



2026

NEW PRODUCTS

 **BONE**
BEGINNING OF NEVER ENDING

 **ZEREK**
INNOVATION

TOUGHFISH
BY  **BONE FISHING WORLD**

ATC
CAST • CATCH • CONQUER

BAZ
FISHING WORLD





The name BAZ represents the core of who we are — a fusion of three flagship brands that define our commitment to anglers everywhere: B for BONE Fishing World, A for ATC, and Z for ZEREK Innovation. Together, they form BAZ Fishing World — a collective built on passion, performance, and a shared drive to elevate every fishing experience.

What We Do

At BAZ Fishing World, we bring the best fishing brands to the Australian market, carefully selected to meet the needs of anglers who demand quality, performance, and reliability. By distributing flagship names like BONE Fishing World, ATC, and ZEREK Innovation, we provide access to tackle that elevates every fishing experience — whether on local waters or exploring new horizons.

But we're more than a tackle company. We're a community built by anglers, for anglers — united by passion, driven by adventure, and inspired by the stories that unfold with every cast.

At BAZ Fishing World, we believe that great fishing starts with the right spirit. Whether you're refining your craft or chasing new challenges, our mission is to enhance your journey with trusted gear, innovative design, and a deep respect for the sport we all love.

BAZ Fishing World — Where Passion Meets the Water.

BAZ FISHING WORLD PTY LTD, ABN 76 692 832 830

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DRIVEN BY PASSION, UNITED BY WATER.


RIBBED BODY DESIGN

Creates continuous vibration and water displacement.

COLLAPSIBLE STRIKE GROOVES

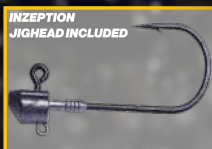
Compresses easily for improved hook penetration and better hookup rates.

RECESSED BODY SECTIONS

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

WEEDLESS HOOK CHANNEL

Optimised for heavy cover without sacrificing presentation.



Hard cuts and fast recovery • Twitch-driven reaction bites • Zig-and-dart movement

ZIG MINNOW /// INCEPTION

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


HIGH TENSILE STRENGTH

Maintains structural integrity under repeated load.


CONTROLLED FLEX RESPONSE

Elastic composition enables consistent deformation during retrieve.


EXTENDED SERVICE LIFE

Minimizes fatigue and tearing across multiple 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.



(MOR)
3.5" / 5" / 7.5" Motoroil Rush



(BGS)
3.5" / 5" / 7.5" Blue Glow Shad



(BKR)
3.5" / 5" / 7.5" Black Rush



(GTY)
3.5" / 5" / 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" / 7.5" AYU Gold



(BSR)
3.5" / 5" / 7.5" Brown Shad Rush

INZEPTION



ZERЕК

INNOVATION

CENTRAL Z-CUT

Enhances tail flexibility at both slow and fast retrieve speeds.

ENGINEERED KICK TAIL

Channels water efficiently for strong side-to-side action.

CONCEALED BELLY SLOT

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

SUBTLE MID-BODY PIVOT

Creates a smooth, natural head wobble without becoming overly aggressive.

UNDER-CHIN KEEL

Adds resistance for balanced tracking and lifelike swimming action.

INZEPTION
JIGHEAD INCLUDED



Seductive body roll • Responsive action on the lift, drop & stroll • Ultra-responsive paddle tail performance

PULSE SHAD /// INZEPTION

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



HIGH TENSILE STRENGTH

Maintains structural integrity under repeated load.



CONTROLLED FLEX RESPONSE

Elastic composition enables consistent deformation during retrieve.



EXTENDED SERVICE LIFE

Minimizes fatigue and tearing across multiple 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.



(MOR)
3.5" / 5" Motoroil Rush



(PL)
3.5" / 5" Pearl



(PKR)
3.5" / 5" Pink Rush



(CTR)
3.5" / 5" Chartreuse Rush



(AYUG)
3.5" / 5" AYU Gold



(BSR)
3.5" / 5" Brown Shad Rush



(BKR)
3.5" / 5" Black Rush

FLEEING SHRIMP ACTION

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

FOLDING STRIKE BODY

Compresses naturally for cleaner hook exposure and improved hookups.

FLAT-SIDED PROFILE

Skips quietly beneath pontoons, mangroves and overhanging cover.

