



**ZEREK**  
INNOVATION



***REDEFINE THE GAME***

**2 0 2 6**  
CATALOGUE

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- All Purpose Waterproof Lure Box
- Air Tight Lure Case
- Multi Function Tackle Box

# NIET ENT

# ORIGIN SERIES

IGNITE YOUR PASSION

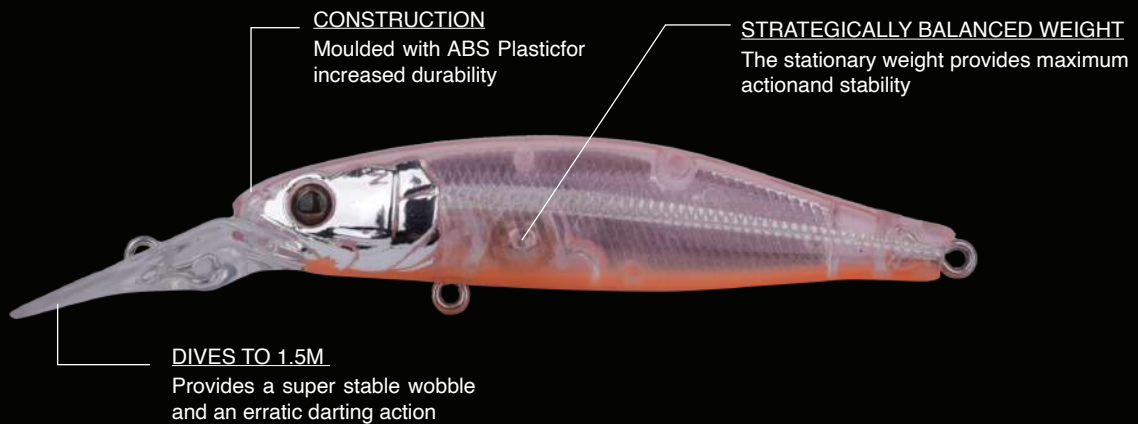
The ever changing environment gives rise to new opportunities. The opportunistic angler constantly challenges the new environment through the use of improved lures and techniques. The reward often arrives in a split second. A fierce battle between man and beast ensues, stretching the angler's wits, strength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



# TANGO SLIM JERK



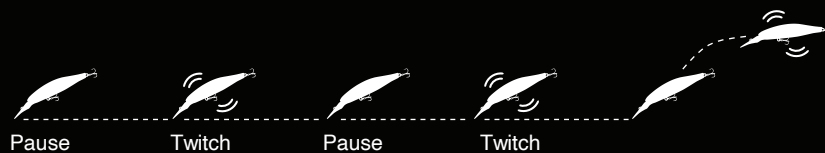
## FEATURES



## 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 NEW

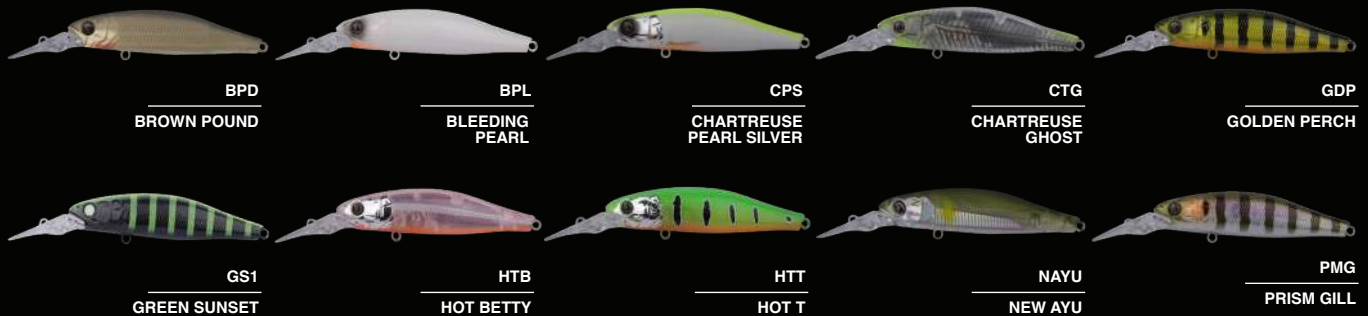
CODE: 781TSJ80(COLOUR)  
SIZE: 80mm | WEIGHT: 12g | DEPTH: 1m - 1.5m | HOOK: #2, #4

## TANGO SLIM JERK 95 SUSPENDING NEW

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

## TANGO SLIM JERK 115 SUSPENDING NEW

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



ORIGIN SERIES

# GECKO



SCAN ME  
FOR VIDEO

## FEATURES

ORIGIN SERIES

### ACTION

Glides with a wide sweeping action on the surface

### ABS CONSTRUCTION

Built to withstand repeated strikes from hard hitting pelagic species

### IMPROVED SONICS

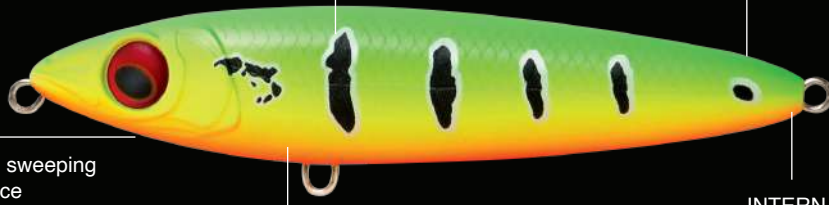
Internally filled with multiple bearings to create a loud commotion

### 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 | WEIGHT: 29g | HOOK: #1/0



AA  
ABSINTHE



BL  
MUD  
GUDGEON



CHT  
CHARTREUSE  
TIGER



JB  
JOLLY BEE



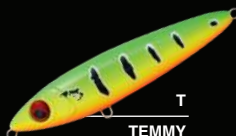
LC  
LUM CLEAR



PM  
PURPLE  
MADNESS



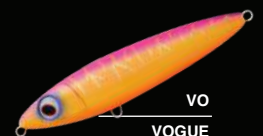
RD  
RED DEVIL



T  
TEMMY



UVG  
UV GREEN



VO  
VOGUE

# TANGO SHAD



## FEATURES

### BIB DESIGN

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

### 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

### INTERNAL RATTLE

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

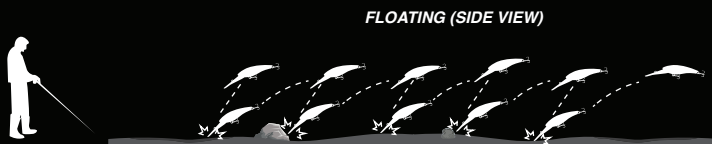
### ACTION

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

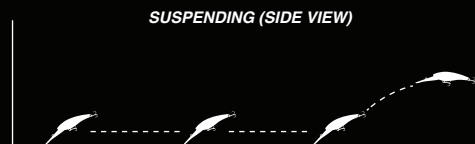
### MAGNETIC WEIGHT TRANSFER SYSTEM

Increase casting distance and accuracy

## ACTION



FLOATING (SIDE VIEW)



SUSPENDING (SIDE VIEW)

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

NEW

CODE: 781TS130F(COLOUR)

SIZE: 130mm | WEIGHT: 55g | DEPTH: 8.0m | HOOK: #1/0 **BKK**



ORIGIN SERIES

# TANGO SHAD

## 120 FLOATING

CODE: 781TS120F(COLOUR)

SIZE: 120mm | WEIGHT: 36g | DEPTH: 6.0-8.0m | HOOK: #1/0 **BKK**

ORIGIN SERIES



AA  
ABSINTHE UV



CR  
CHOCOLATE  
ROSE UV



CHT  
CHARTREUSE  
TIGER UV



FAB  
FAT BETTY UV



GUV  
GOLD UV UV



GC  
GHOST  
CATFISH UV



LM  
LIME MINNOW UV



SM  
STUNNED  
MULLET UV



T  
TEMMY UV



VO  
VOGUE UV

# TANGO SHAD

## 89 FLOATING

CODE: 781FWTS89F(COLOUR)

SIZE: 89mm | WEIGHT: 17.5g | DEPTH: 3.0-5.0m | HOOK: #4



AA  
ABSINTHE UV



AYU  
AYU UV



BJ  
BLACK JACK UV



BL  
MUD  
GUDGEON UV



BM  
BOGDAN  
MULLET UV



BS  
BLUE SCALE UV



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 UV



GS  
GOLD SCALE UV



GSD  
GOLD  
SPOTTED DOG UV



GUV  
GOLD UV UV



JB  
JOLLY BEE UV



LC  
LUM CLEAR UV



LM  
LIME MINNOW UV



PB  
PINK BITS UV



RD  
RED DEVIL UV



SAU  
SILVER AYU UV



T  
TEMMY UV



UVG  
UV GREEN UV



VO  
VOGUE UV

# TANGO SHAD

## 89 SUSPEND

CODE: 781FWTS89S(COLOUR)

SIZE: 89mm | WEIGHT: 20.0g | DEPTH: 3.0-5.0m | HOOK: #4

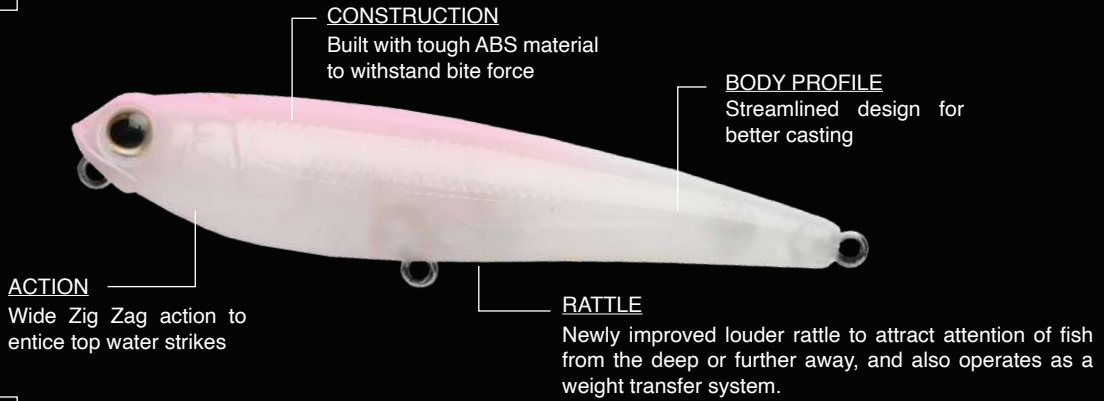


ORIGIN SERIES

# SKITTISH DOG



## FEATURES



## ACTION



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!

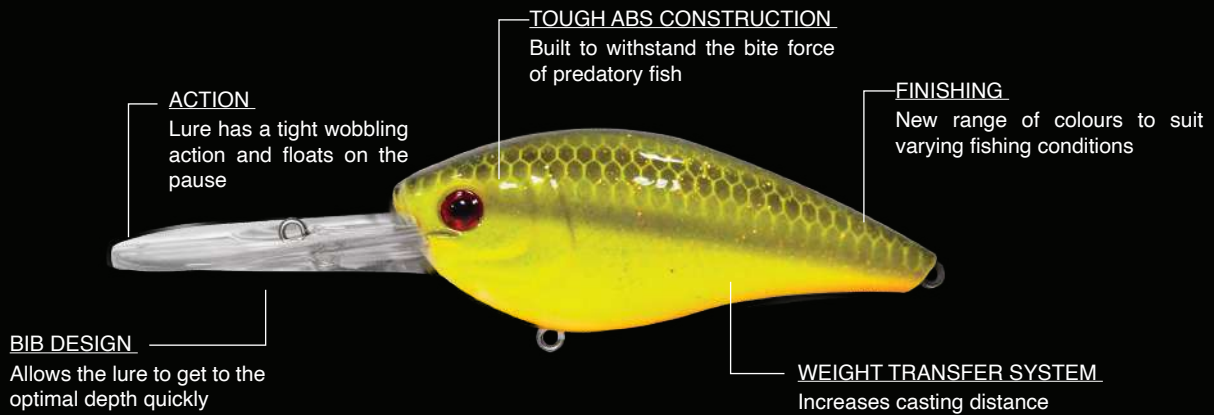
ITEM	TYPE	SIZE	WEIGHT	HOOK
781SD115TW	TOP WATER	115MM	20G	#2
781SD85TW	TOP WATER	85MM	11G	#6



# GIANT RUBY

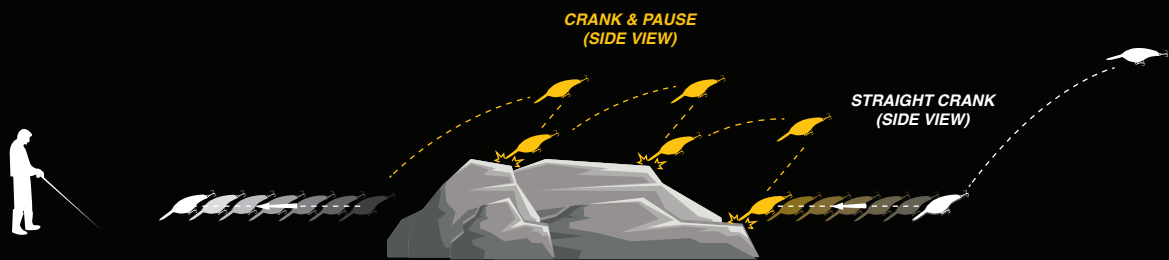


## FEATURES



ORIGIN SERIES

## 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 | WEIGHT: 28g | DEPTH: 4-5m | HOOK: #2

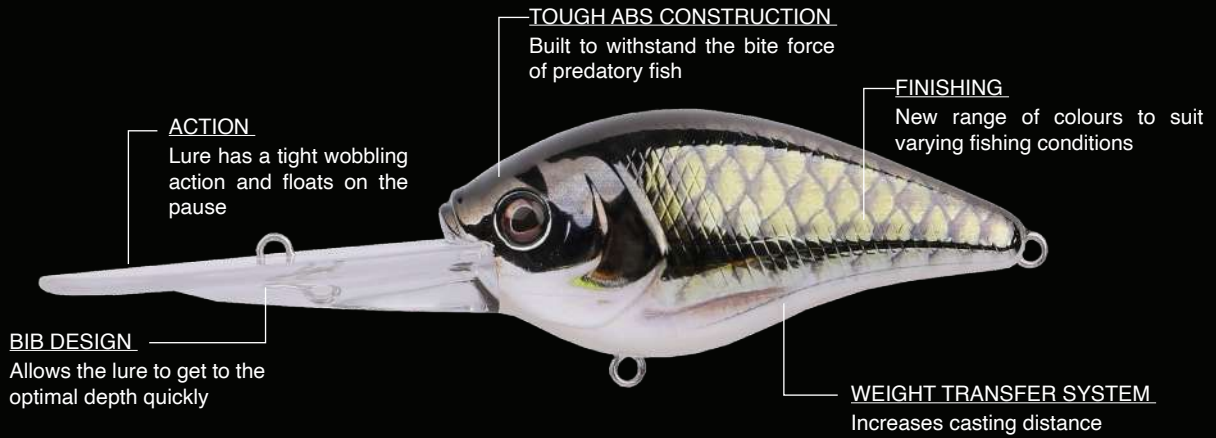


# GIANT RUBY PLUS

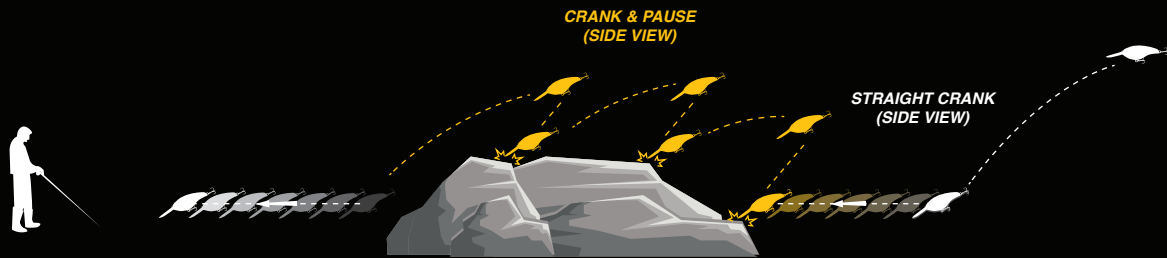


## FEATURES

ORIGIN SERIES



## ACTION

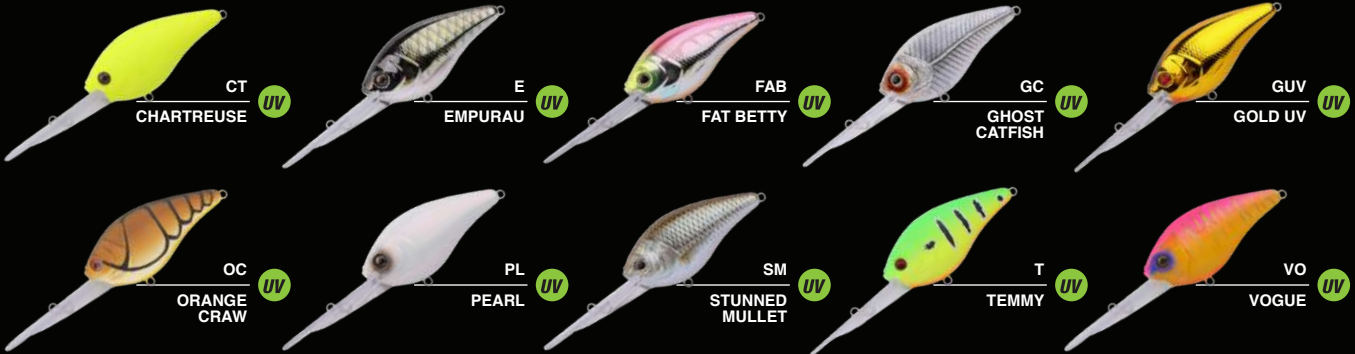


The new Zerek Giant Ruby Plus crank bait is a deeper variation to that of the original Giant Ruby; this time diving quickly to a deeper depth of 6-7m. It shares the same properties as the Giant Ruby, a tight wobbling and good buoyancy on the float, allowing it to be worked through various underwater 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 NEW

