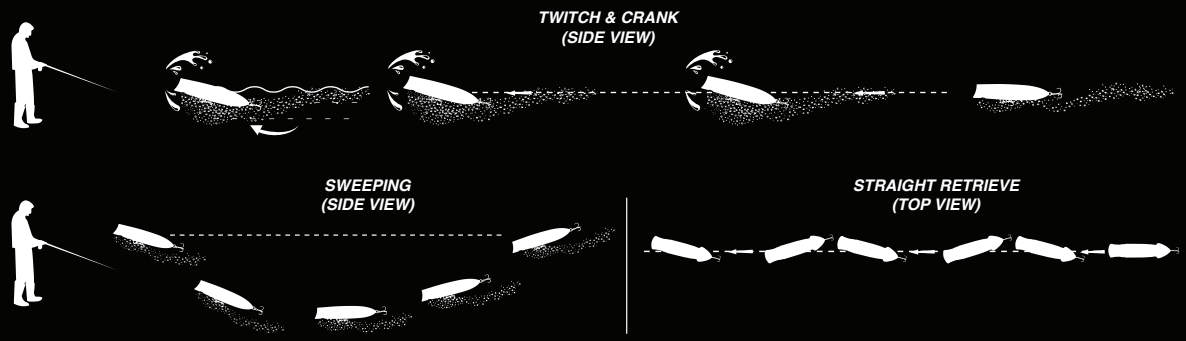
CONSTRUCTION
Built with tough ABS material to withstand repeated strikes

INTERNAL CHAMBER
Specially designed tunnel which allows water to flow through creating additional bubbling

REAR WEIGHTED
Weighted at the back to enhance its casting distance

INTERNALLY REINFORCED
Wire through hook hangers allow for targeting hard fighting species

ACTION



Made from ABS material and wire through hook hater construction, the smaller sized Pug Face Popper is downsized to 19g in weight. Retaining its rear weighted aerodynamic squid head for excellent cast-ability and versatile working options. Featuring the specially designed tunnel below its head, which allows water to flow through on each sweep or retrieve, creating additional bubble trail. On a straight constant retrieve, the Pug Face Popper retains its side to side wobble just like a minnow below the water surface. Sweep it and it will dive down the surface like a stickbait with bubble trail. Chug it and it will displace water effectively. Suitable for use on standard tackle with its smaller 90mm profile and a weight of 19g.