WEEDLESS HOOK CHANNEL

Concealed rigging slot preserves action while fishing heavy cover.



Life-like backwards fleeing action • Surface fleeing action on weedless • Twitch-driven reaction bites movement

BOLT SHRIMP **INZEPTION**

LENGTH: 2.0 inch	ITEM: 781BS2	QTY: 7	HOOK: #1/0-1/8oz
LENGTH: 3.5 inch	ITEM: 781BS35	QTY: 5	HOOK: #2/0-1/6oz
LENGTH: 5.0 inch	ITEM: 781BS5	QTY: 3	HOOK: #4/0-1/4oz



HIGH TENSILE STRENGTH

Maintains structural integrity under repeated load.



CONTROLLED FLEX RESPONSE

Elastic composition enables consistent deformation during retrieve.



EXTENDED SERVICE LIFE

Minimizes fatigue and tearing across multiple fish.

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.



(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

INCEPTION

ZEREK

INNOVATION

SPIRAL TAIL ACTION

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

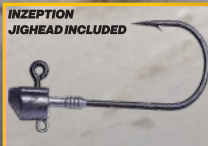
BULB TAIL DESIGN

Drives a wider tail swing for stronger movement and vibration.

RATTLE CHAMBER

Removable ball bearing chamber for silent or rattling presentation.

INCEPTION
JIGHEAD INCLUDED



TPE CONSTRUCTION

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



HIGH TENSILE STRENGTH

Maintains structural integrity under repeated load.



CONTROLLED FLEX RESPONSE

Elastic composition enables consistent deformation during retrieve.



EXTENDED SERVICE LIFE

Minimizes fatigue and tearing across multiple fish.

Seductive body roll • Responsive action on the lift, drop & stroll • Ultra-responsive paddle tail performance

SPIRAL SHAD /// INCEPTION

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

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.



(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

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.

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.

CHIN WEIGHT ATTACHMENT EYELET

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

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.

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.

LIVE MULLET V2 /// PROFESSIONAL CRAFT SERIES

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

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.**



(RBJ)
5.5" Royal Black Jack



(OGY)
5.5" Olive Guppy



(OD)
5.5" Olives Dotty



(RDS)
5.5" Red Devil Scales



(OFN)
5.5" Orange Fins



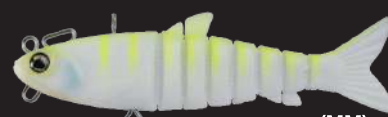
(TA)
5.5" Toxic Ale



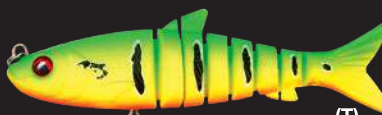
(FAB)
5.5" Fat Betty



(BDB)
5.5" Bleeding Bear



(MM)
5.5" Min Min



(T)
5.5" Temmy

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

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

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.



(WM)
White Magic



(BM)
Black Magic



(D)
Dorado



(CT)
Coral Trout



(PCT)
Pink Coral Trout



SLEEK STICK 200mm FORGE FORM BLUEWATER SERIES

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

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.



(WM)
White Magic



(BM)
Black Magic



(D)
Dorado



(CT)
Coral Trout



(PCT)
Pink Coral Trout



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)



HQS6MH	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
HQS761H	LENGTH : 7'6"	LINE : 15-30lb	ACTION : MEDIUM FAST	LURE : 14-70g

LINE

ZEREK
INNOVATION



**HONEYWELL
SPECTRA FIBER**



**ULTRA THIN
HIGH STRENGTH**



**EXTREME
ABRASION RESISTANCE**

EXECUTE X4 / X8

ULTRA THIN DIAMETER · HONEYWELL SPECTRA FIBER · SUPERIOR STRENGTH · UNIVERSAL GRADE X8 BRAID LINE

- EXTREME PERFORMANCE BRAIDED LINE
- OPTIMIZED PERFORMANCE ON BAITCAST & SPINNING REELS

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.