CODE: 781GRP75(COLOUR)

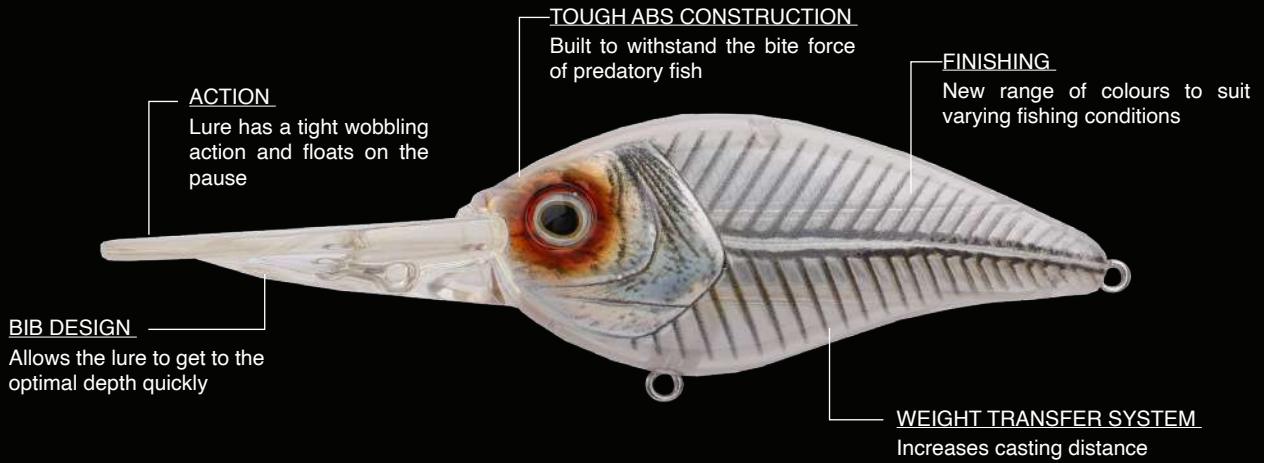
SIZE: 75mm | WEIGHT: 29g | DEPTH: 6-7m | HOOK: #2



# COLOSSAL RUBY

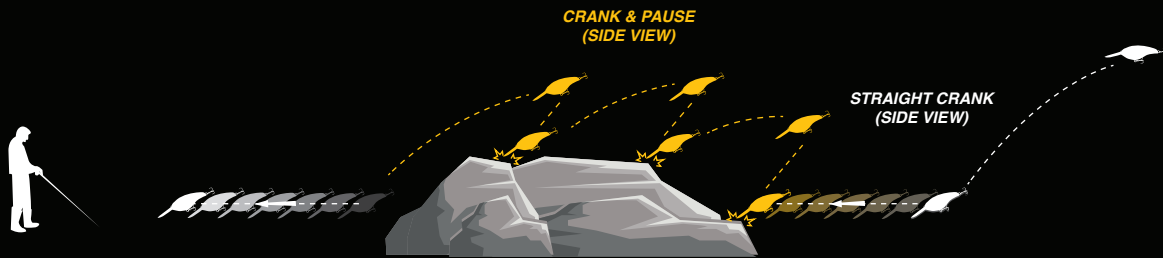


## FEATURES



ORIGIN SERIES

## ACTION



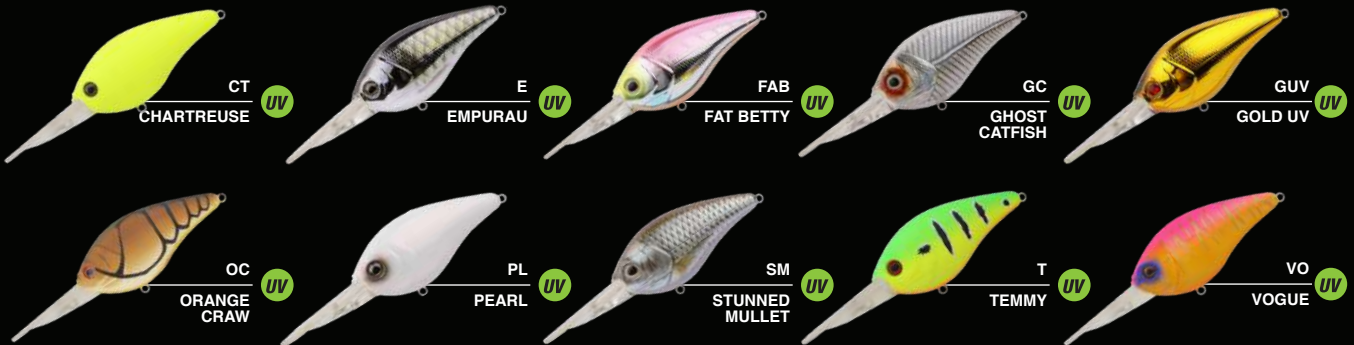
The new Zerek Giant Ruby Plus crank bait is a deeper variation to that of the original Giant Ruby; this time diving quickly to a deeper depth of 6-7m. It shares the same properties as the Giant Ruby, a tight wobbling and good buoyancy on the float, allowing it to be worked through various underwater 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 NEW

CODE: 781CR100(COLOUR)

SIZE: 100mm | WEIGHT: 59g | DEPTH: 6-7m | HOOK: #1/0





**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 its 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

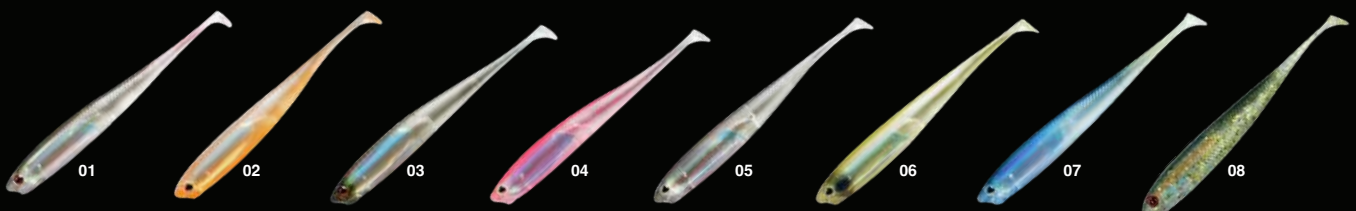
**Recommended Hooks**



**MARSH SLIDER JIG HEAD**



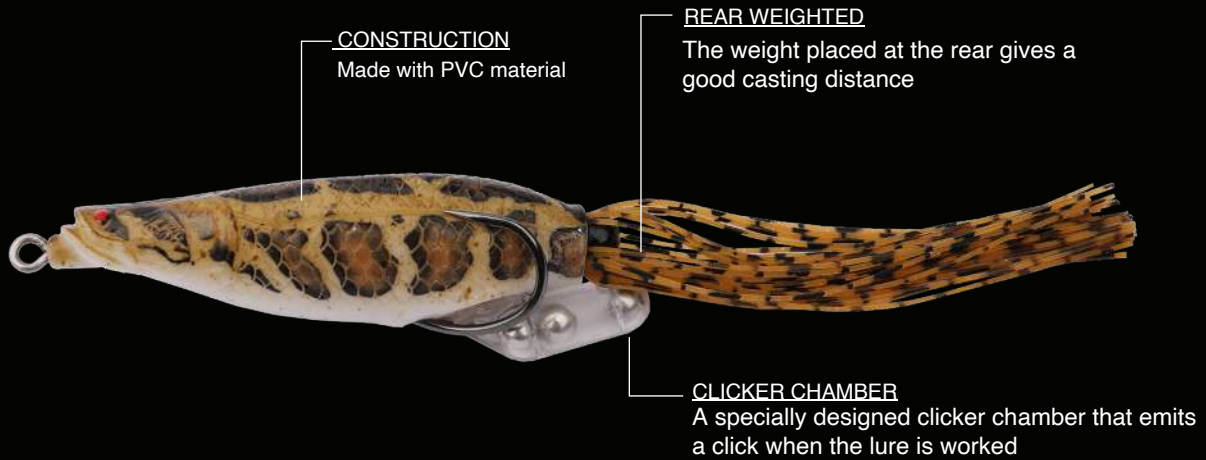
**MARSH SLIDER HOOK PACK**



# CLICKER FROG



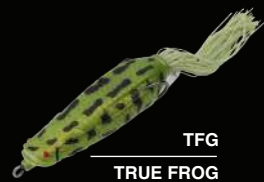
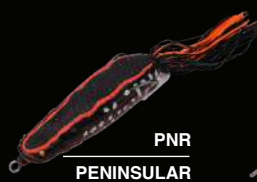
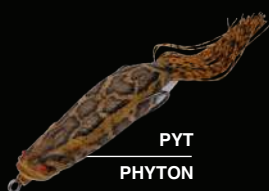
## FEATURES

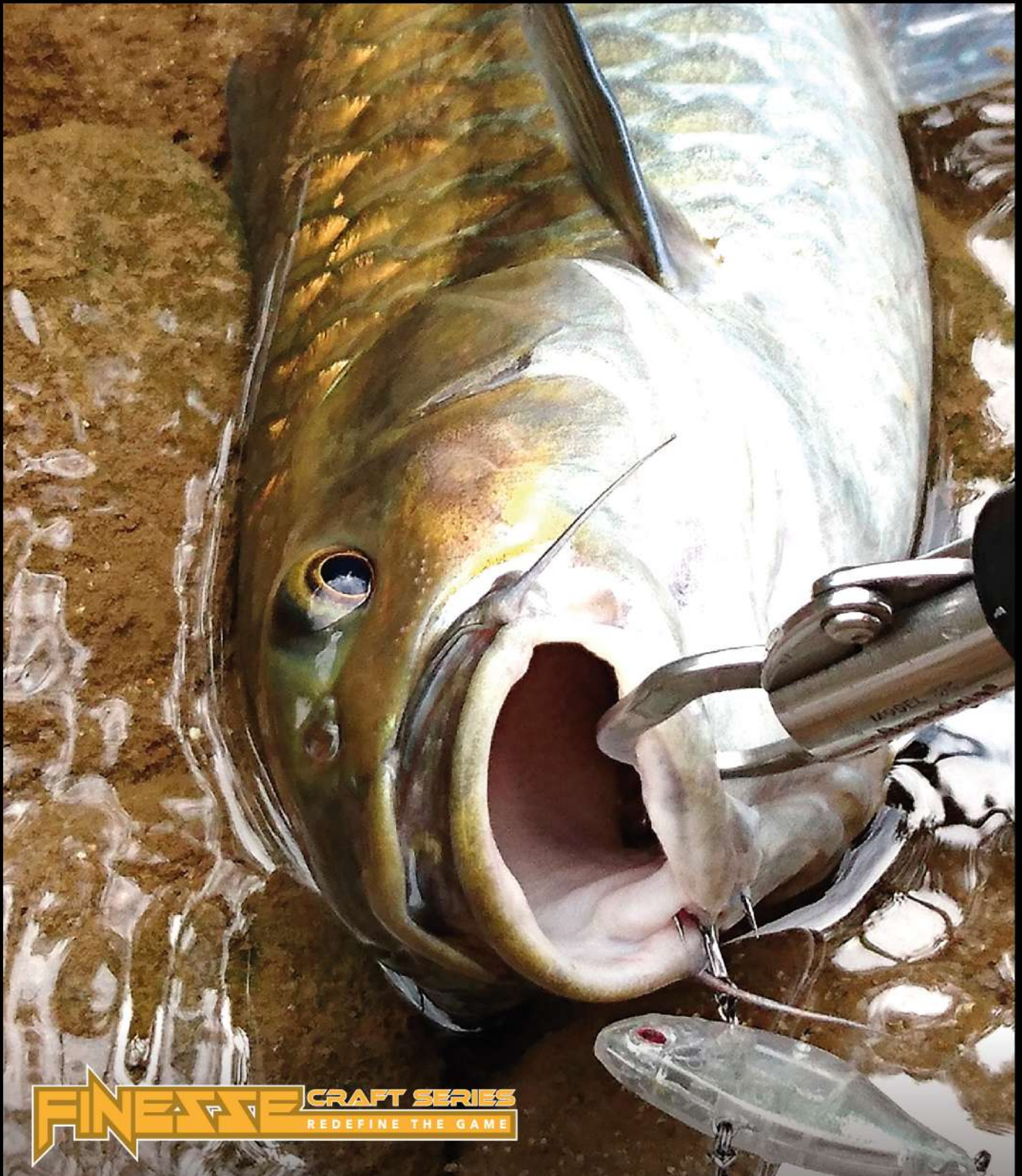


ORIGIN SERIES

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





**FINESTTE** CRAFT SERIES  
REDEFINE THE GAME

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

### BIB DESIGN

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

### 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



### INTERNAL RATTLE

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

### ACTION

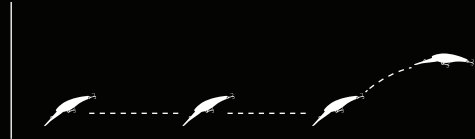
A tight wobbling action as the lure dives imitates a foraging fish running for cover

## 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 | WEIGHT: 2.5g | DEPTH: 1.2m | HOOK: #12



# TANGO SHAD

## 50 FLOATING

CODE: 781-FWTS50FSH(COLOUR)

SIZE: 50mm | WEIGHT: 4.0g | DEPTH: 1.6m | HOOK: #10

FINESSE CRAFT SERIES



# TANGO SHAD

## 50 SUSPEND

CODE: 781-FWTS50SP(COLOUR)

SIZE: 50mm | WEIGHT: 4.5g | DEPTH: 1.6m | HOOK: #10



# TANGO SHAD

## 69 FLOATING

CODE: 781FWTS69F(COLOUR)

SIZE: 69mm | WEIGHT: 10.5g | DEPTH: 2.5m | HOOK: #6



FINESSE CRAFT SERIES

# TANGO SHAD

## 69 SUSPEND

CODE: 781FWTS69S(COLOUR)

SIZE: 69mm | WEIGHT: 11.5g | DEPTH: 2.5m | 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

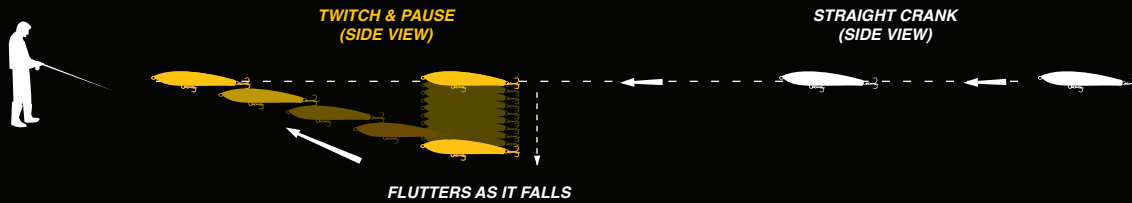
**ACTION**  
Flutters as it sinks. Effective with a straight retrieve or a twitch and pause method