LENGTH: 90mm | WEIGHT: 19g | TYPE: FLOATING



BFU — BLUE FUSILIER

DR — DORADO

FAB — FAT BETTY

GFU — GOLD FUSILIER

PFU — PINK FUSILIER



RANY — REALITIC ANCHOV Y

RKMB — REALISTIC KEMBONG

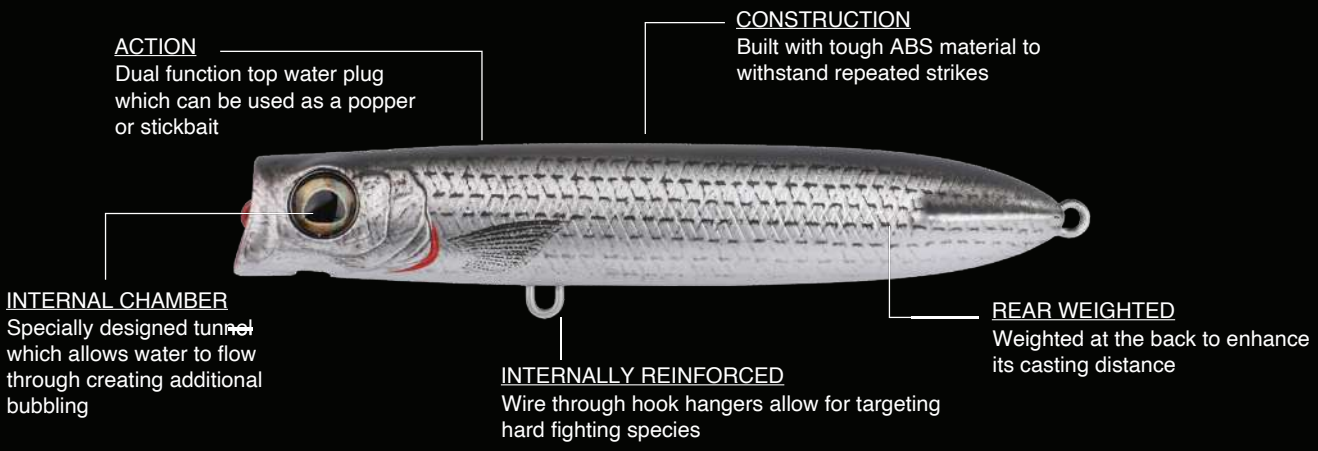
RMLT — REALISTIC MULLET

RPSD — REALISTIC PURPLE SARDINE

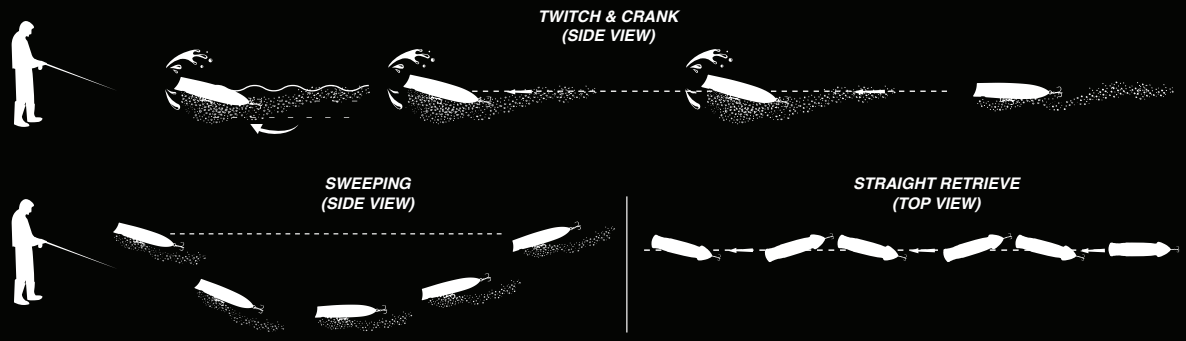
RSVD — REALISTIC SILVERSIDE

PUG FACE POPPER SLIM

FEATURES

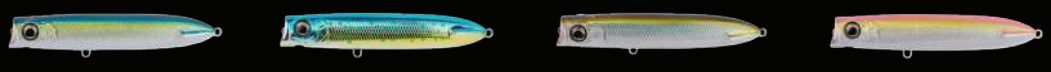


ACTION



Made from ABS material and wire through hook hater construction, the new Pug Face Popper Slim is slimmer and longer than the standard Pug Face Popper. Weighting in at 19g, it retains its rear weighted aerodynamic squid head for excellent cast-ability and versatile working options. Featuring the specially designed tunnel below its head, which allows water to flow through on each sweep or retrieve, creating additional bubble trail. On a straight constant retrieve, the Pug Face Popper Slim retains its side to side wobble just like a minnow below the water surface. Sweep it and it will dive down the surface like a stickbait with bubble trail. Chug it and it will displace water effectively. With the thin and long profile, the Pug Face Popper Slim allows an easier dog walking action when fish prefer a slower retrieve. Suitable for use on standard tackle with its smaller 90mm profile and a weight of 19g.

LENGTH: 110mm | WEIGHT: 19g | TYPE: FLOATING



BFU — **BLUE FUSILIER**

DR — **DORADO**

GFU — **GOLD FUSILIER**

PFU — **PINK FUSILIER**



RANY — **REALITIC ANCHOV Y**

RKMB — **REALISTIC KEMBONG**

RMLT — **REALISTIC MULLET**

RPSD — **REALISTIC PURPLE SARDINE**

RSVD — **REALISTIC SILVERSIDE**



INZEPTION®

The Zerek INZEPTION Series introduces a new generation of soft plastics created in collaboration with BAZ Fishing World Australia, built around fresh profiles, refined actions, and Zerek's latest TPE material technology. Each lure is designed with a softer, more responsive body to improve natural movement while retaining the near-unbreakable durability Zerek TPE lures are known for.

Covering baitfish profiles, prawn imitations, and curly tail designs, the INZEPTION Series is made for fresh, estuary, and saltwater applications. With practical features such as weedless rigging channels, enhanced tail actions, and versatile retrieve options, the series delivers the action, durability, and performance needed for modern lure fishing.

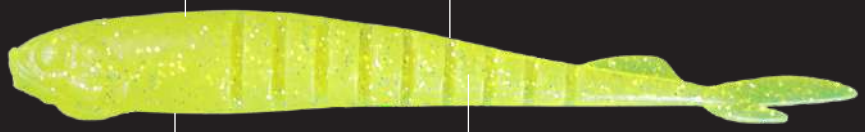
ZIG MINNOW

NEW 2026

FEATURES

COLLAPSIBLE STRIKE GROOVES
Compresses easily for improved hook penetration and better hook rates.

RIBBED BODY DESIGN
Creates continuous vibration and water displacement.



RECESSED BODY SECTIONS
Keeps the lure responsive on the roll, stroll, hop, or glide.

WEEDLESS HOOK CHANNEL
Optimised for heavy cover without sacrificing presentation.



STRAIGHT RETRIEVE (SIDE VIEW)

A constant retrieve will create vibrations through the micro paddle tail that will attract the attention of predatory fish.



TWITCH & PAUSE (TOP VIEW)

Intermittent twitches with pauses in between will create an erratic action of panicked baitfish triggering reactive bites from predatory fish.



LIFT & DROP (SIDE VIEW)

Hopping the lure off the bottom with a jig head will emulate an injured or foraging baitfish that will arouse the curiosity of predatory fish.