X4

0.23mm 150m	10lbs	X4	0.23mm 300m	10lbs	X4
0.25mm 150m	15lbs	X4	0.25mm 300m	15lbs	X4
0.31mm 150m	20lbs	X4	0.31mm 300m	20lbs	X4
0.35mm 150m	30lbs	X4	0.35mm 300m	30lbs	X4
0.41mm 150m	40lbs	X4	0.41mm 300m	40lbs	X4
0.44mm 150m	50lbs	X4	0.44mm 300m	50lbs	X4
			0.47mm 300m	65lbs	X4

X8

0.26mm 150m	10lbs	X8	0.26mm 300m	10lbs	X8
0.31mm 150m	15lbs	X8	0.31mm 300m	15lbs	X8
0.35mm 150m	20lbs	X8	0.35mm 300m	20lbs	X8
0.40mm 150m	30lbs	X8	0.40mm 300m	30lbs	X8
0.43mm 150m	40lbs	X8	0.43mm 300m	40lbs	X8
0.47mm 150m	50lbs	X8	0.47mm 300m	50lbs	X8
			0.50mm 300m	65lbs	X8
			0.53mm 300m	80lbs	X8
			0.60mm 300m	100lbs	X8



EXECUTE SHOCK LEADER FLUOROCARBON / MONO

100% FLUOROCARBON MATERIAL PREMIUM GRADE FLUOROCARBON LINE



HIGH ABRASION
RESISTANCE



LOW VISIBILITY
UNDERWATER



SUPERIOR SHOCK
ABSORPTION



HIGH TENSILE
STRENGTH

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.

FLUOROCARBON

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

MONO

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

TOUGHFID

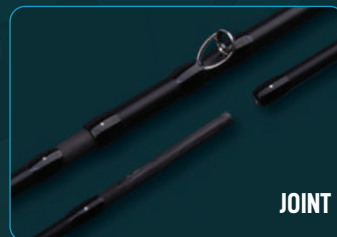
BY  BONE FISHING WORLD



5-PIECE TRAVEL ROD



REEL SEAT



JOINT



HIGH PERFORMANCE
CARBON FIBRE



FUJI ALCONITE



TOUGHCORE GRIP

The OFFGRID is a new range of 5 piece travel rods that are designed for ultimate portability. Constructed with 100% high performance carbon fibre material, each model has a medium-fast to fast action blank, complete with a sleek matte black finish. The 5 piece blank allows it to be packed down and stored in your backpack or luggage. Equipped with FUJI Alconite guides and a custom reel seat, the OFFGRID has a variety of lengths, ranging from 5'6" to 7'6", all with various ratings suitable for a wide range of lure fishing scenario.

SPINNING

OGS565H	LENGTH: 5'6"	LINE: 10-25lb	ACTION: MEDIUM FAST	LURE: 10-40g
OGS665L	LENGTH: 6'6"	LINE: 3-10lb	ACTION: MEDIUM FAST	LURE: 3-10g
OGS6105MH	LENGTH: 6'10"	LINE: 10-20lb	ACTION: MEDIUM FAST	LURE: 7-28g

BAITCASTING

OGC565H	LENGTH: 5'6"	LINE: 10-25lb	ACTION: MEDIUM FAST	LURE: 10-40g
OGC665L	LENGTH: 6'6"	LINE: 3-10lb	ACTION: MEDIUM FAST	LURE: 3-10g
OGC685ML	LENGTH: 6'8"	LINE: 4-12lb	ACTION: MEDIUM FAST	LURE: 5-14g
OGC695M	LENGTH: 6'9"	LINE: 8-15lb	ACTION: FAST	LURE: 5-21g
OGC6105MH	LENGTH: 6'10"	LINE: 10-20lb	ACTION: MEDIUM FAST	LURE: 7-35g
OGC705H	LENGTH: 7'0"	LINE: 10-25lb	ACTION: MEDIUM FAST	LURE: 10-40g
OGC765XH	LENGTH: 7'6"	LINE: 15-30lb	ACTION: MEDIUM FAST	LURE: 14-60g
OGC765XXH	LENGTH: 7'6"	LINE: 20-40lb	ACTION: FAST	LURE: 14-80g