**OPTIMAL WEIGHT POSITION**  
Enables ultra-long casts



FINESSE CRAFT SERIES

## ACTION

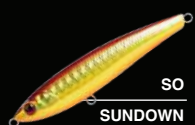
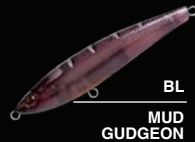


The Zappelin 70S is a downsized version of the 115S model designed to excel in the toughest fishing condition. Built with tough ABS material, the Zappelin 70S is specially balanced for it to flutter down in a diagonal position to prevent the hooks from catching your line on its way down. When worked 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 | WEIGHT: 9g | HOOK:#6 **BKK**



# BULLDOG



SCAN ME  
FOR VIDEO

## FEATURES

### CONSTRUCTION

High quality ABS is utilized for better durability

### UV COLOURS

Effective for low light conditions

### BIB DESIGN

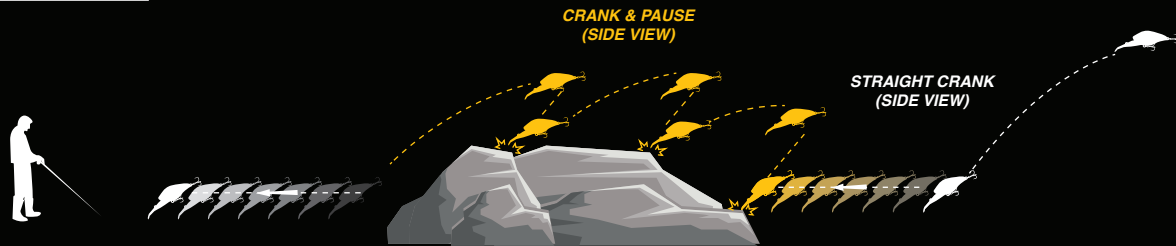
An elongated bib allows the lure to dive quickly to 2 meters

### RATTLE

To create a commotion to attract fish to investigate



## ACTION



The Zerek Bulldog is a 38mm floating crankbait that weighs in at only 4 grams. Ideal for targeting fish in shallow areas, this lure has a tight wobbling action as it dives during retrieval. Its forward profile also makes it less prone to snags as the bib knocks into structure, rising on the pause to trigger bites.

## BULLDOG

## 38 FLOATING

CODE: 781-BDC38F(COLOUR)

SIZE: 38mm | WEIGHT: 4.0g | DEPTH: 2m | HOOK: #10



FINESSE CRAFT SERIES

# 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



FINESSE CRAFT SERIES

## ACTION

### TWITCH & CRANK (TOP VIEW)

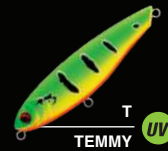


The Zerek Trail Weaver mimics baitfish on the water surface. Its small 65mm profile creates a silent commotion in a wide angled zig zagging action that entices wary predators to strike. Built with ABS plastic for durability, the Trail Weaver is optimally weighted for long casts.

## TRAIL WEAVER 65 TOP WATER

CODE: 781-FWTW65TW(COLOUR)

SIZE: 65mm | WEIGHT: 6.0g | HOOK: #8





## FEATURES

### CUP DESIGN

Creates bubble trail and displaces water on the surface during retrieval

### RATTLE

To create a commotion to attract fish to investigate

### CONSTRUCTION

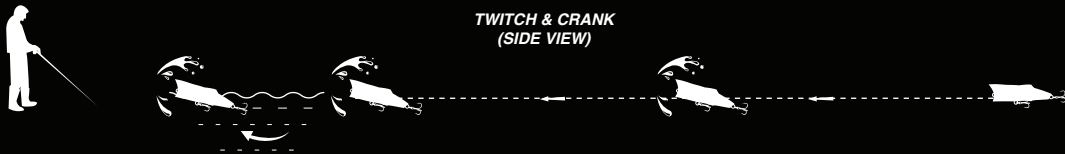
ABS construction allows the lure to withstand repeated strikes

### 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 | WEIGHT: 4.5g | HOOK: #10

## POPPARAZZI 70 TOP WATER

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



# VENUS TRAP



## FEATURES

FINESSE CRAFT SERIES

### CONSTRUCTION

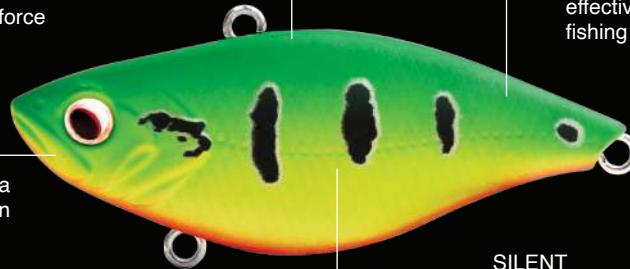
Built with tough ABS material to withstand bite force

### BODY PROFILE

Small Profile allows it to be effective in areas with high fishing pressure

### BALANCE

Optimally weighted for a forward angle presentation during retrieval



### SILENT

Allows for a more stealthy presentation with wary or finicky fish

## ACTION

### STRAIGHT RETRIEVE (SIDE VIEW)



### LIFT AND DROP (SIDE VIEW)



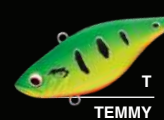
The Zerek Venus Trap is silent vibe that is specially designed for finicky and wary fishes residing in freshwater impoundments. The soft vibrations sent out by its subtle wriggling can only be detected by the acute senses of the fish lateral line, and naturally triggers reactive strikes of ambush predators, even in the most obscured water conditions.

## VENUS TRAP

## 50 VIBRATION

CODE: 781-FWV50V(COLOUR)

SIZE: 50mm | WEIGHT: 6.5g | HOOK: #8



# 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

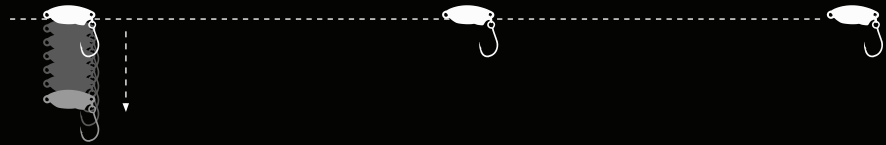
With a small body profile, it is perfect for targeting all sizes of fish with varying speeds as well as in all columns. A nice side to side wobble is achieved with a slow retrieve and fast spin can be achieved on a faster retrieve.



## 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 an 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 | WEIGHT: 2.0g

## METAL CHIP

### 30 SINKING

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



# ***PROFESSIONAL CRAFT SERIES***

**ENDLESS POSSIBILITIES**

Versatility and Functionality are two important aspects of lure fishing. To be able to use a single lure for multiple applications, over different terrains eliminates the need for a large tackle box. This allows anglers to focus on fishing, instead 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



PROFESSIONAL CRAFT SERIES

## FEATURES

### CONSTRUCTION

Built with tough ABS material for maximum durability

### 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

### REINFORCED EYELETS

Wire through hook hangers prevent eyelets from tearing out

### RATTLE

A subtle rattling is produced when the lure is worked



## ACTION



### STRAIGHT CRANK (TOP VIEW)



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

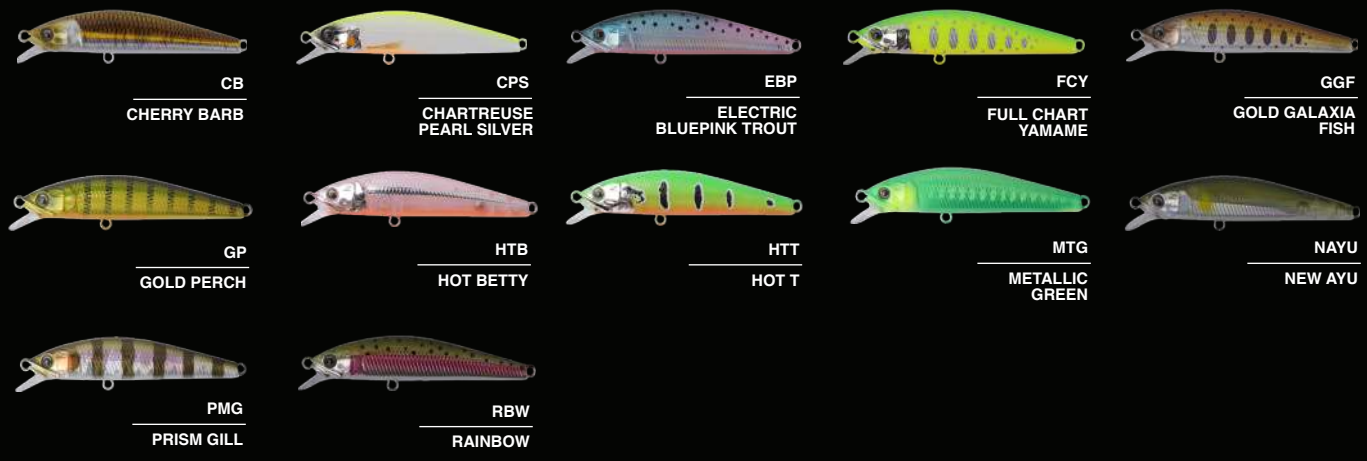
SLOW FLOATING **NEW**

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

## LONG TRAIL 85

SLOW FLOATING **NEW**

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



# LONG TRAIL 120

SLOW FLOATING **NEW**

CODE: 781LT120(COLOUR)

SIZE: 120mm | WEIGHT: 15g | DEPTH: 1m - 1.2m | HOOK: #6

# LONG TRAIL 160

SLOW FLOATING **NEW**

CODE: 781LT160(COLOUR)

SIZE: 160mm | WEIGHT: 26g | DEPTH: 0.8 - 1.5m | HOOK: #2

PROFESSIONAL CRAFT SERIES



**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



PROFESSIONAL CRAFT SERIES

## FEATURES

### ABS CONSTRUCTION

Increases durability of the lure from repeated strikes

### WEIGHT TRANSFER

Enables long and accurate casts

### BIB DESIGN

Creates a tight rolling action

### HIGH QUALITY

Reflects light and attracts fish and protects the lures paintwork



## ACTION



### STRAIGHT CRANK (TOP VIEW)



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 | WEIGHT: 11.8g | HOOK: #6 **BKK**

## PYRA

### 120 FLOATING

CODE: 781PRA120(COLOUR)

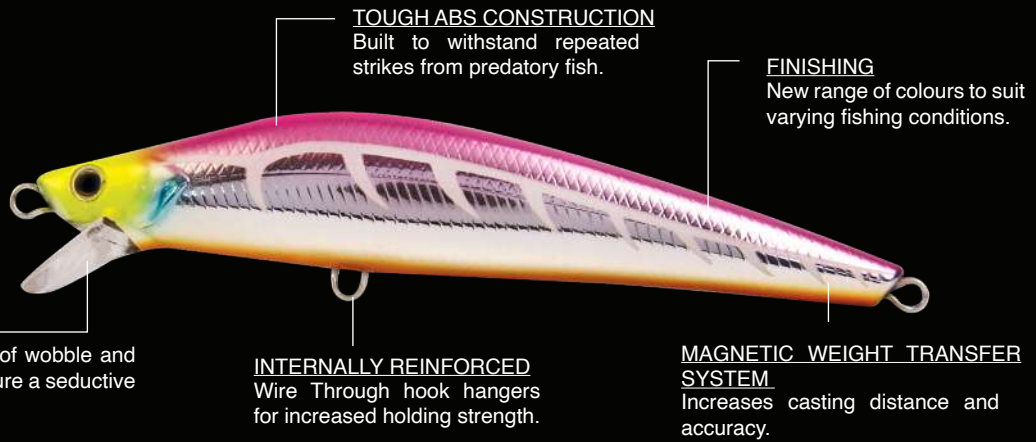
SIZE: 120mm | WEIGHT: 20.8g | HOOK: #2 **BKK**



# BARRA-X PRO



## FEATURES



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

**INTERNALLY REINFORCED**  
Wire Through hook hangers for increased holding strength.

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

**FINISHING**  
New range of colours to suit varying fishing conditions.

**MAGNETIC WEIGHT TRANSFER SYSTEM**  
Increases casting distance and accuracy.

PROFESSIONAL CRAFT SERIES

## 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 | WEIGHT: 14.5g | DEPTH: 0.6m | HOOK: #4

## BARRA-X PRO 120 FLOATING

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



PROFESSIONAL CRAFT SERIES

## BARRA-X PRO 170 FLOATING

CODE: 781BXP170F(COLOUR)  
 SIZE: 170mm | WEIGHT: 52.5g | DEPTH: 1.2m | 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



STRAIGHT CRANK  
(TOP VIEW)



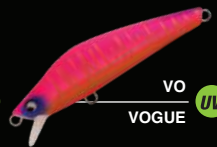
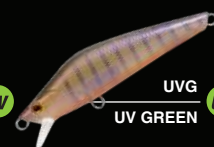
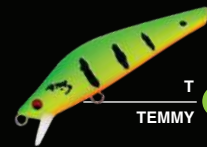
The all new Stream X 65 is a sinking minnow. Made from ABS plastic construction, the Stream X 65 was developed for fast flowing rivers, with a wobble and roll action on a straight retrieve. It dives to a depth of 1m, making it ideal for shallow water applications. The lure can also be worked at multiple 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 | WEIGHT: 8g | 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



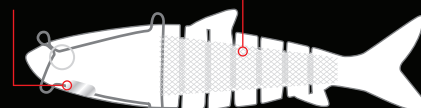
STRAIGHT CRANK  
(TOP VIEW)

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

Effective with both fast and slow retrieves

Reinforces the joints of the segmented lure



Wire Through hook hangers for increased holding strength

## LIVE SWIMBAIT 8.0 SWIM BAIT

CODE: 781LSB80(COLOUR)

SIZE: 8in | WEIGHT: 70g | HOOK: #3/0



05

PIT TIGER



20

RED HEAD BEAR



BC

BRONZED CHERRY



BJ

BLACK JACK



BN

BARNEY



DA

DARK ALE



MGF

MUTANT GOLD FISH



MM

MIN MIN



MS

MIDNIGHT STORM



OBT

ORANGE BELLY TROUT



OFA

ORANGE FIN ALBINO



OG

ORANGE GILL



R

REDFIN



T

TEMMY

PROFESSIONAL CRAFT SERIES

# LIVE MULLET



## FEATURES

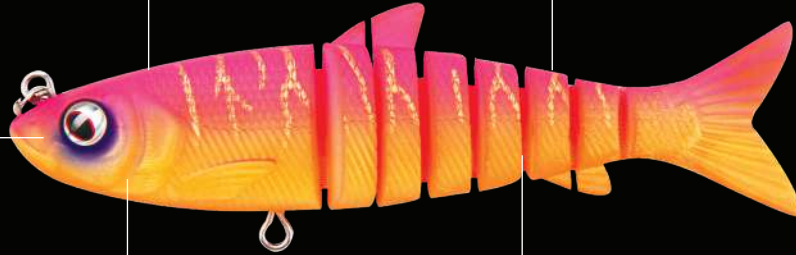
**PERFECTLY BALANCED**  
Effective with both fast and slow retrieves

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

**FINISHING**  
Wide range of natural and attractor colors with detailed patterns

**SEGMENTED BODY**  
Creates realistic movements, mimicking baitfish

**KEVLAR MATTING**  
Reinforces the joints of the segmented lure



PROFESSIONAL CRAFT SERIES

## ACTION



STRAIGHT CRANK  
(TOP VIEW)



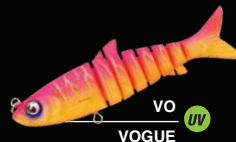
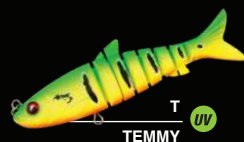
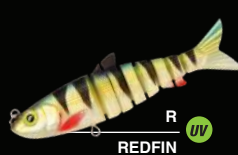
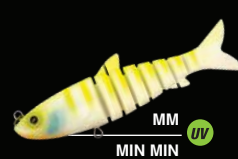
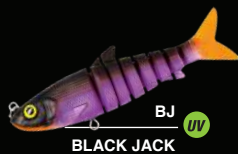
The Zerek Live Mullet is created with the same concept as the widely acclaimed Zerek Live Shrimp -To emulate natural movements of prey to trigger the reactive instincts of predatory fish. The realistic action of this swimbait is achieved by utilizing a segmented body made with durable TPE material, held 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 | WEIGHT: 18g | HOOK: #6 **BKK**