The Zerek Zig Minnow takes Zerek's iconic ribbed body design into a new generation of soft plastics. Built with our latest TPE material technology, it delivers a softer and more responsive body that improves the lure's natural action, while retaining the near-unbreakable durability expected from Zerek's TPE-based lures. Its sculpted ribs and recessed body sections create constant movement, keeping the lure responsive whether rolled, strolled, hopped or glided naturally through the water. Strategically placed grooves allow the body to collapse during strikes for better hook penetration, while the dedicated weedless hook channel makes it suitable for heavy cover without sacrificing presentation. Effective for Live Sonar strolling, shore-based casting and offshore applications, the Zig Minnow blends subtle action, modern styling and intelligent design into a versatile soft plastic for a wide range of predatory species.

ZIG MINNOW 3.5 / 5.0 / 7.5 INCH

LENGTH: 3.5 inch	I	ITEM: 781ZM35	I	QTY: 6	I	HOOK:#2/0-1/6oz
LENGTH: 5.0 inch	I	ITEM: 781ZM5	I	QTY: 5	I	HOOK:#4/0-1/4oz
LENGTH: 7.5 inch	I	ITEM: 781ZM75	I	QTY: 3	I	HOOK:#6/0-3/8oz



(MOR)
3.5“ / 5” / 7.5” MOTOROIL RUSH



(SSR)
7.5” SAND SHAD RUSH



(BKR)
3.5“ / 5” / 7.5” BLACK RUSH



(GTY)
7.5” GLITTERY



(PL)
3.5“ / 5” / 7.5” PEARL



(PKR)
3.5“ / 5“ / 7.5” PINK RUSH



(CTR)
3.5“ / 5” / 7.5” CHARTREUSE RUSH



(AYUG)
3.5“ / 5” AYU GOLD



(BSR)
3.5“ / 5” BROWN SHAD RUSH

PULSE SHAD

NEW 2026

FEATURES

SUBTLE MID-BODY PIVOT
Creates a smooth, natural head wobble without becoming overly aggressive.

CENTRAL Z-CUT
Enhances tail flexibility at both slow and fast retrieve speeds.



UNDER-CHIN KEEL
Adds resistance for balanced tracking and lifelike swimming action.

CONCEALED BELLY SLOT
Allows seamless weedless rigging while maintaining excellent hook-up performance.

ENGINEERED KICK TAIL
Channels water efficiently for strong side-to-side action.



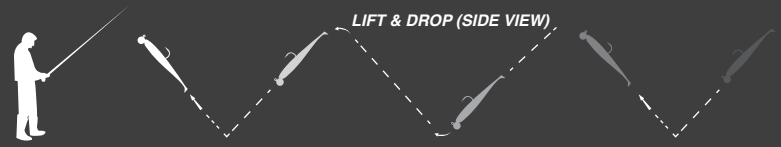
STRAIGHT RETRIEVE (SIDE VIEW)

A constant retrieve will create vibrations through the micro paddle tail that will attract the attention of predatory fish.



TWITCH & PAUSE (TOP VIEW)

Intermittent twitches with pauses in between will create an erratic action of panicked baitfish triggering reactive bites from predatory fish.



LIFT & DROP (SIDE VIEW)

Hopping the lure off the bottom with a jig head will emulate an injured or foraging baitfish that will arouse the curiosity of predatory fish.

The Zerek Pulse Shad was designed to imitate a wide range of estuary, impoundment and offshore baitfish. Built with our latest TPE material technology, it delivers a softer and more responsive body that improves the lure's natural action, while retaining the near-unbreakable durability expected from Zerek's TPE-based lures. Combining a modern profile with refined detailing, it delivers everything anglers expect from a premium paddle tail soft plastic. A subtle pivot point through the mid body, paired with a pronounced under chin keel, creates just enough resistance to produce a smooth, natural head wobble without becoming overly aggressive or unnatural. The result is an incredibly lifelike swimming action that won't alert wary predators. The uniquely engineered tail is designed to channel water efficiently, producing a powerful side to side kicking action with increased vibration and water displacement. A signature central Z cut enhances tail flexibility, allowing the lure to work effortlessly at both slow and fast retrieve speeds. Additional features include a concealed belly slot for seamless weedless rigging, allowing the hook point to sit flush while maintaining excellent hook up performance.

PULSE SHAD 3.5 / 5.0 INCH

LENGTH: 3.5 inch | ITEM: 781PS35 | QTY: 5 | HOOK:#2/0-1/6oz
LENGTH: 5.0 inch | ITEM: 781PS5 | QTY: 4 | HOOK:#5/0-3/8oz



(MOR)
3.5" / 5" Motoroil Rush



(CTR)
3.5" / 5" Chartreuse Rush



(PL)
3.5" / 5" Pearl



(AYUG)
3.5" / 5" AYU Gold



(BKR)
3.5" / 5" Black Rush



(PKR)
3.5" / 5" Pink Rush



(BSR)
3.5" / 5" Brown Shad Rush

BOLT SHRIMP

NEW 2026

FEATURES

FLAT-SIDED PROFILE
Skips quietly beneath pontoons, mangroves, and overhanging cover.