BY  BONE FISHING WORLD

YELLOWCHEEK LONG CAST 150F

SUPER LONG CAST MINNOW

YELLOWCHEEK LONG CAST 150SF

SHALLOW SUPER LONG CAST MINNOW

FEATURES

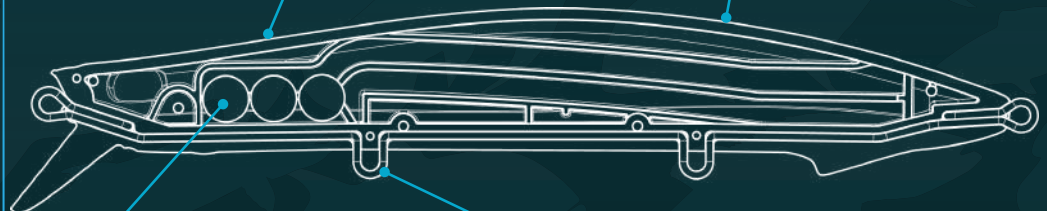
- Aerodynamic profile for super long casting ability
- Super shallow diving depth of 0.5m
- Wide wobble and roll action on a straight retrieve
- Cast weight transfer system
- Made with heavy duty ABS plastic and wire-through hook hangers

AERODYNAMIC PROFILE

Streamlined body that allows the minnow to cast a mile easily

ABS MATERIAL

Constructed with ABS plastic for maximum durability



WIRE THROUGH HOOK HANGERS

Wire through hook hangers prevents pulled eyelets perfect swimming action

CAST WEIGHT TRANSFER SYSTEM

Triple ball bearings that aid the increased casting distance, transferring to the rear, and adding subtle rattle when worked

368YCLC150F LENGTH 150mm WEIGHT 29g TYPE FLOATING

DEPTH 2-2.5m HOOK #4 AVG. CASTING DISTANCE 50-80m

368YCLC150SF LENGTH 150mm WEIGHT 29g TYPE FLOATING

DEPTH 0.5m HOOK #4 AVG. CASTING DISTANCE 50-80m

The TOUGHFIA YELLOWCHEEK LONG CAST 150F is a long profile minnow with an aerodynamic body, designed to cover more ground with its super long casting ability. Constructed with heavy duty ABS plastic and wire-through hook hangers, the YELLOWCHEEK LONG CAST delivers a wide wobble and roll action on a straight retrieve, diving down to a range of 2-2.5m depending on retrieval speed. Work it with a simple straight retrieve, or add a jerking twitch motion to create a more erratic darting action. Pausing the retrieve allows the lure to float, giving anglers more control throughout the presentation. Effective for shore-based scenarios such as casting in the surf, estuary, and freshwater game, targeting various species including Seabass, Giant Snakehead, Yellowcheek Carp, pelagic species, and more.



(BCT)
BONE CHARTREUSE



(YCK)
YELLOWCHEEK



(RHS)
RED HEAD SILVERSIDE



(RTM)
REALISTIC TOMAN



(MKL)
MACKEREL



(YCK)
CRAZY TEMMY



(PHS)
PINK PUNCH



(PL)
PEARL

TOUGHFIA

BY  BONE FISHING WORLD

MACK MINNOW 115HS

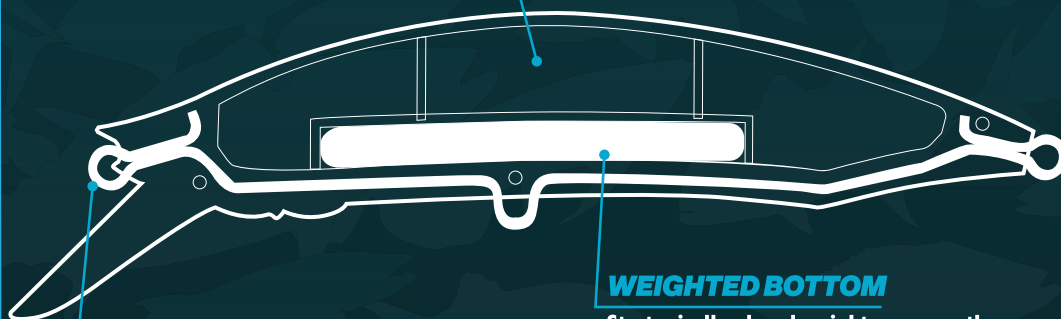
HEAVY SINKING MINNOW

ACTION

- Straight retrieve: Wide frantic wobble
- High stability with reduced resistance on fast retrieves
- Clicking rattle when lure is worked