# LIVE MULLET 4.5 SWIM BAIT

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

# LIVE MULLET 5.5 SWIM BAIT

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



PROFESSIONAL CRAFT SERIES

# 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



PROFESSIONAL CRAFT SERIES

## ACTION



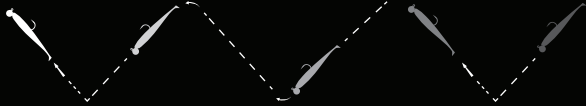
### STRAIGHT CRANK (TOP VIEW)



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

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 | WEIGHT: 10g | HOOK: #3/0

## FLAT SHAD PRO 4.5 SOFT BAIT

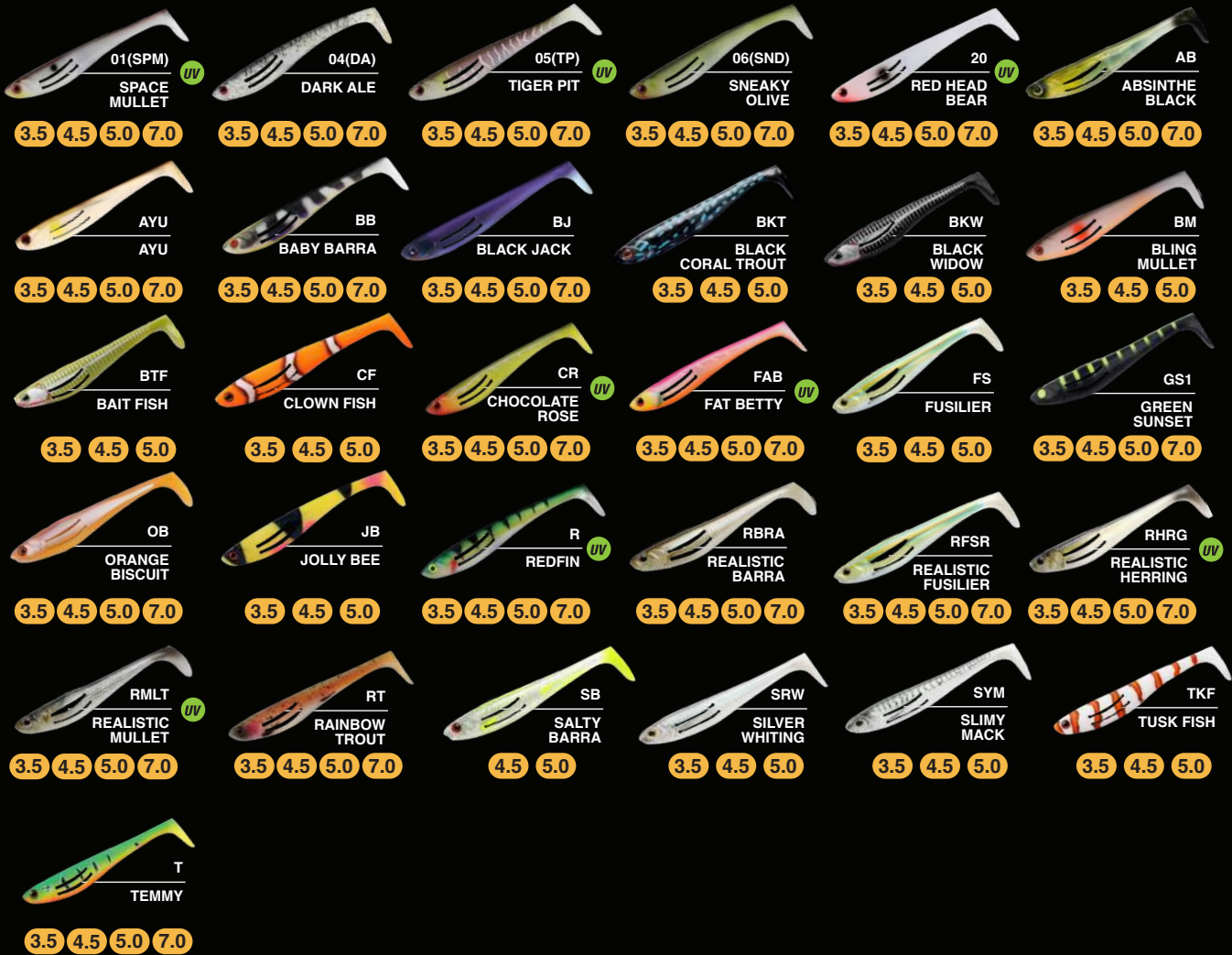
CODE: 781FSP45(COLOUR)  
 SIZE: 4.5in | WEIGHT: 17g | HOOK: #5/0

## FLAT SHAD PRO 5.0 SOFT BAIT

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

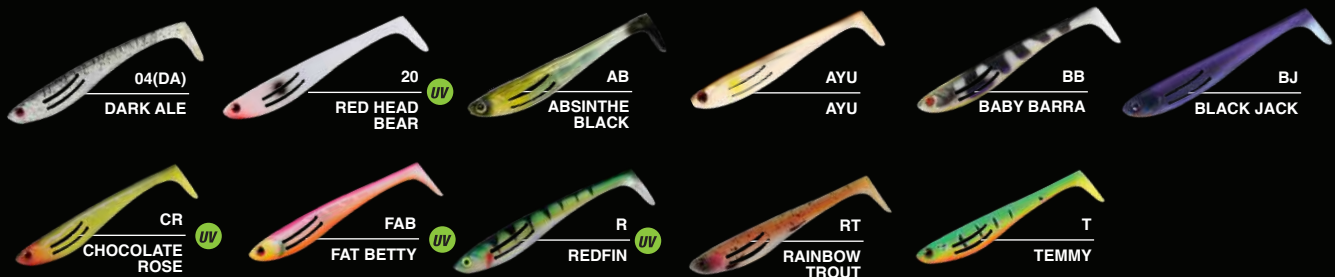
## FLAT SHAD PRO 7.0 SOFT BAIT

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



## FLAT SHAD PRO 9.0 SOFT BAIT

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



# FLAT SHAD X JIG HEAD



## FEATURES

### TPE CONSTRUCTION

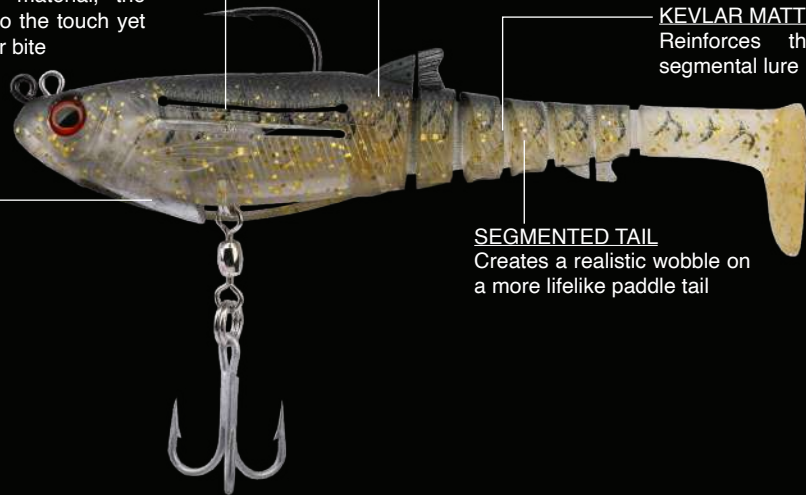
Built with TPE material, the body is supple to the touch yet durable bite after bite

### PATENTED DESIGN

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

### 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

PROFESSIONAL CRAFT SERIES

## ACTION



STRAIGHT CRANK  
(TOP VIEW)



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

### TPE 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

### 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

NEW

CODE: 781FSXJH90(COLOUR)

SIZE: 90mm | WEIGHT: 8g | HOOK: #1/0

## FLAT SHAD X JIG HEAD

130 SOFT BAIT

NEW

CODE: 781FSXJH130(COLOUR)

SIZE: 130mm | WEIGHT: 28g | HOOK: #6/0

## FLAT SHAD X JIG HEAD

145 SOFT BAIT

NEW

CODE: 781FSXJH145(COLOUR)

SIZE: 145mm | WEIGHT: 52g | 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

NEW

CODE: 781FSXJH170(COLOUR)

SIZE: 170mm | WEIGHT: 74g | HOOK: #7/0



01(SPM)  
SPACE  
MULLET



04(DA)  
DARK ALE



20  
RED HEAD  
BEAR



BJ  
BLACK JACK



BTF  
BAIT FISH



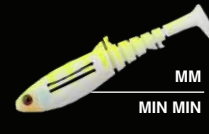
CR  
CHOCOLATE  
ROSE



FAB  
FAT BETTY



FB  
FLYING BEAR



MM  
MIN MIN



OBT  
ORANGE  
BELLY TROUT



OG  
ORANGE GILL

**FLAT SHAD X WEEDLESS 130 SOFT BAIT** NEW

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

**FLAT SHAD X WEEDLESS 145 SOFT BAIT** NEW

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

**FLAT SHAD X WEEDLESS 170 SOFT BAIT** NEW

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

PROFESSIONAL CRAFT SERIES



# 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

### 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.

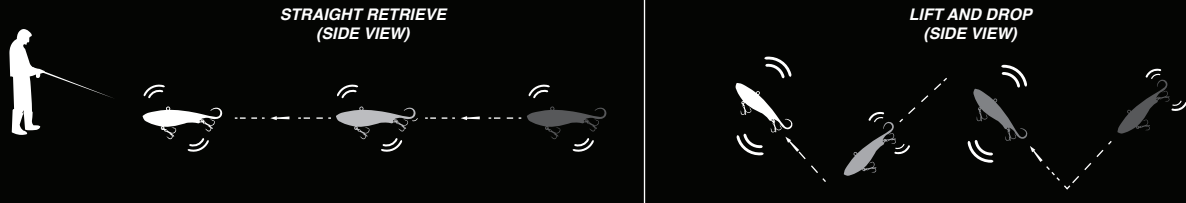
### INTERNALLY REINFORCED

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

### 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.

## ACTION



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 | WEIGHT: 13.5g | HOOK: #6

PROFESSIONAL CRAFT SERIES



# FISH TRAP

## 80 VIBRATION

CODE: 781FT80(COLOUR)

SIZE: 80mm | WEIGHT: 13.5g | HOOK: #6



# FISH TRAP

## 80 VIBRATION **HEAVY** **NEW**

CODE: 781FT801(COLOUR)

SIZE: 80mm | WEIGHT: 15g | HOOK: #6



# FISH TRAP

# 95 VIBRATION

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

# FISH TRAP

# 110 VIBRATION

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

PROFESSIONAL CRAFT SERIES



AN  
ANITA

95 110



AYU  
AYU

95



BB  
BABY BARRA

95 110



BC  
BRONZED CHERRY

95 110



BF  
BLENDED FROG

95 110



BG  
BARRED GRUNTER

95 110



BJ  
BLACK JACK

95 110



BKT  
BLACK CORAL TROUT

95 110



BKW  
BLACK WIDOW

95 110



BTF  
BAIT FISH

95 110



CF  
CLOWN FISH

95 110



DA  
DARK ALE

95 110



DL  
DRY LIME

95 110



FAB  
FAT BETTY

95 110



FB  
FLYING BEAR

95 110



FH  
FLASH HERRING

95 110



FS  
FUSILIER

95 110



GC  
GHOST CATFISH

95 110



GH  
GOLD HERRING

95 110



GS1  
GREEN SUNSET

95 110



MM  
MIN MIN

95 110



OB  
ORANGE BISCUIT

95 110



OF  
ONLY FINS

95 110



OG  
ORANGE GILL

95 110



OGY  
OLIVE GUPPY

95 110



OK  
OIKAWA

95



PE  
PINK EYE

95 110



PSI  
PINK SUNSET

95 110



R  
REDFIN

95 110



RD  
RED DEVIL

95 110



RT  
RAINBOW TIGER

95 110



S  
SUNDANCE

95 110



SH  
SILVER HERRING

95 110



SRW  
SILVER WHITING

95 110



SS  
SUNSET

95 110



SYM  
SLIMY MACK

95 110



TF  
TIGER FISH

95 110



TKF  
TUSK FISH

95 110

# FISH TRAP

## 160 VIBRATION

CODE: 781FT160(COLOUR)

SIZE: 160mm | WEIGHT: 58g | HOOK: #1



# FISH TRAP

## 160 VIBRATION **HEAVY**

CODE: 781FT161(COLOUR)

SIZE: 160mm | WEIGHT: 78g | HOOK: #1



# WEEDLESS FISH TRAP



**AFTA 2019  
BEST SOFT LURE  
AWARD WINNER**

PROFESSIONAL CRAFT SERIES

## 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

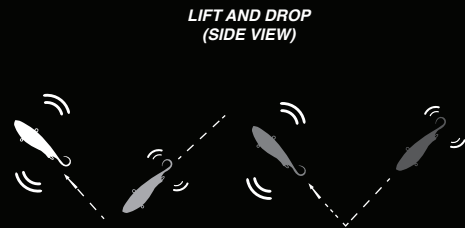
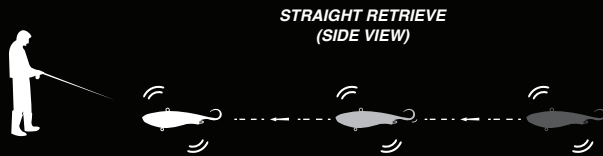
**CONSTRUCTION**  
Made with eco-friendly, tear resistant TPE material, the Fish Trap is both tough and durable

**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!

**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.

## ACTION

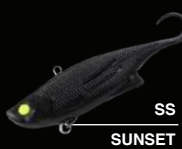
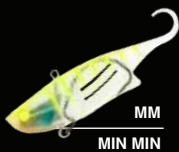


The all new Fish Trap Weedless is the counterpart of the all time classic Fish Trap. This time redesigned to be a weedless vibe, the Fish Trap Weedless can now be confidently worked over or simply into structure for more hits! It retains its signature construction of the tear resistant TPE material,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

## WEEDLESS FISH TRAP

## 95 VIBRATION

CODE: 781WD95(COLOUR)  
SIZE: 95mm | 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.

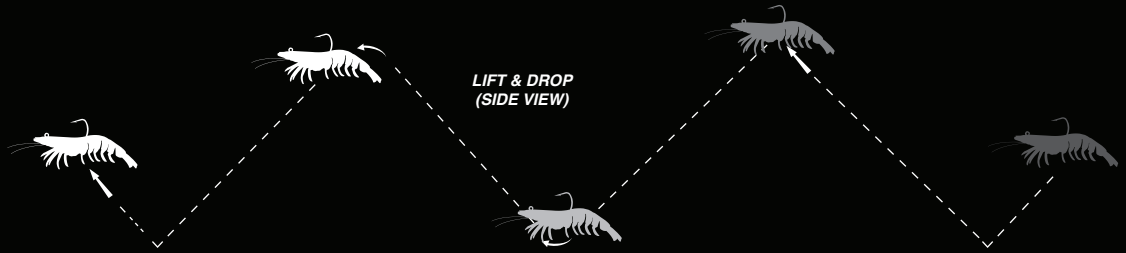


### BODY DESIGN

Life Like legs and segmental body flutters and sways when sinking.