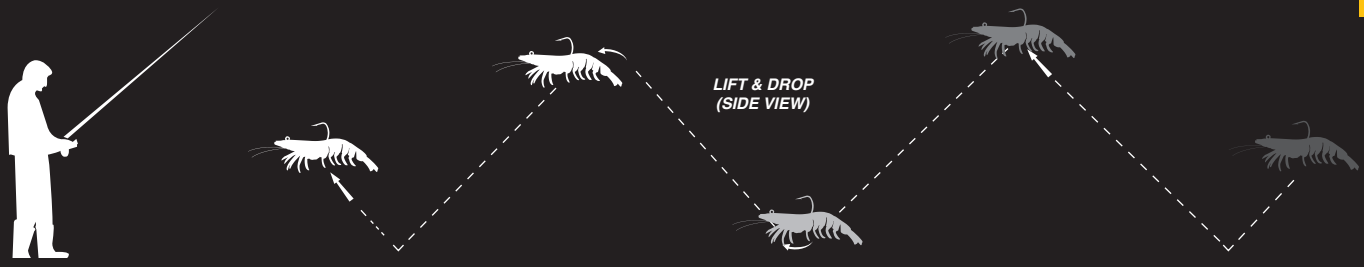
FLEEING SHRIMP ACTION
Engineered body and tail produce a convincing fleeing action on retrieve, hop or vibe.



WEEDLESS HOOK CHANNEL
Concealed rigging slot preserves action while fishing heavy cover.

FOLDING STRIKE BODY
Compresses naturally for cleaner hook exposure and improved hookups.

ACTION



The Zerek Bolt Shrimp is the final evolution of a prawn imitation, refined through extensive testing to replicate the movement of a fleeing shrimp and trigger instinctive strikes from predators. Built with our latest TPE material technology, it delivers a softer, more responsive body for improved natural action, while retaining the near-unbreakable durability expected from Zerek's TPE-based lures. Its flat-sided profile allows it to skip effortlessly beneath pontoons, mangroves and overhanging structure, delivering a quiet and natural presentation into areas where fish feel secure. A carefully engineered body creates a realistic folding action during the strike, while the dedicated weedless hook channel helps preserve its natural movement. Whether retrieved steadily, hopped along the bottom or vibed through the water column, the Bolt Shrimp produces a convincing action that can be felt clearly through the rod. With multiple rigging options, premium detailing and realistic texture, the Bolt Shrimp delivers a clean, modern prawn profile that stands apart from conventional shrimp imitations.

BOLT SHRIMP 2.0 / 3.5 / 5.0 INCH

LENGTH: 2.0 inch	ITEM: 781BS2	QTY: 7	HOOK:#2-1/8oz
LENGTH: 3.5 inch	ITEM: 781BS35	QTY: 5	HOOK:#2/0-1/6oz
LENGTH: 5.0 inch	ITEM: 781BS5	QTY: 3	HOOK:#6/0-1/2oz



(MOR)
2" / 3.5" / 5" Motoroil Rush



(BGS)
2" / 3.5" / 5" Blue Glow Shad



(BKR)
2" / 3.5" / 5" Black Rush



(GTY)
2" / 3.5" / 5" Glittery



(PL)
2" / 3.5" / 5" Pearl



(PKR)
2" / 3.5" / 5" Pink Rush



(CTR)
2" / 3.5" / 5" Chartreuse Rush



(VR)
2" / 3.5" / 5" Violet Rush

SPIRAL SHAD NEW 2026

FEATURES

SPIRAL TAIL ACTION
Creates natural tail spin and water displacement, even on slow retrieves.

TPE CONSTRUCTION
Soft, responsive action with Zerek's near-unbreakable TPE durability.



BULB TAIL DESIGN
Allows seamless weedless rigging while maintaining excellent hook-up performance.

RATTLE CHAMBER
Removable ball bearing chamber for silent or rattling presentation.





STRAIGHT RETRIEVE (SIDE VIEW)

A constant retrieve will create vibrations through the micro paddle tail that will attract the attention of predatory fish.



TWITCH & PAUSE (TOP VIEW)

Intermittent twitches with pauses in between will create an erratic action of panicked baitfish triggering reactive bites from predatory fish.



LIFT & DROP (SIDE VIEW)

Hopping the lure off the bottom with a jig head will emulate an injured or foraging baitfish that will arouse the curiosity of predatory fish.

The Spiral Shad is Zerek's newest curly tail grub with a twist. Built with our latest TPE material technology, it delivers a softer and more responsive body for improved natural action, while retaining the near-unbreakable durability expected from Zerek's TPE-based lures.Its key feature is the bulb section at the start of the tail, which helps drive the entire tail into a wider, more fluid swinging motion. Combined with the natural spinning action of the spiral tail, the Spiral Shad produces strong movement, vibration, and water displacement even on slower retrieves. An additional ball bearing chamber allows a rattle to be added or removed, giving anglers the option of a quieter presentation or extra sound attraction when needed. The Spiral Shad can be rigged on a standard jighead or weedless setup, and worked with hops, lifts, falls, or a simple straight retrieve. This makes it a highly versatile soft plastic for live sonar strolling, shore-based casting, and offshore applications across both fresh and saltwater environments.