HEAVY DUTY ABS MATERIAL

Heavy duty ABS plastic provides maximum resilience against the strongest species



WEIGHTED BOTTOM

Strategically placed weights ensures the perfect swimming action

WIRE THROUGH HOOK HANGERS

Wire through hook hangers provide maximum durability and holds on to the toughest fish

LENGTH **115mm** WEIGHT **51g** TYPE **HEAVY SINKING**
 DEPTH **VARIABLE** HOOK **#1** AVG. CASTING DISTANCE **50-80m**

The TOUGHFIA MACK MINNOW 115HS is a heavy sinking minnow designed to cover ground with its aerodynamic long cast design and easy usability. Constructed with 100% reinforced ABS plastic material, it is strategically weighted internally to sink in a backwards fashion. This feature allows more ground coverage as it was designed for open water casting. At 51g in weight, the MACK MINNOW HS easily acquires distances on the cast and gets down to the required depth in quick time. The super tuned bib provides a wide frantic wobble on a straight retrieve, maintaining its depth as much as possible, and also provides reduced resistance on faster retrieves. Equipped with wire through hook hangers that prevent pulled eyelets, the MACK MINNOW HS can be used in various saltwater casting scenario. From offshore open water or reef casting, to shore based casting, the MACK MINNOW HS shines especially when targeting pelagic species.



(PHS)
PINK HEAD SHADOW



(RMKL)
REALISTIC MACKEREL



(RHC)
RED HEAD CHROME



(SM)
STRIPED MULLET



(PKD)
PINK DOTTY



(PHC)
PINK HEAD CHROME



(MKL)
MACKEREL

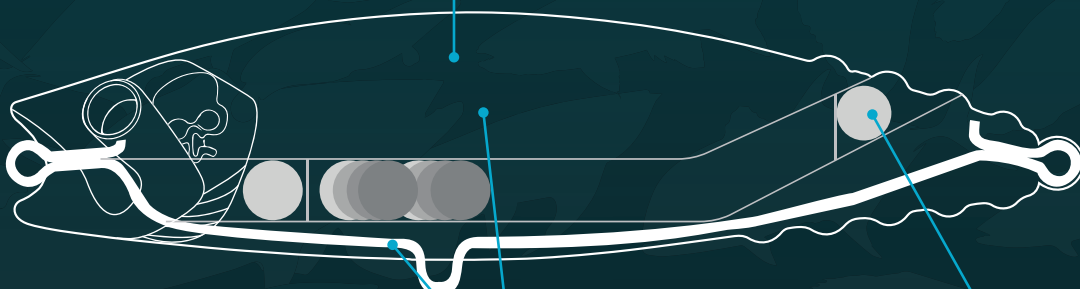
TOUGHFIA

BY  BONE FISHING WORLD

TUNA SWEEPER 150F

TEARDROP PROFILE ACTION

Teardrop-shaped body helps create a skittish fleeing baitfish action with long sweeps, short jerks, and pauses with the wide S-Wobble Action Floating stickbait designed to produce wide surface movement, erratic darts, and sweeping glides.



HEAVY DUTY CONSTRUCTION

Heavy-duty ABS body with full wire-through hook hangers and 2/0 trebles for added strength and durability.

SUPER LONG CASTING PERFORMANCE

Rear-weighted body improves casting distance and balance for bluewater casting.

LENGTH 150mm WEIGHT 65g TYPE FLOATING
DEPTH TOPWATER HOOK #2/0 AVG. CASTING DISTANCE 50-80m

The TOUGHFIA Tuna Sweeper is a floating stickbait designed to produce a wide range of surface actions, from wide S-wobbles on a steady retrieve to erratic darts and sweeping glides on longer pulls. Designed with a raindrop-shaped profile, the Tuna Sweeper produces a wide, skittish swimming action that closely mimics a fleeing baitfish. With a slow floating buoyancy, long sweeps create a more lifelike escaping action, especially when paired with pauses to trigger reaction strikes. Shorter sweeps and sharp jerks bring out a more aggressive, darty action with added surface commotion, while the loud internal rattle helps draw attention from distance. Built with a rear-weighted body for improved casting performance, the Tuna Sweeper is constructed from heavy-duty ABS plastic and internally reinforced with full wire-through hook hangers for maximum durability. Highly effective for bluewater casting, especially with light popping gear, the TOUGHFIA Tuna Sweeper is built for tuna and other pelagic species that respond to fast, erratic surface presentations.