PROFESSIONAL CRAFT SERIES

## 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" | WEIGHT: 9g | HOOK: #1/0



FAB  
FAT BETTY



G  
GHOST UV



GT  
GREEN TIGER



GTR  
GIANT TIGER



MR UV  
MEDIUM RARE



PD  
PANDA



PTR  
PACIFIC TIGER



RB UV  
RED BOLT



TR UV  
THOR



WL UV  
WHITE LEG

# ABSOLUTE SHRIMP

## 3.5 SOFT BAIT


CODE: 781LSMPAL35(Color)

LENGTH: 3.5" | WEIGHT: 11g | HOOK: #2/0



FAB  
FAT BETTY



G   
GHOST




GT  
GREEN TIGER



GTR  
GIANT TIGER



MR   
MEDIUM RARE




PD  
PANDA



PTR  
PACIFIC TIGER



RB   
RED BOLT



TR   
THOR



WL   
WHITE LEG

# ABSOLUTE SHRIMP

## 4.5 SOFT BAIT

CODE: 781LSMPAL45(Color)

LENGTH: 4.5" | WEIGHT: 20g | HOOK: #3/0



FAB  
FAT BETTY



G   
GHOST



GT  
GREEN TIGER



GTR  
GIANT TIGER



MR   
MEDIUM RARE




PD  
PANDA



PTR  
PACIFIC TIGER



RB   
RED BOLT



TR   
THOR



WL   
WHITE LEG

PROFESSIONAL CRAFT SERIES



# LIVE SHRIMP



## FEATURES

**CONSTRUCTION**  
Made with TPE material for durability

**COLOUR RANGE**  
Wide range of colours for different fishing conditions

**BODY DESIGN**  
Segmented body with Kevlar matting allows for realistic action

**VERSATILE RIGGING**  
Can be used with both offset hooks or jig heads



PROFESSIONAL CRAFT SERIES

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 | WEIGHT: 3.5g | HOOK: #2



## LIVE SHRIMP 3.5 SOFT BAIT

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

## LIVE SHRIMP 5.0 SOFT BAIT

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



# LIVE SHRIMP *Hot Legs*



PROFESSIONAL CRAFT SERIES

## FEATURES

### CONSTRUCTION

Made with TPE material for durability

### BODY DESIGN

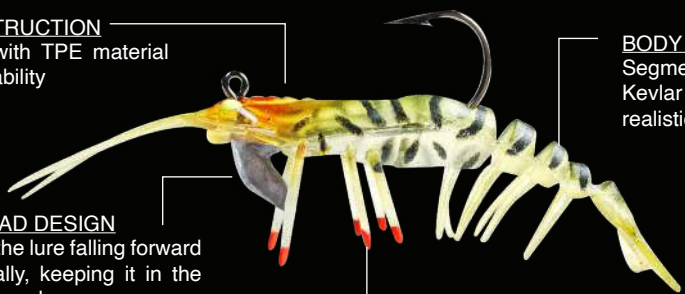
Segmented body with Kevlar matting allows for realistic action

### JIG HEAD DESIGN

Keeps the lure falling forward diagonally, keeping it in the strike zone longer

### VIBRATIONAL ELEMENTS

Feelers and legs vibrate as the lure moves through the water

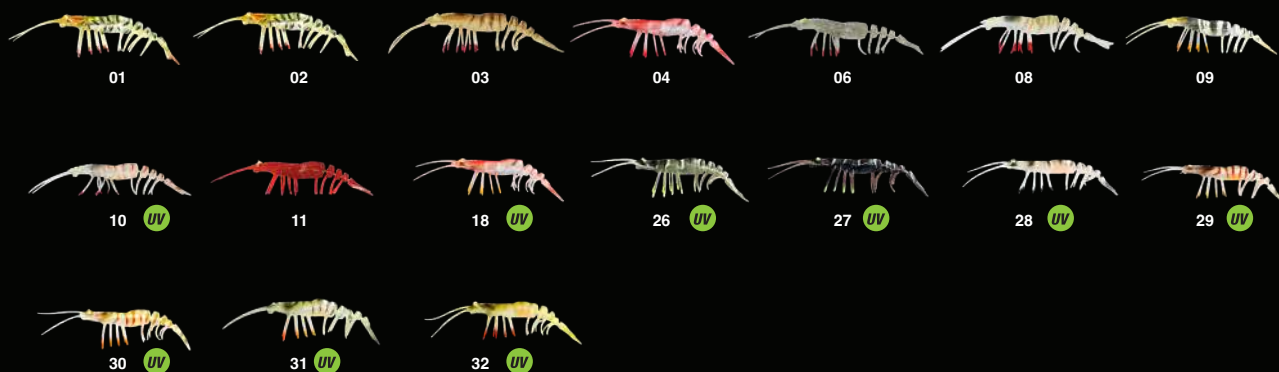


The Latest Live Shrimp Hot Legs make a perfect lure even better! Made with softer material and a slender body, the Live Shrimp Hot Legs are ideal for all situations. Re-designed feelers and legs comes with improved suppleness to enhance vibrations.

## LIVE SHRIMP *Hot Legs* 3.0 SOFT BAIT

CODE: 781-LSMPL3.0(COLOUR)

SIZE: 3.0in | WEIGHT: 10g | HOOK: #3/0



## LIVE SHRIMP *Hot Legs* 4.0 SOFT BAIT

CODE: 781-LSMPL4.0(COLOUR)

SIZE: 4.0in | WEIGHT: 21g | HOOK: #4/0



# LIVE CHERABIN



## FEATURES

### CONSTRUCTION

Made with TPE material for durability

### BODY DESIGN

Segmented body with Kevlar matting allows for realistic action

### JIG HEAD DESIGN

Keeps the lure falling forward diagonally, keeping it in the strike zone longer

### COLOUR RANGE

Wide range of colours for different fishing conditions



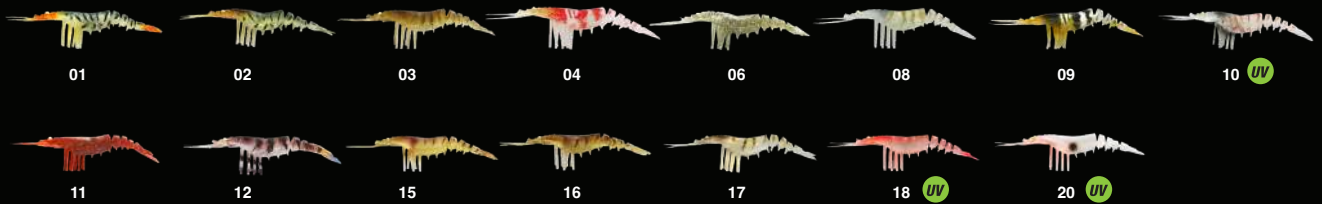
PROFESSIONAL CRAFT SERIES

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)

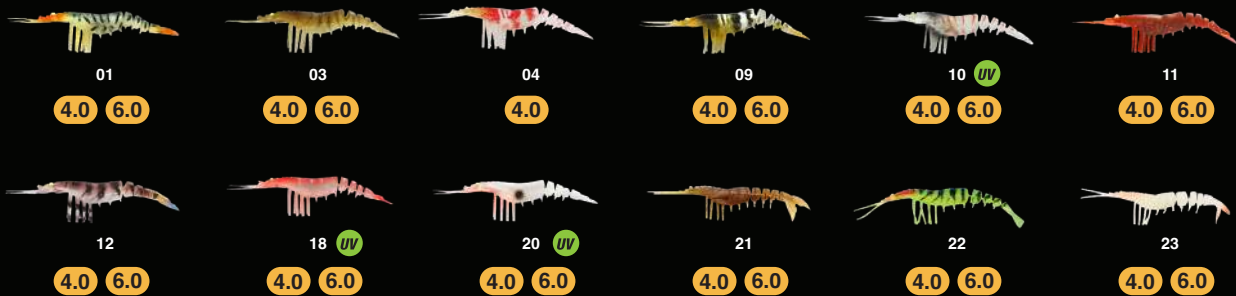
SIZE: 3.0in | WEIGHT: 7.4g | HOOK: #3/0



## LIVE CHERABIN 4.0 SOFT BAIT

CODE: 781-LSMPE4.0(COLOUR)

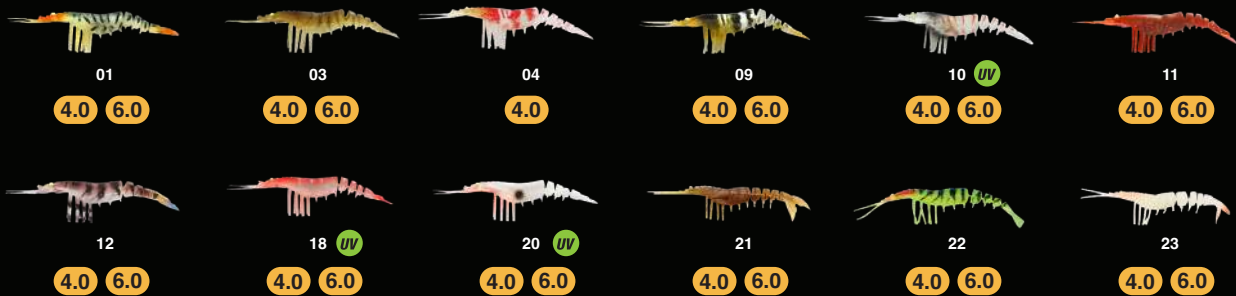
SIZE: 4.0in | WEIGHT: 12g | HOOK: #4/0



## LIVE CHERABIN 6.0 SOFT BAIT

CODE: 781LSMPE6.0(COLOUR)

SIZE: 6.0in | WEIGHT: 22.5g | HOOK: #6/0 ; #8/0



# ZIP



PROFESSIONAL CRAFT SERIES

## FEATURES

### SHORT BIB CONCEPT

Provides a tight stable wobbling action and darting on the twitch

### ABS CONSTRUCTION

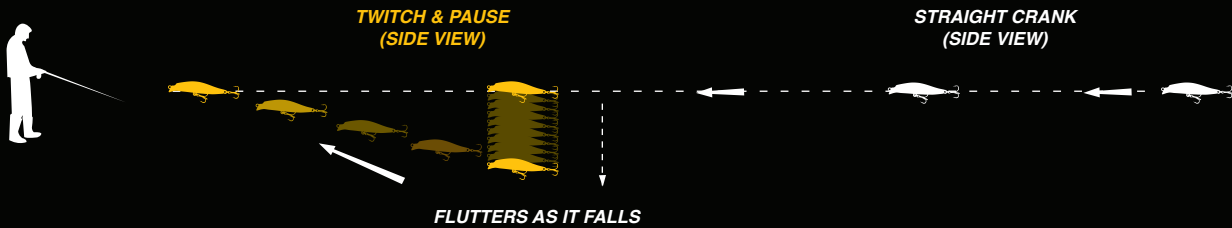
Built to withstand repeated strikes from hard hitting toothy species



### 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

### STRATEGICALLY PLACED WEIGHTS

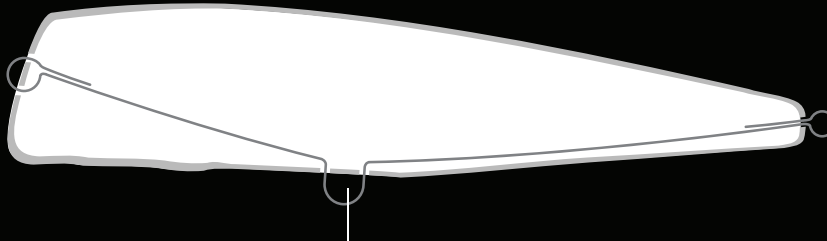
Strategically placed weights allow for maximum casting distance and action

### CUPPED MOUTH

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



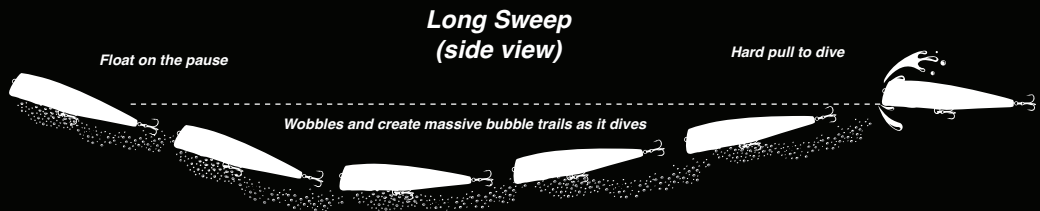
## INTERNAL STRUCTURE



### 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 | WEIGHT: 124g | DEPTH: Topwater | HOOK: #5/0



# 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

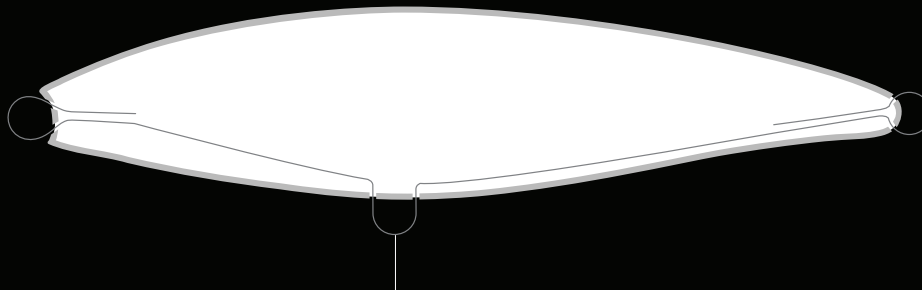
### CUPPED MOUTH

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



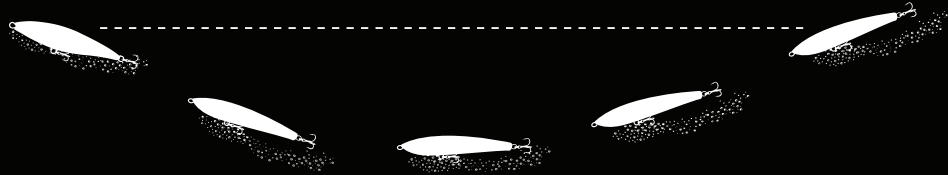
### INTERNALLY REINFORCED

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

## ACTION



### SWEEPING (SIDE VIEW)

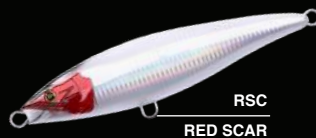


The REEFSTICK 200 is Zerek's newest bluewater floating stickbait. Built with tough ABS plastic and wire through hook hangers to handle the toughest bluewater predators. The REEFSTICK 200 features a moderate long profile that is optimised with its rear weighted design, enabling long casts easily. Designed 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 NEW

CODE: 781XXX200(COLOUR)

SIZE: 200mm | WEIGHT: 130g | DEPTH: Topwater | HOOK: #4/0



# 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

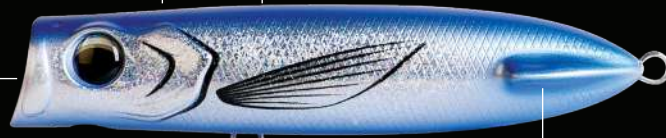
Specially designed tunnel which allows water to flow through creating additional bubbling

### INTERNALLY REINFORCED

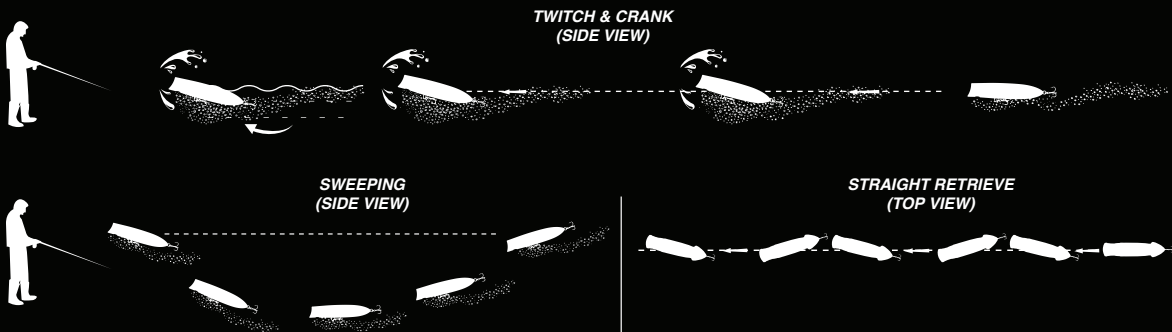
Wire Through hook hangers allow for targeting hard fighting species

### REAR WEIGHTED

Weighted at the back to enhance its casting distance

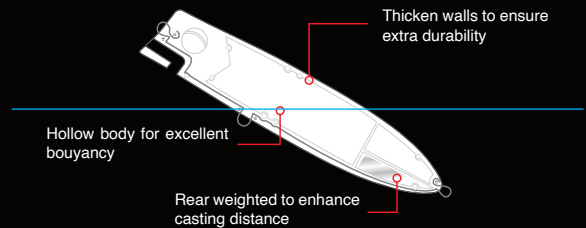


## ACTION



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 | WEIGHT: 50g | HOOK: #1/0 **BKK**