SPIRAL SHAD 3.5 INCH

LENGTH: 3.5 inch | ITEM: 781PS35 | QTY: 5 | HOOK:#2/0-1/6oz



(BGS)
3.5“ Blue Glow Shad



(PL)
3.5“ Pearl



(PKR)
3.5“ Pink Rush



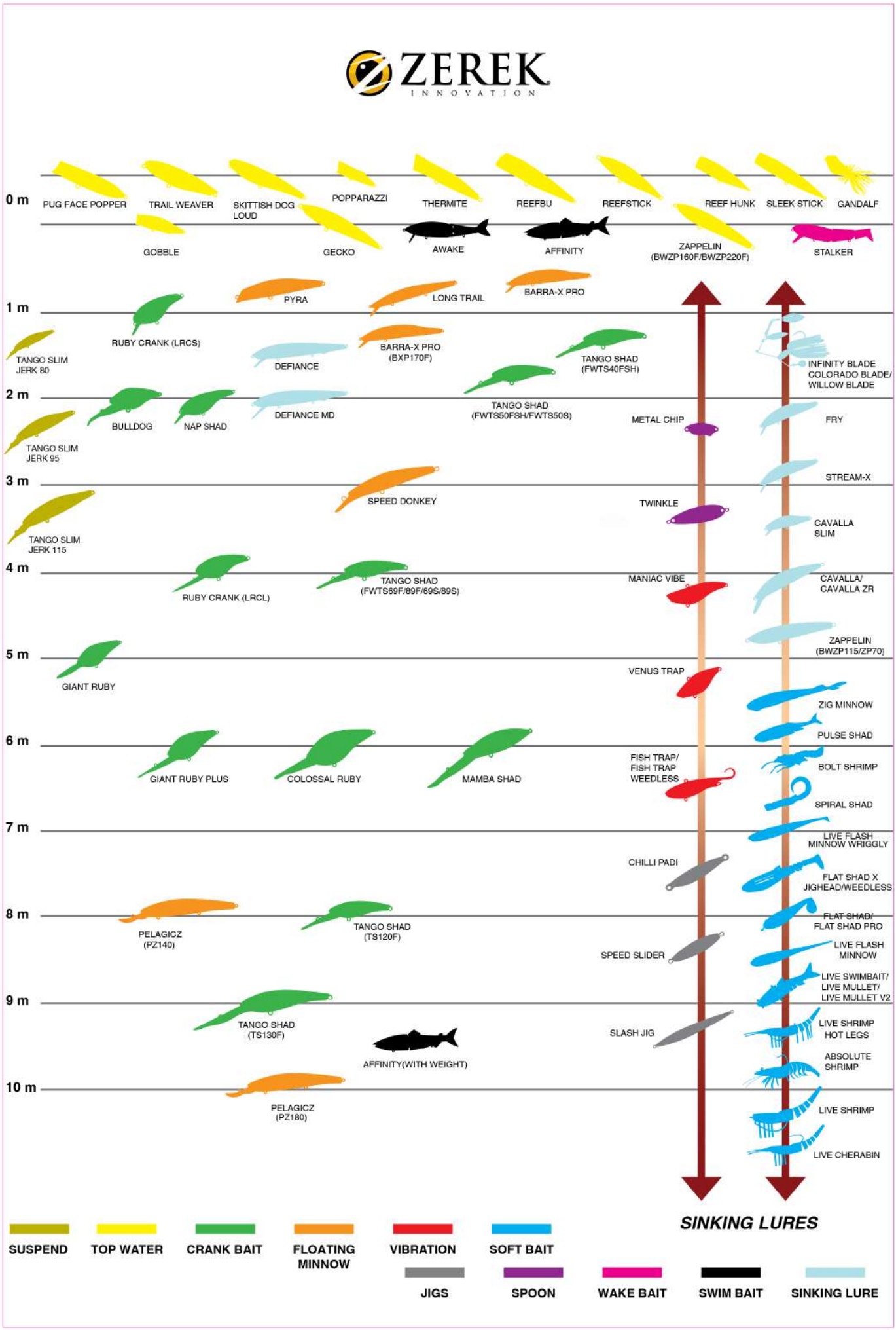
(CTR)
3.5“ Chartreuse Rush



(AYUG)
3.5“ AYU Gold



(BKR)
3.5“ Black Rush


ZEREK
INNOVATION
0 m
1 m
2 m
3 m
4 m
5 m
6 m
7 m
8 m
9 m
10 m
PUG FACE POPPER
TRAIL WEAVER
SKITTISH DOG LOUD
POPPARAZZI
THERMITE
REEFBU
REEFSTICK
REEF HUNK
SLEEK STICK
GANDALF
GOBBLE
GECKO
AWAKE
AFFINITY
ZAPPELIN (BWZP160F/BWZP220F)
STALKER
PYRA
LONG TRAIL
BARRA-X PRO
RUBY CRANK (LRCS)
TANGO SLIM JERK 80
DEFIANCE
BARRA-X PRO (BXP170F)
TANGO SHAD (FWTS40FSH)
TANGO SHAD (FWTS50FSH/FWTS50S)
BULLDOG
NAP SHAD
DEFIANCE MD
TANGO SLIM JERK 95
SPEED DONKEY
TANGO SLIM JERK 115
RUBY CRANK (LRCL)
TANGO SHAD (FWTS69F/89F/69S/89S)
GIANT RUBY
GIANT RUBY PLUS
COLOSSAL RUBY
MAMBA SHAD
PELAGICZ (PZ140)
TANGO SHAD (TS120F)
TANGO SHAD (TS130F)
AFFINITY(WITH WEIGHT)
PELAGICZ (PZ180)
METAL CHIP
TWINKLE
MANIAC VIBE
VENUS TRAP
FISH TRAP/ FISH TRAP WEEDLESS
CHILLI PADI
SPEED SLIDER
SLASH JIG
INFINITY BLADE COLORADO BLADE/ WILLOW BLADE
FRY
STREAM-X
CAVALLA SLIM
CAVALLA/ CAVALLA ZR
ZAPPELIN (BWZP115/ZP70)
ZIG MINNOW
PULSE SHAD
BOLT SHRIMP
SPIRAL SHAD
LIVE FLASH MINNOW WRIGGLY
FLAT SHAD X JIGHEAD/WEEDLESS
FLAT SHAD/ FLAT SHAD PRO
LIVE FLASH MINNOW
LIVE SWIMBAIT/ LIVE MULLET/ LIVE MULLET V2
LIVE SHRIMP HOT LEGS
ABSOLUTE SHRIMP
LIVE SHRIMP
LIVE CHERABIN
SINKING LURES
SUSPEND
TOP WATER
CRANK BAIT
FLOATING MINNOW
VIBRATION
SOFT BAIT
JIGS
SPOON
WAKE BAIT
SWIM BAIT
SINKING LURE

FORGEFOAM

EXECUTE X4/X8

NEW 2026



X4

Made with 100% Honeywell Spectra Technology, the ZEREK EXECUTE BRAID was designed with optimised performance on baitcasting reels. It is available in X4 & X8 strand braid that is coated with a thin fluoropolymer coat that is encompassed in a special resin coating for extreme abrasion resistance. Superior in strength and sensitivity, the EXECUTE BRAID is ideal for lure fishing from light to heavy tackle based on your application.