(MKL)
MACKEREL



(PMKL)
PINK MACKEREL



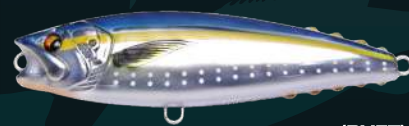
(PHS)
PINK HEAD SHADOW



(RHS)
RED HEAD SILVERSIDE



(DRD)
DORADO



(RYFT)
REALISTIC YELLOWFIN





OCEAN VOYAGE

TRAVEL TUNA (4 Pc Travel Rod)

The OCEAN VOYAGE TUNA is a heavy-duty four-piece travel rod designed for serious tuna casting applications, bringing big game offshore performance into a travel-friendly configuration. Built for anglers targeting tuna on surface lures, it retains the convenience of the OCEAN VOYAGE travel series while delivering the power needed for demanding pelagic fights. Constructed with 100% TORAYCA carbon fibre material, the blank utilises an enhanced rolling process to provide strong lifting power, high blank stability, and reduced overall weight. Its reinforced joint sections ensure strength and confidence across the four-piece configuration, allowing the rod to handle heavy pressure while still fitting easily into most suitcases for overseas fishing trips. Designed with a medium-fast action and a slightly softer upper section, the OCEAN VOYAGE TUNA loads easily on the cast to help achieve the distance needed when casting into surface frenzies. The blank also allows anglers to work stickbaits smoothly with each sweep, while still having the power to handle poppers when required. Available in PE10 Max and PE12 Max variations, the OCEAN VOYAGE TUNA is built for heavy offshore applications where casting performance, lifting power, and angler control are essential. Equipped with FUJI DPS reel seats and FUJI K-SiC guides, it is made for anglers who need serious tuna performance in a true travel rod format.



**100% TORAYCA®
CARBON BLANK**



FUJI K-SiC GUIDES



FUJI DPS REEL SEAT



4PC TRAVEL ROD



OVT824/10	LENGTH: 8'2"	LINE: PE10 MAX	LURE: 180G MAX	ROD WEIGHT: 495G	CLOSED LENGTH: 81CM
OVT804/12	LENGTH: 8'0"	LINE: PE 12 MAX	LURE: 250G MAX	ROD WEIGHT: 498G	CLOSED LENGTH: 81CM



MATERIAL

Made with ABS plastic for maximum durability

HD JOINTS

Heavy duty joints prevent breakoffs

'G-LOCK' WEIGHT

The twist and remove "G" locking weight allows the lure to be floating or sinking depending on the scenario

BALANCE

Strategically placed weights provide good casting distance and perfect swimming action

RETAINER CLIP

The removable retainer clip transform the lure from a double jointed lure to triple jointed lure

"G-LOCK"

"G-LOCKING" twist and pull type removable chin-weight to transform into floating lure, attach for sinking.



Removeable Retainer Clip

Removable retainer clip transforms Versal from double-jointed to triple-jointed.



VERSAL 160

The BONE VERSAL is a Multi-Function Floating Jointed Swimbait. Constructed with extremely durable ABS plastic, it features a "G-LOCKING" twist and pull type removable chin weight that easily transforms the lure into either a sinking or floating. The VERSAL is a 2-joint section swimbait that glides and rolls realistically on a straight retrieve. Its super stable wobble allows fast retrieves and sweeps, and glides sideways on the pause. The VERSAL can be transformed into a 3-joint section swimbait by removing the rear retainer clip. This enables the VERSAL to have a wider wobble on the retrieve and more action to the swimbait while maintaining its stable retrieve. The VERSAL is a versatile swimbait that is a must-have for all big bait lovers!

VSL160(COLOR) [160mm | 98g (w/weight), 88g (w/o weight) | FLOATING/SINKING | 0.5-1.2m | #1/0, #1]



(CP) CARP



(CPS) CHARTREUSE PEARL SILVER



(MC) MURRAY COD



(PL) PEARL



(RST) ROYAL STRIPES



(SFT) SKELETON FIRE TIGER



(SPP) SKELETON PICK PUNCH