## FEATURES

### ACTION

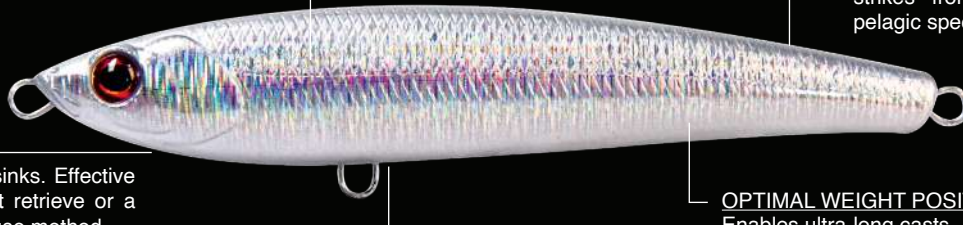
Flutters as it sinks. Effective with a straight retrieve or a twitch and pause method

### FINISHING

Reflective colours with detailed finishing to emulate baitfish

### ABS CONSTRUCTION

Built to withstand repeated strikes from hard hitting pelagic species



**OPTIMAL WEIGHT POSITION**  
Enables ultra-long casts

### INTERNALLY REINFORCED

Wire Through hook hangers for increased holding strength

## ACTION



### TWITCH & PAUSE (SIDE VIEW)

### STRAIGHT CRANK (SIDE VIEW)

FLUTTERS AS IT FALLS

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)

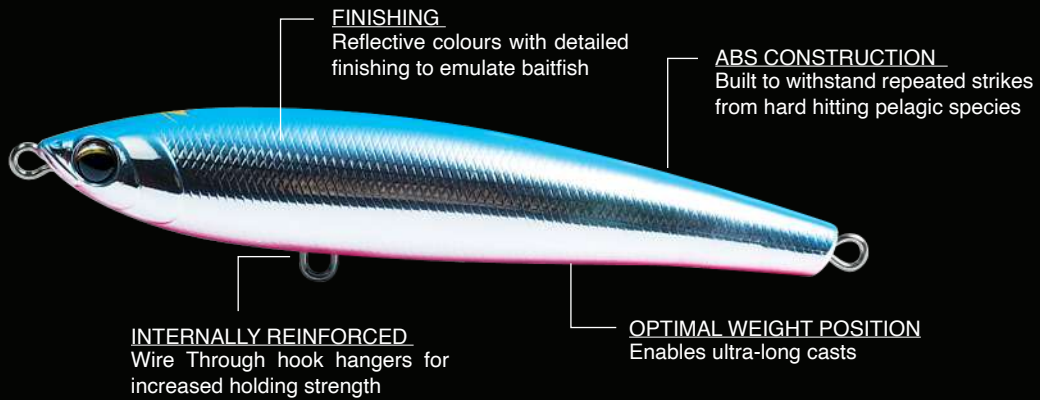
SIZE: 115mm | WEIGHT: 40g | HOOK:#2



# ZAPPELIN

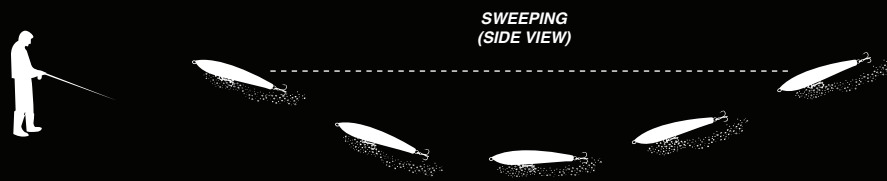


## FEATURES



BLUWATER CRAFT LIMITED

## 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 | WEIGHT: 57g | HOOK:#2/0

## ZAPPELIN 220 TOP WATER

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





## FEATURES

**PERFECTLY BALANCED**  
Stable during high speed retrieves

**FINISHING**  
Reflective colours with detailed finishing to emulate baitfish

**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



**STRAIGHT CRANK (TOP VIEW)**



### 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

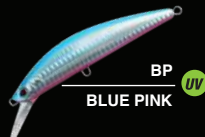
CODE: 781BWCV90(COLOUR)  
SIZE: 90mm | WEIGHT: 28g | HOOK:#2

## CAVALLA 115 FAST SINKING

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



90 115



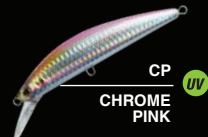
90 115



115



90 115



90 115



115



90 115



90 115



115



90 115



90 115



90 115



90 115



## FEATURES

**PERFECTLY BALANCED**  
Stable during high speed retrieves

### FINISHING

Reflective colours with detailed finishing to emulate baitfish

### 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



### STRAIGHT CRANK (TOP VIEW)



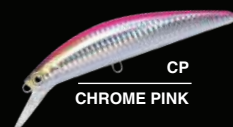
## BWCV125

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)

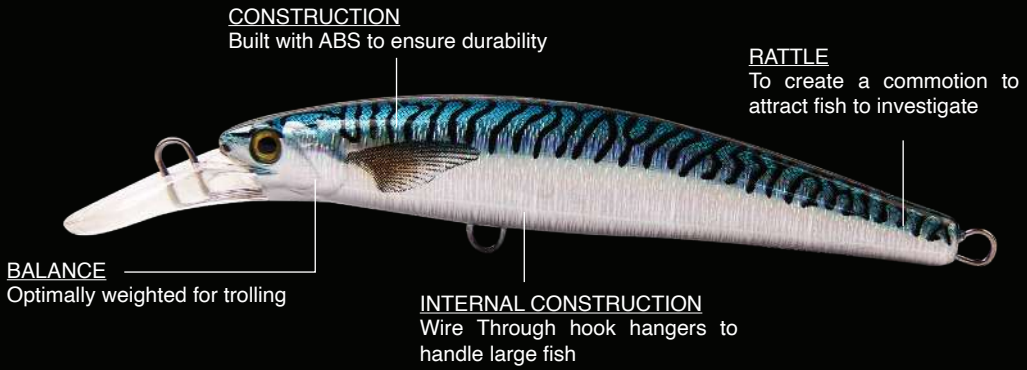
SIZE: 125mm | WEIGHT: 60g | HOOK:#1/0



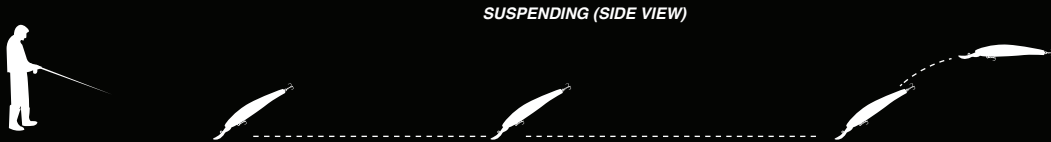
# SPEED DONKEY



## 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.

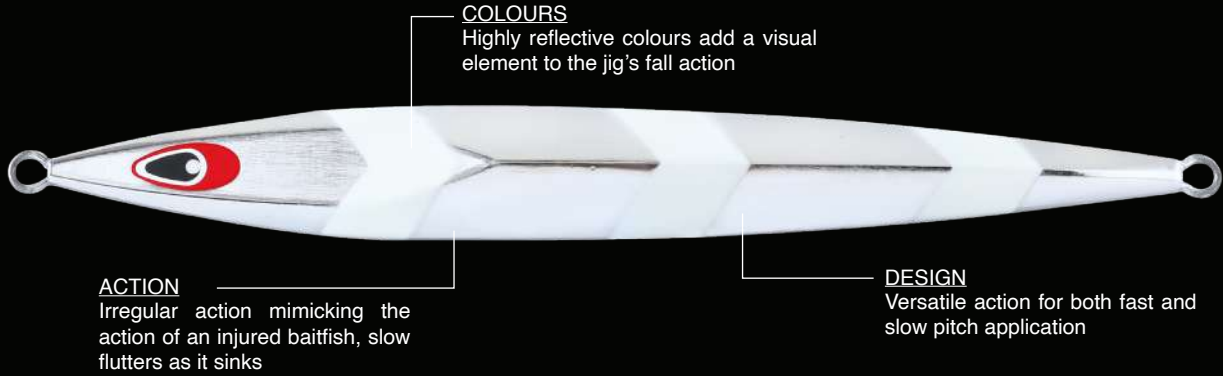
## SPEED DONKEY 140 TROLLING

CODE: 781BWS140(COLOUR)

SIZE: 140mm | WEIGHT: 39g | DEPTH: 2-4m | HOOK: 1/0



# SLASH JIG



**ACTION**  
Irregular action mimicking the action of an injured baitfish, slow flutters as it sinks

**COLOURS**  
Highly reflective colours add a visual element to the jig's fall action

**DESIGN**  
Versatile action for both fast and slow pitch application

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 | WEIGHT: 170g

## SLASH JIG

230 JIG

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

## SLASH JIG

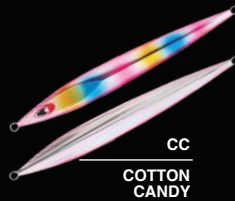
290 JIG

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

## SLASH JIG

350 JIG

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



# CHILLI PADI TG



## FEATURES

### CONSTRUCTION

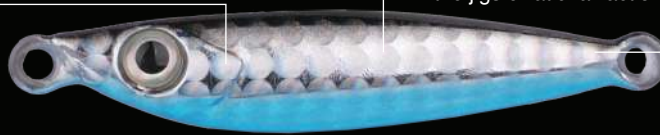
Made with Tungsten which has a higher density than lead

### 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



BLUEWATER CRAFT LIMITED

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 | WEIGHT: 10g

## CHILLI PADI

18 JIG

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

## CHILLI PADI

28 JIG

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



# CHILLI PADI

## 36 JIG

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



BLUEWATER CRAFTLIMITED

# CHILLI PADI

## 45 JIG

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



# CHILLI PADI

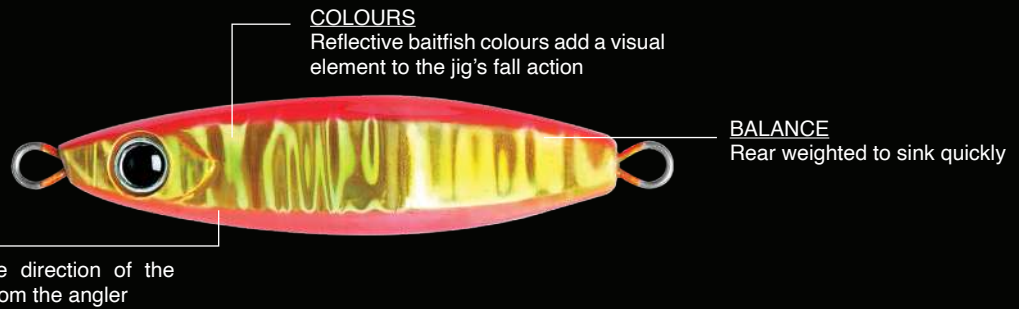
## 60 JIG

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

# SPEED SLIDER



## FEATURES



BLUWATER CRAFT LIMITED

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 | WEIGHT: 5g



## SPEED SLIDER

7 JIG

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



## SPEED SLIDER

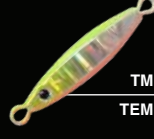
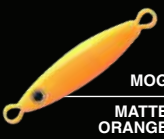
12 JIG

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

## SPEED SLIDER

20 JIG

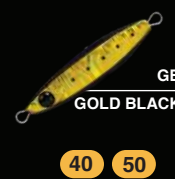
CODE: 781-BWCLSPDS20(COLOUR)  
SIZE: 48mm | WEIGHT: 20g



## SPEED SLIDER

40 JIG

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



## SPEED SLIDER

50 JIG

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

BLUWATER CRAFTLIMITED

## SPEED SLIDER

60 JIG

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

## SPEED SLIDER

80 JIG

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



## SPEED SLIDER

90 JIG

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

## SPEED SLIDER

100 JIG

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



## SPEED SLIDER

130 JIG

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



# *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 irresistible 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



### STRAIGHT CRANK (TOP VIEW)



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 | WEIGHT: 20g | DEPTH: 0.5m - 1.5m | HOOK:#4 **BKK**

## DEFIANCE 130 MD SLOW SINKING

CODE: 781DF130MD(COLOUR)

SIZE:130mm | WEIGHT: 21g | DEPTH: 1m - 2m | HOOK:#4 **BKK**



BGT  
BLUE  
GHOST



BTT  
BLEEDING  
TROUT



CT  
CHARTREUSE



GDT  
GOLDEN  
TROUT



MT  
MUTANT



OP  
ORIGINAL  
PERCH



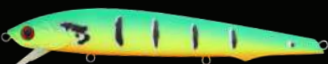
E  
EMPURAU



PL  
PEARL



RC  
RED CHEEK



T  
TEMMY

# NAP SHAD



## FEATURES

### RATTLE

A single ball bearing that produces a distinctive and loud clacking noise when the lure is worked

### ACTION

A stable wide wobble on a straight retrieve and erratic darting action when twitched



### CONSTRUCTION

Built with tough ABS material for maximum durability

## ACTION



### STRAIGHT RETRIEVE (TOP VIEW)



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 | WEIGHT: 14g | HOOK: #4 **BKK**



BT  
BLEEDING  
TROUT



CB  
CHERRY  
BARB



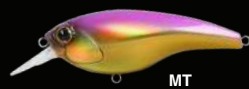
CT  
CHARTREUSE



E  
EMPURAU



MG  
MUTANT  
GOLD FISH



MT  
MUTANT



MG  
ORIGINAL  
PERCH



PL  
PEARL



RC  
RED CHEEK



T  
TEMMY

# AFFINITY 220



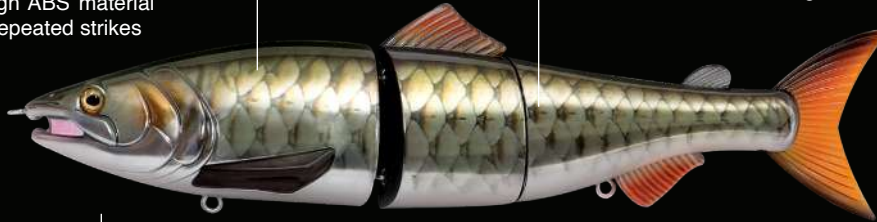
## FEATURES

### CONSTRUCTION

Built with tough ABS material to withstand repeated strikes

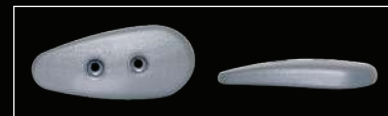
### BODY DESIGN

Unique joint section which creates a smooth sliding action



### ADDITIONAL WEIGHT

Installing additional weight allows the lure to sink

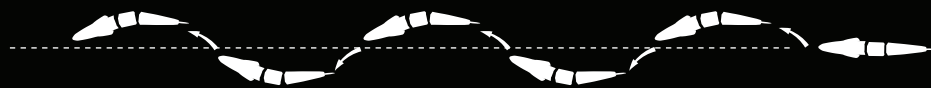


INCLUDED IN BOX  
10G & 20G ADDITIONAL WEIGHT

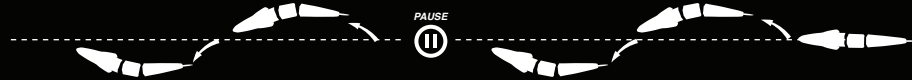
## ACTION



STRAIGHT CRANK  
(TOP VIEW)



RETRIEVE & PAUSE  
(TOP VIEW)



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.