150m

0.12mm	150m	10lbs	X4	0.16mm	150m	15lbs	X4	0.20mm	150m	20lbs	X4	0.25mm	150m	30lbs	X4	0.30mm	150m	40lbs	X4	0.36mm	150m	50lbs	X4

300m

0.12mm	300m	10lbs	X4	0.16mm	300m	15lbs	X4	0.20mm	300m	20lbs	X4	0.25mm	300m	30lbs	X4	0.30mm	300m	40lbs	X4	0.36mm	300m	50lbs	X4
0.40mm	300m	65lbs	X4																				



X8

Made with 100% Honeywell Spectra Technology, the ZEREK EXECUTE BRAID was designed with optimised performance on baitcasting reels. It is available in X4 & X8 strand braid that is coated with a thin fluoropolymer coat that is encompassed in a special resin coating for extreme abrasion resistance. Superior in strength and sensitivity, the EXECUTE BRAID is ideal for lure fishing from light to heavy tackle based on your application.

150m

0.12mm	150m	10lbs	X8	0.16mm	150m	15lbs	X8	0.20mm	150m	20lbs	X8	0.25mm	150m	30lbs	X8	0.30mm	150m	40lbs	X8	0.36mm	150m	50lbs	X8

300m

0.12mm	300m	10lbs	X8	0.16mm	300m	15lbs	X8	0.20mm	300m	20lbs	X8	0.25mm	300m	30lbs	X8	0.30mm	300m	40lbs	X8	0.36mm	300m	50lbs	X8
0.40mm	300m	65lbs	X8	0.46mm	300m	80lbs	X8	0.52mm	300m	100lbs	X8												

EXECUTE SHOCK LEADER MONO/FLUOROCARBON

NEW 2026



MONO

Made with 100% monofilament material, the ZEREK Shock Leader Mono line is designed for universal fishing application. It features an almost invisible line underwater, high abrasion resistance, superior shock absorption, and highly tensile in strength. Suitable for usage in almost all fishing applications.

0.40mm	20lbs	0.45mm	30lbs	0.55mm	40lbs	0.60mm	50lbs	0.70mm	60lbs	0.80mm	80lbs
50m		50m		50m		50m		50m		30m	
0.90mm	100lbs	1.10mm	150lbs	1.50mm	200lbs						
30m		30m		30m							



FLUORO

Made with 100% fluorocarbon material, the ZEREK Shock Leader FLUORO line is designed for universal fishing application. It features an almost invisible line underwater, high abrasion resistance, superior shock absorption, and highly tensile in strength. Suitable for usage in almost all fishing applications.

0.24mm	8lbs	0.29mm	10lbs	0.34mm	12lbs	0.38mm	15lbs	0.44mm	20lbs	0.49mm	25lbs
30m		30m		30m		30m		30m		30m	
0.54mm	30lbs	0.63mm	40lbs	0.72mm	50lbs	0.79mm	60lbs	0.90mm	80lbs		
30m		30m		30m		30m		30m			

HOOKS

ZEREK INNOVATION



LIVE SHRIMP HOOK PACK



5"	130mm	130mm	4.5"
4"	110mm	110mm	3.5"
3.5"	90mm	90mm	

MARSH SLIDER HOOK PACK



• *available in size 1*



5/0	110/130mm	110/130mm	5"	4.5"
4/0	90/110mm	90/110mm	3.5"	3.5"
3/0	90mm	90mm	3.5"	3.5"

MARSH SLIDER JIG HEAD



• *available in size 1/0 & 1*



4/0	110mm	110mm	3.5"	3.5"
3/0	90mm	90mm		
2/0	70mm	70mm		

MARSH SLIDER HOOK PACK

Zerek Marsh slider hook pack are custom tuned to suit our eco-friendly softbaits.
They are made from the best Mustad and VMC hooks which are also suitable for other brands of softbaits.





ITEM	WEIGHT(g)	PACK
* 781-HPMS12/0	35-45	2
* 781-HPMS8/0	20-28	2
* 781-HPMS5/0	14-22	2

ITEM	WEIGHT(g)	PACK
* 781-JHF-01-04	4	4
* 781-JHF-01-06	6	4
* 781-JHF-01-07	7.5	4
* 781-JHF-3/0-07	7.5	4
* 781-JHF-3/0-11	11.5	4
* 781-JHF-3/0-14	14	4
* 781-JHF-4/0-09	9	3
* 781-JHF-4/0-13	13	3
* 781-JHF-4/0-15	15	3
* 781-JHF-5/0-10	10	3
* 781-JHF-5/0-14	14	3
* 781-JHF-5/0-17	17	3

LIVE SHRIMP HOOK PACK

ITEM	SIZE	WEIGHT(g)
781-LSMPH3.5	3.5”	2, 4.5, 7
781-LSMPH5.0	5”	4, 8, 11
781-LSMPEH4.0	4.0”	3, 7,9





MARSH SLIDER JIG HEAD

ITEM	SIZE(m)	WEIGHT(g)	PACK
781-JHM/5.2/1	1	5.2	5
781-JHM/7/1/0	1/0	7	5
781-JHM/10.5/1/0	1/0	10.5	5
781-JHM/7/2/0	2/0	7	5
781-JHM/10.5/2/0	2/0	10.5	5
781-JHM/7/3/0	3/0	7	5
781-JHM/10.5/3/0	3/0	10.5	5
781-JHM/7/4/0	4/0	7	5
781-JHM/10.5/4/0	4/0	10.5	5

MULTI PURPOSE ALUMINIUM PLIERS

Gadget Z's Multi-Purpose Pliers features a CNC machined aluminium and anodized surface which makes it stronger and corrosion resistance. Equipped with a special formulated alloy braided line cutter and heavy duty stainless steel spilt ring jaws which allow anglers to open bigger spilt rings as compared to other pliers of the same size in the market.



- 7" Multi-Purpose pliers
- High Corrosion Resistant
- 100% Stainless Steel



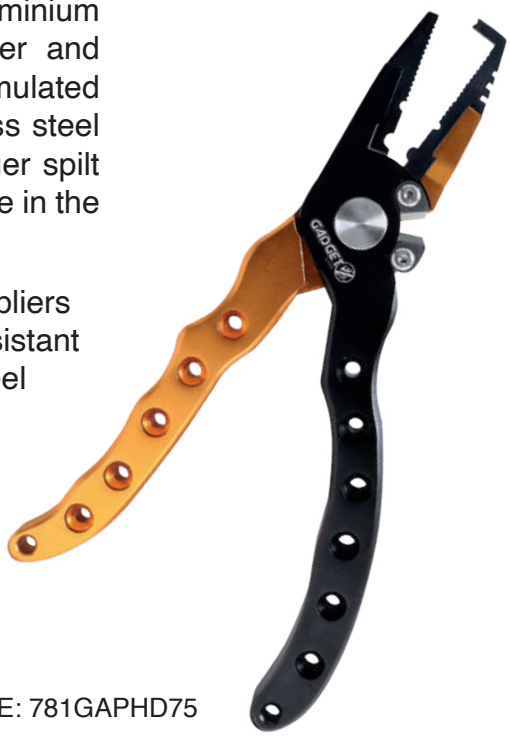
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MULTI PURPOSE ALUMINIUM PLIERS HD

Gadget Z's Multi-Purpose Pliers HD is designed for big game anglers. Featuring a CNC machined aluminium and anodized surface which makes it stronger and corrosion resistance. Equipped with a special formulated alloy braided line cutter and heavy duty stainless steel spilt ring jaws which allow anglers to open bigger spilt rings as compared to other pliers of the same size in the market.