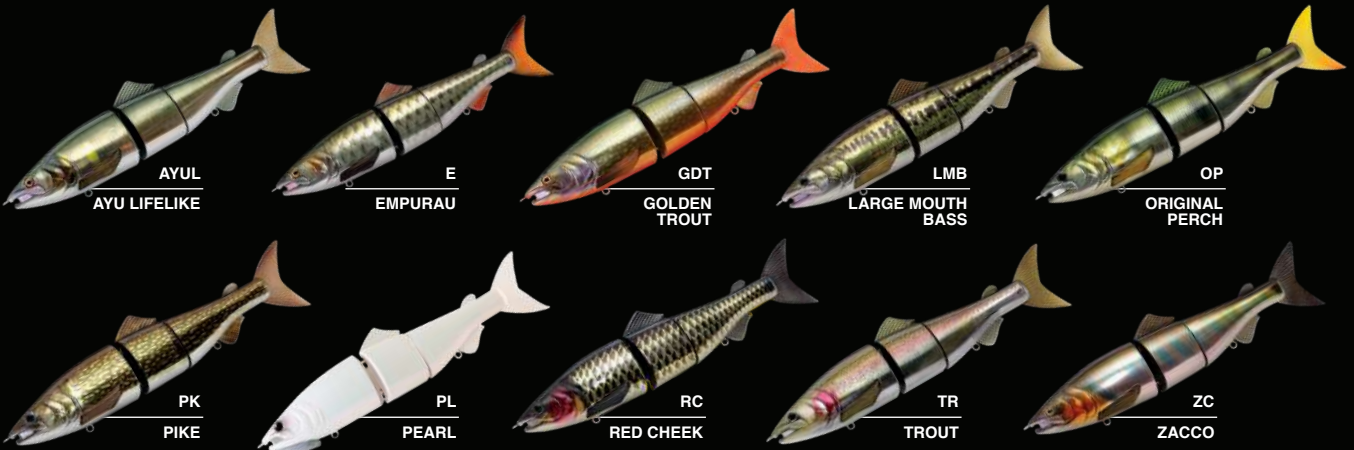


## AFFINITY 220

## FLOATING

CODE: 781AF220(COLOUR)

SIZE: 220mm | WEIGHT: 96g | HOOK:#1/0



# AFFINITY 160



## FEATURES

### CONSTRUCTION

Built with tough ABS material to withstand repeated strikes

### BODY DESIGN

Unique joints action which creates a smooth sliding motion

### G-LOCKING

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



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

## ACTION



### STRAIGHT CRANK (TOP VIEW)



### RETRIEVE & PAUSE (TOP VIEW)



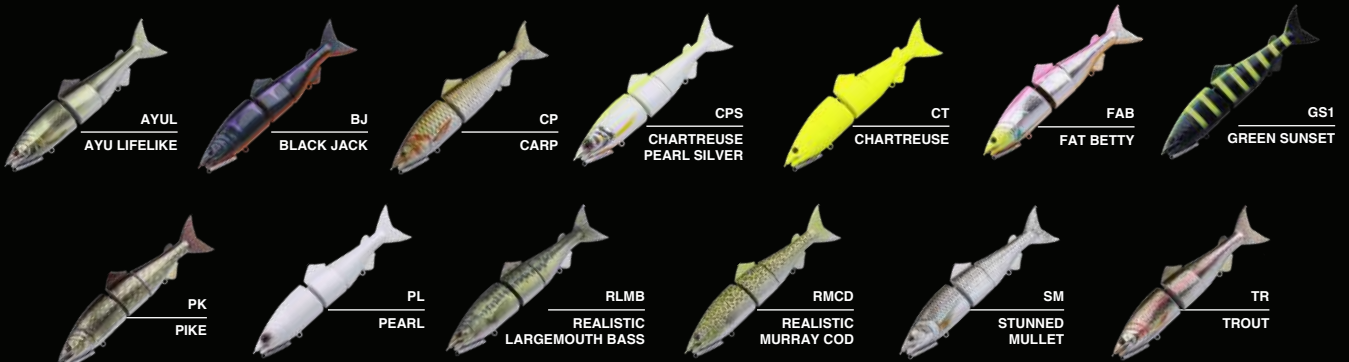
Constructed with 100% ABS plastic, the new downsized ZEREK AFFINITY 160mm retains its slim 3-part jointed swimbait profile and its realistic wide S-shaped side to side wobble on a straight retrieve. This versatile action allows the swimbait to be worked in a variety of ways, especially with the half-crank 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 | WEIGHT: 41g(without weight), 49g(with weight)

HOOK:#2 **BKK** | DEPTH RANGE: 0.5-1m





## FEATURES

### CONSTRUCTION

Built with tough ABS material to withstand bite force

### BODY DESIGN

Segmented body creates a seductive wobbling action.

### ACTION

Versatile Swim bait which can be worked on the surface or sub surface.



## ACTION



STRAIGHT CRANK  
(TOP VIEW)



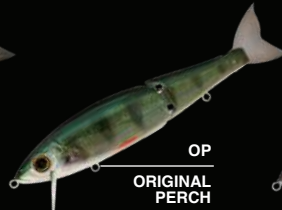
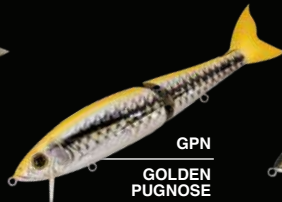
The Awake is a double jointed swimbait that is able to be worked as a wake bait at surface level on a slower retrieve, or a shallow diving swim bait on faster retrieve. This allows the angler to have versatility depending on varying depths of the water. Each retrieve enables the jointed part of the lure 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 | WEIGHT: 42g | DEPTH: 0-0.8m | HOOK: #1 **BKK**



FRY



**FEATURES**

**ACTION**

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

**TOUGH ABS CONSTRUCTION**

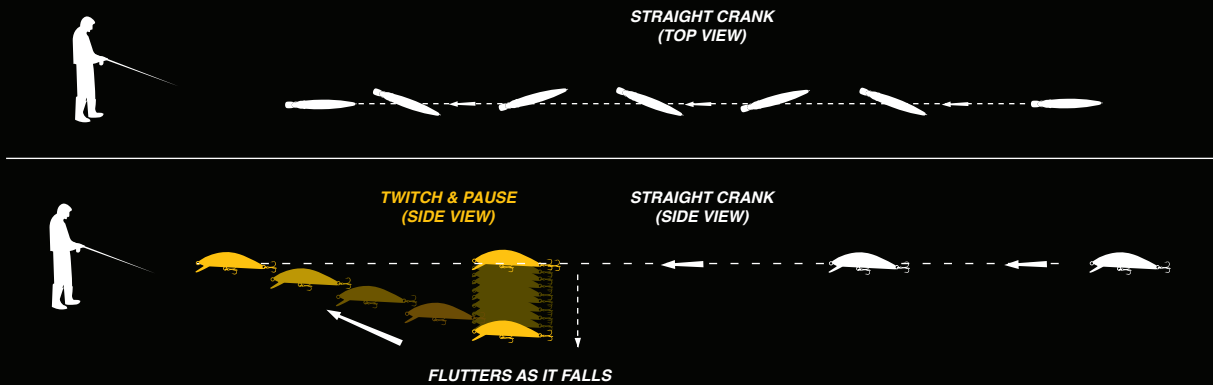
Built to withstand repeated strikes from toothy predators.

**STRATEGICALLY 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 | WEIGHT: 5g | HOOK:#12



BGT  
BLUE GHOST



BT  
BROWN TROUT



BTT  
BLEEDING TROUT



CT  
CHARTREUSE



FAB  
FAT BETTY



GC  
GHOST CATFISH



PL  
PEARL



RD  
RED DEVIL



RT  
RAINBOW TROUT



T  
TEMMY

EVOLUTION SERIES

# MAMBA SHAD



## FEATURES

### ACTION

Lure has a tight wobbling action and floats on the pause

### TOUGH ABS CONSTRUCTION

Built to withstand the bite force of predator fish

### FINISHING

New range of colours to suit varying fishing conditions

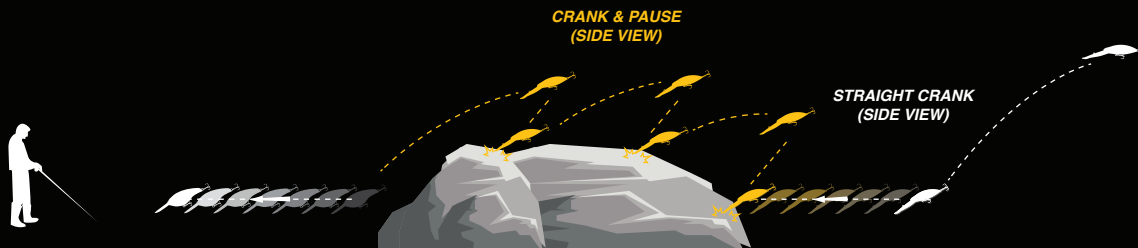
### BIB DESIGN

Allows the lure to 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.

## ACTION

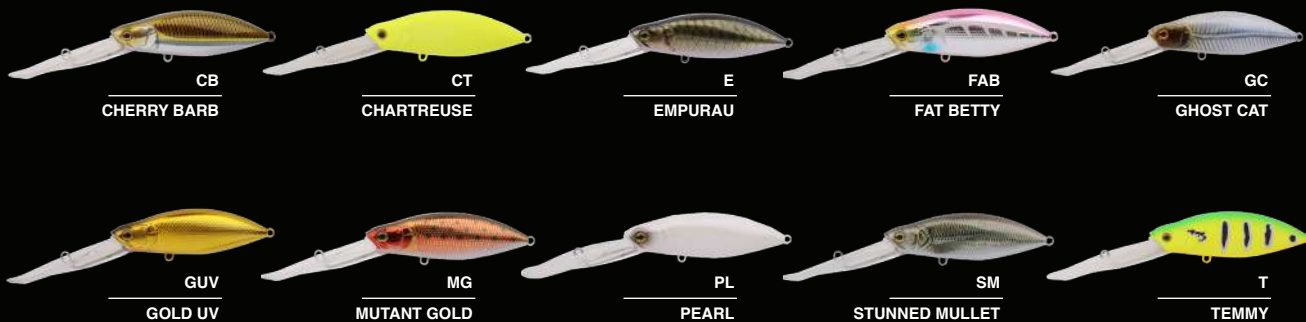


The new Zerek Mamba Shad was designed to dive to a depth of at least 6m. With a great buoyancy, the Mamba Shad dives at a 75 degree angle down as you retrieve, allowing it to dive down as fast as possible to the strike zone of the target. Constructed with ABS plastic and wire-through hook hangers, it 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 | WEIGHT: 29g | DEPTH: 6m | HOOK:#2



# INFINITY

REACH FOR THE INFINITY

## SERIES

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



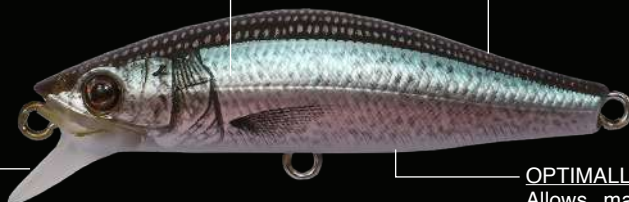
## FEATURES

### REALISTIC FINISH

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

### TOUGH ABS CONSTRUCTION

Built to withstand repeated strikes 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.

INFINITY SERIES

## 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 | WEIGHT: 11g | 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!

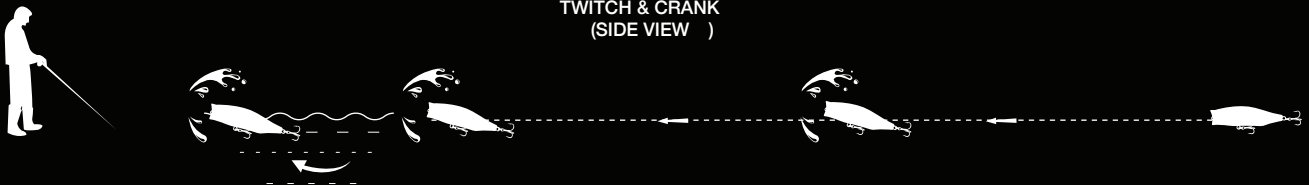
### INTERNAL RATTLE

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



## ACTION

### TWITCH & CRANK (SIDE VIEW)



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 | WEIGHT: 12g | 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

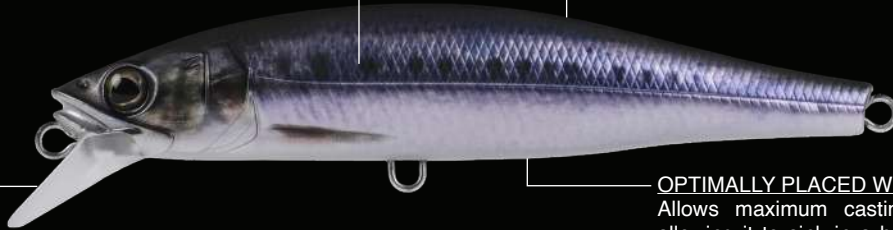
Built to withstand repeated strikes from toothy predators.

### ACTION

A seductive tight wobble with almost zero resistance on the retrieve 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.



INFINITY SERIES

## 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 | WEIGHT: 48g | 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