- 7.5" Multi-Purpose pliers
- High Corrosion Resistant
- 100% Stainless Steel



CODE: 781GAPHD75

ALL PURPOSE WATERPROOF LURE BOX

- Air tight storage to prevent water from getting in
- Foam based inner hook slots to keep lures in place
- Made from ABS Plastic
- TPE/Soft Plastic Safe

781GZAP01
- 300x220x62mm

781GZAP02
- 228x170x50mm



CODE: 781GZAP01

AIR TIGHT LURE CASE

- Air tight storage to prevent water from getting in
- Compartment seperators for optimal organisation
- Made from Polypropylene material
- TPE/Soft Plastic Safe
- 275x185x50mm



CODE: 781MSBX03

AIR TIGHT LURE CASE

- Air tight storage to prevent water from getting in
- Compartment seperators for optimal organisation
- Made from Polypropylene material
- TPE/Soft Plastic Safe
- 360x230x50mm



CODE: 781MSBX04

MULTI FUNCTION TACKLE BOX

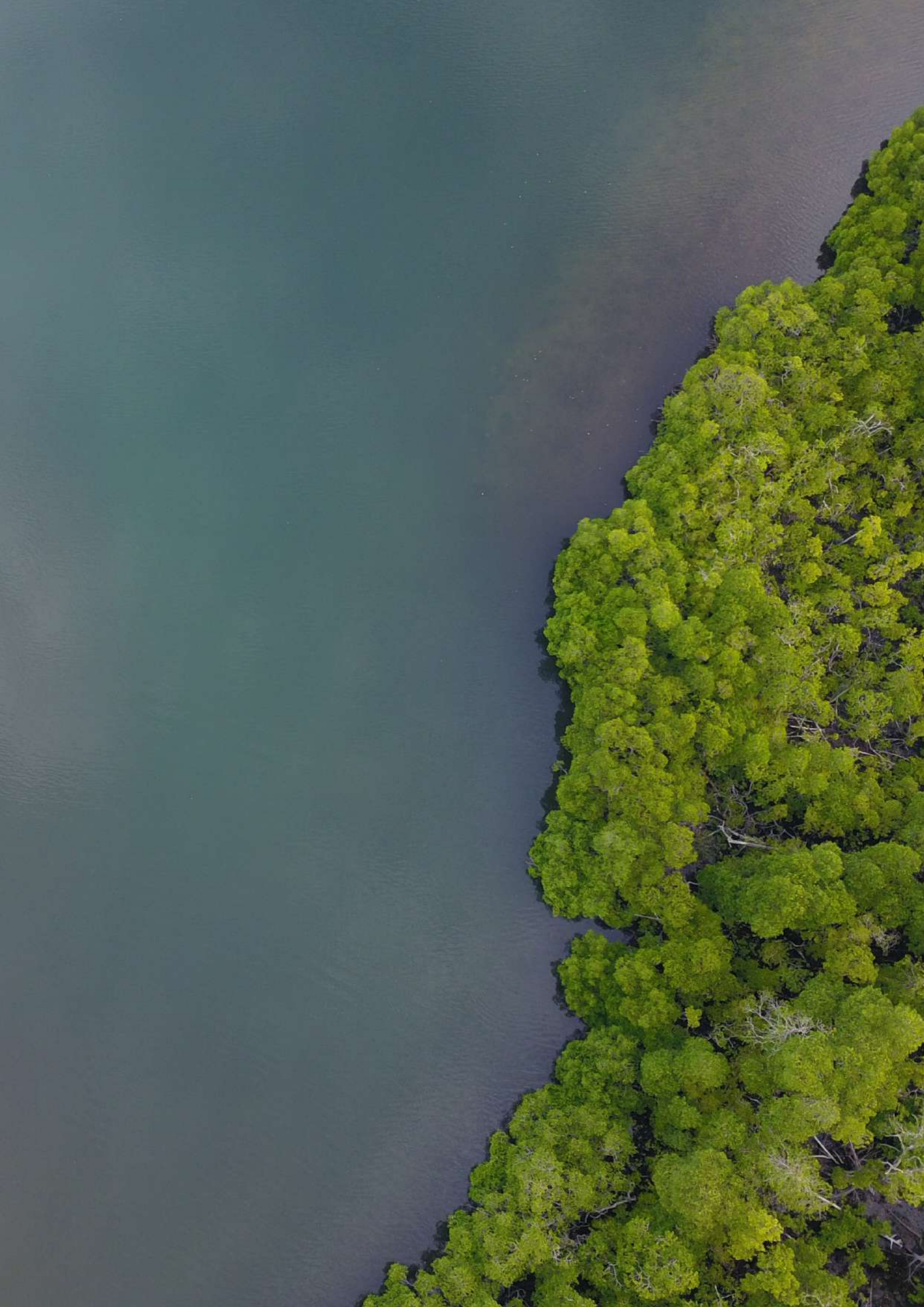
- Air tight storage to prevent water from getting in
- Compartment separators for optimal organisation
- Made from Polypropylene material
- TPE/Soft Plastic Safe
- 355x220x80mm



CODE: 781MSBX05









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