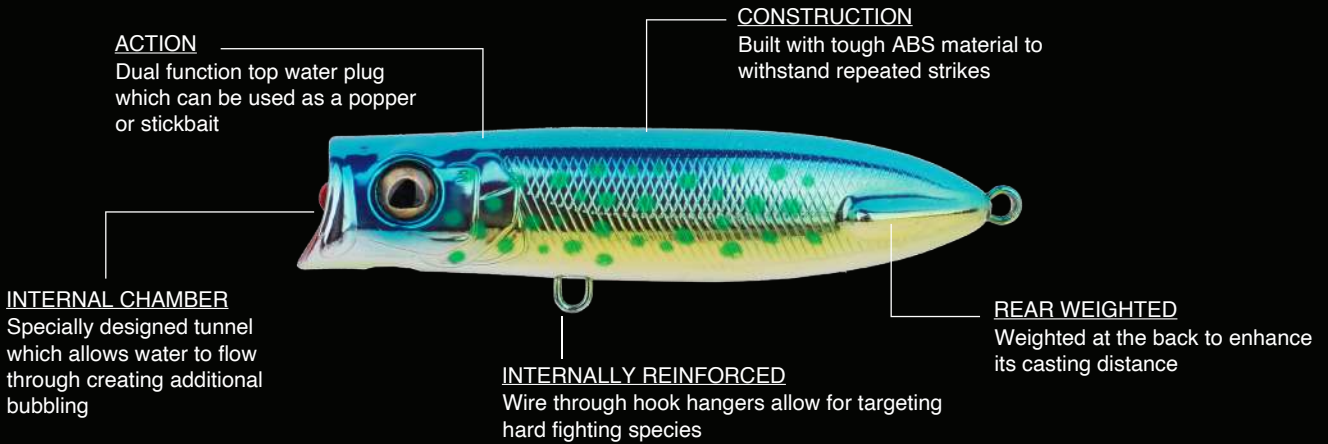


RYMG  
REALISTIC YELLOW MAGIC

# PUG FACE POPPER 90



## FEATURES



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**  
**REALISTIC ANCHOV Y**



**RKMB**  
**REALISTIC KEMBONG**



**RMLT**  
**REALISTIC MULLET**



**RPSD**  
**REALISTIC PURPLE SARDINE**



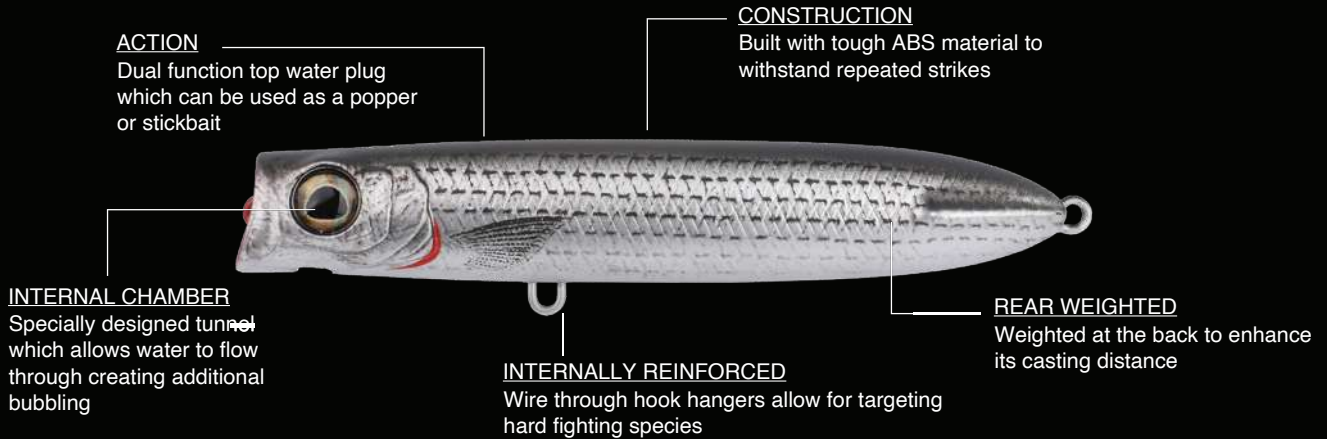
**RSVD**  
**REALISTIC SILVERSIDE**

# PUG FACE POPPER SLIM



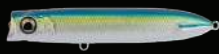
## FEATURES

INFINITY SERIES



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**  
**REALISTIC ANCHOV Y**



**RKMB**  
**REALISTIC KEMBONG**



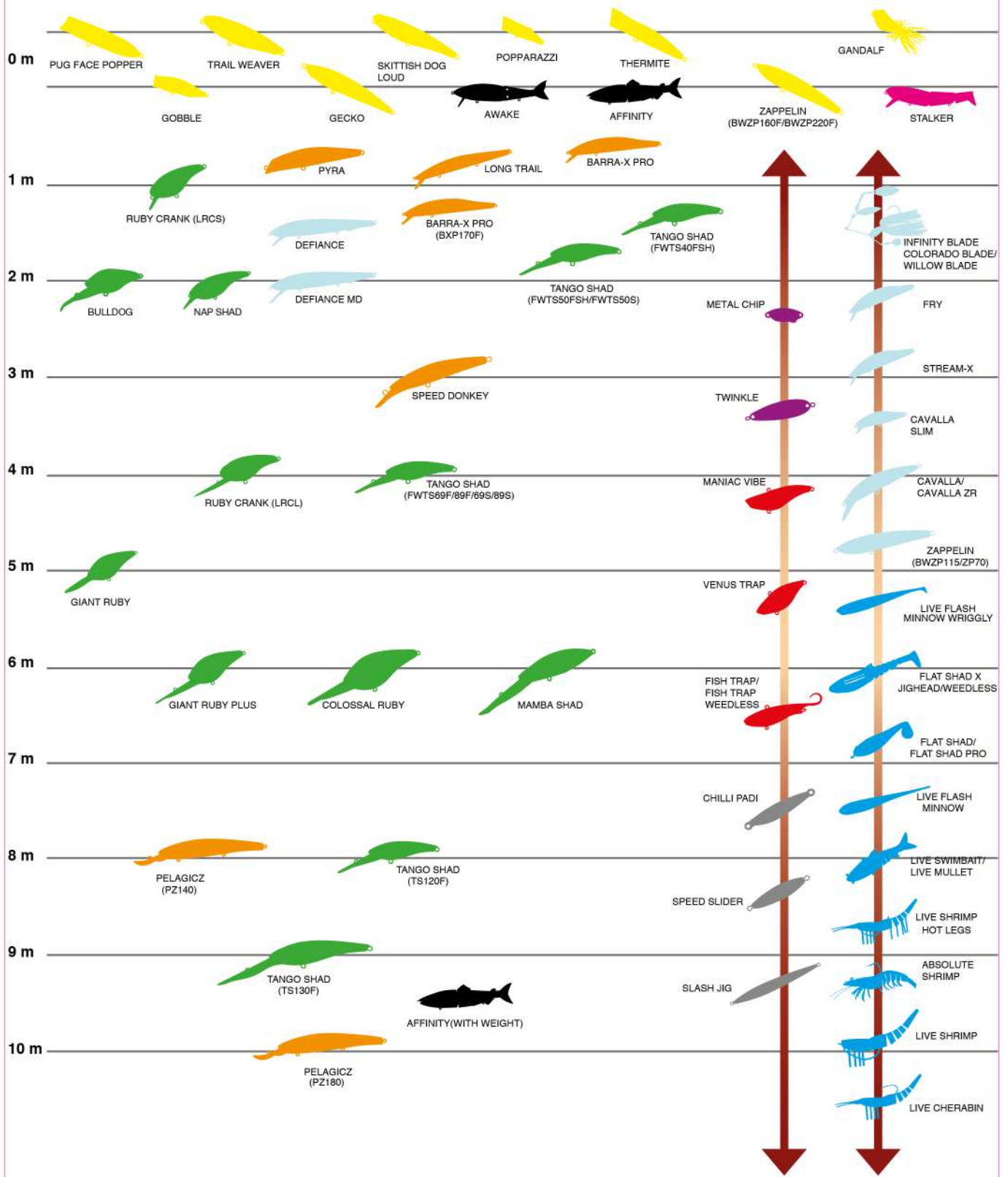
**RMLT**  
**REALISTIC MULLET**



**RPSD**  
**REALISTIC PURPLE SARDINE**



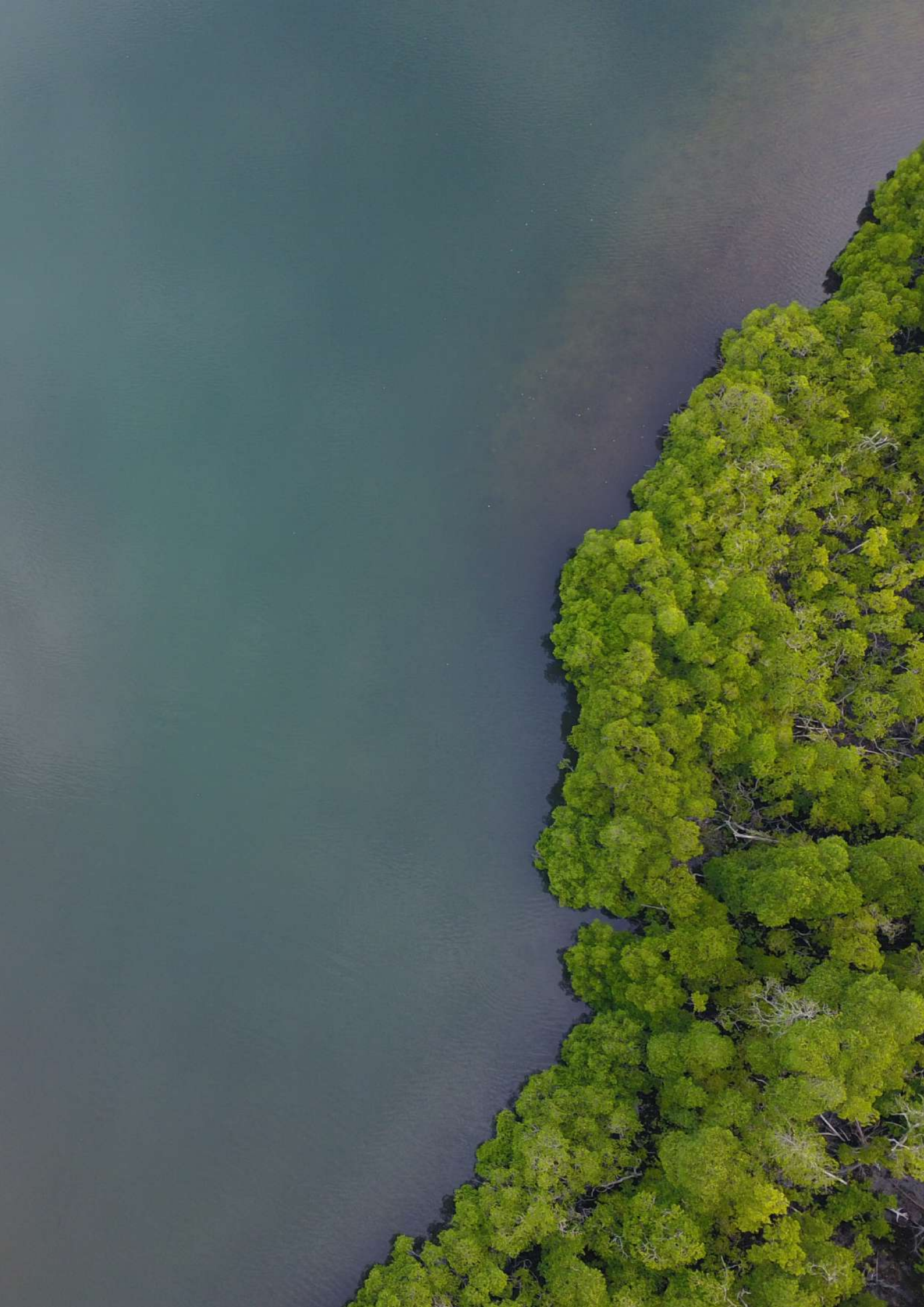
**RSVD**  
**REALISTIC SILVERSIDE**



**SINKING LURES**

- TOP WATER
- CRANK BAIT
- FLOATING MINNOW
- VIBRATION
- SOFT BAIT
- JIGS
- SPOON
- WAKE BAIT
- SWIM BAIT
- SINKING LURE







**LIVE SHRIMP HOOK PACK**

5"



4"



3.5"



**MARSH SLIDER HOOK PACK**

• available in size 1

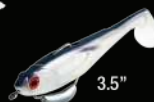
5/0



4/0



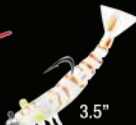
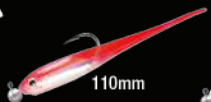
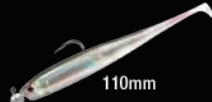
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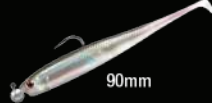
**MARSH SLIDER JIG HEAD**

• available in size 1/0 & 1

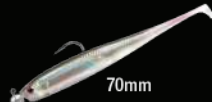
4/0



3/0



2/0



# 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

# LONG SLEEVE

The Zerek Jersey is made with DRI-FIT Material that absorbs sweat into a separate fabric layer and allows it to evaporate, leaving you cool and comfortable while you are fishing. The stylish design incorporates several elements of the distinctive Zerek Logo that will turn heads where ever you go.

MALE/UNISEX SIZE(cm)

SIZE	XS	S	M	L	XL	2XL	3XL	4XL
CHEST	50	53	55	60	65	70	75	80
SLEEVE	54	56	57	58	59	61	64	65
LENGTH	66	70	71	73	77	81	85	87



**TEAM ZERЕК LONG SLEEVE JERSEY**

CODE: 781TMZ(SIZE)  
XS, S, M, L, XL, 2XL, 3XL, 4XL



**GREY PIXEL LONG SLEEVE**

CODE: 781PXGL(SIZE)  
XS, S, M, L, XL, 2XL, 3XL, 4XL

# SHORT SLEEVE

The Zerek Jersey is made with DRI-FIT Material that absorbs sweat into a separate fabric layer and allows it to evaporate, leaving you cool and comfortable while you are fishing. The stylish design incorporates several elements of the distinctive Zerek Logo that will turn heads where ever you go.

ADULT UNISEX SIZE(cm)

SIZE	XS	S	M	L	XL	2XL	3XL	4XL
CHEST	50	53	55	60	65	70	75	80
LENGTH	66	70	71	73	77	81	84	87



**GREY PIXEL SHORT SLEEVE**

CODE: 781PXGS(SIZE)  
XS, S, M, L, XL, 2XL, 3XL, 4XL



**RGY SHORT SLEEVE**

CODE: 781RGY(SIZE)  
XS, S, M, L, XL, 2XL, 3XL



**EPG SHORT SLEEVE**

CODE: 781EPG(SIZE)  
XS, S, M, L, XL, 2XL, 3XL

# TEAM ZEREK GAMEFISH DRI-FIT JERSEY

The Zerek Jerseys are made with a specially formulated 100% polyester material that provides superior comfort. The DRI-FIT material absorbs sweat and keeps you cool and comfortable while fishing.

MALE/UNISEX SIZE(cm)

SIZE	XS	S	M	L	XL	2XL	3XL	4XL
CHEST	50	53	55	60	65	70	75	80
SLEEVE	54	56	57	58	59	61	64	65
LENGTH	66	70	71	73	77	81	85	87



APPAREL

## SHIRT ZEREK REDEFINE THE GAME TEAM SHIRT LONG

CODE: 781RTGTL(SIZE)

XS, S, M, L, XL, 2XL, 3XL, 4XL

# ZEREK GAMEFISH DRI-FIT T-SHIRT

The Zerek T-shirts are made with a specially formulated 100% polyester material that provides superior comfort. The DRI-FIT material absorbs sweat and keeps you cool and comfortable while fishing.

ADULT UNISEX SIZE(cm)

SIZE	XS	S	M	L	XL	2XL	3XL	4XL
CHEST	50	53	55	60	65	70	75	80
LENGTH	66	70	71	73	77	81	84	87



## SHIRT ZEREK REDEFINE THE GAME SHIRT SHORT BLACK

CODE: 781RTGGBS(SIZE)

XS, S, M, L, XL, 2XL, 3XL, 4XL

## SHIRT ZEREK REDEFINE THE GAME Z SHIRT SHORT BLACK

CODE: 781RTGZBS(SIZE)

XS, S, M, L, XL, 2XL, 3XL, 4XL

# DRI-FIT LONG SLEEVE

The Zerek T-shirts are made with a specially formulated 100% polyester material that provides superior comfort. The DRI-FIT material absorbs sweat and keeps you cool and comfortable while fishing.

MALE/UNISEX SIZE(cm)

SIZE	XS	S	M	L	XL	2XL	3XL	4XL
CHEST	50	53	55	60	65	70	75	80
SLEEVE	54	56	57	58	59	61	64	65
LENGTH	66	70	71	73	77	81	85	87

APPAREL



INFINITY DRI-FIT LONG SLEEVE SHIRT  
 CODE: 781ZINFL(SIZE)  
 XS, S, M, L, XL, 2XL, 3XL, 4XL

# UV SLEEVES

Convenient slip-on stretchable sleeves to keep out the damaging effects of the sun. Thin breathable fabric is used to keep the user cool whilst keeping harmful UV rays out.

- 80% NYLON
- 20% SPANDEX



**WHITE UV SLEEVE**  
CODE: 781-SLV01



**BLACK UV SLEEVE**  
CODE: 781-SLV02

APPAREL

# MULTI-PURPOSE UV HEADWEAR

The Multi-purpose UV Headwear is design to keep your face or head cool from the sun during fishing. There are different ways of using it to keep you away from the harmful UV rays.



**BLACK UV HEADWEAR 01**  
CODE: 781-MHW01/B

**WHITE UV HEADWEAR 01**  
CODE: 781-MHW01/W



**BLACK UV HEADWEAR 02**  
CODE: 781MHW02B

**WHITE UV HEADWEAR 02**  
CODE: 781MHW02W

# EVOLUTION SERIES CAP



**MESH CAP**  
CODE: 781ZEMB



**SNAP BACK CAP**  
CODE: 781ZESM



**VISOR CAP**  
CODE: 781ZEVB

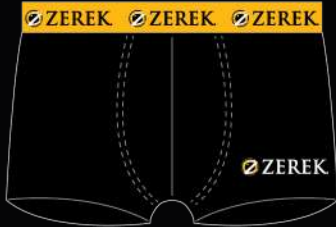
*Evolution* **SERIES**  
CONQUER FROM WITHIN

# ZEREK BRIEFS

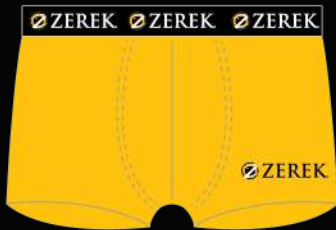
- 3 Designs per box
- 95% Premium Bamboo Fiber + 5% Spandex

SIZE CHART(cm)

SIZE	S	M	L	XL	2XL
WAIST	36	39	42	45	48
SIDE LENGTH	25	26	27	28	29



**ZEREK BLACK BRIEFS**  
CODE: 781UWB(SIZE)  
S, M, L, XL, 2XL



**ZEREK YELLOW BRIEFS**  
CODE: 781UWY(SIZE)  
S, M, L, XL, 2XL



APPAREL

# SPLIT RING TWEEZERS

ZEREK Split Ring Tweezers is designed to handle smaller split rings and can be used just like a split ring pliers. An additional line picking pin featured in this tweezer enable line knot untangling with high effectiveness. It is made of high quality 17/4 stainless steel which provide maximum rust resistance.



CODE: 781SRTS



## 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.



ライン  
カッター



スプリットリン  
グオープナー



フックリ  
ムーバー

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



CODE: 781GAP7

## 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.



ライン  
カッター



スプリットリン  
グオープナー



フックリ  
ムーバー

- 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 seperators for optimal organisation
- Made from Polypropylene material
- TPE/Soft Plastic Safe
- 355x220x80mm



CODE: 781MSBX05



ZEREK  
PRO STAFF



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