



Rapala®

2018 CATALOG

THE QUEST FOR PERFECTION, SINCE 1936.

The anticipation levels soar with your new lure as you make that first cast, hoping & wishing that all of the decisions which have lead you to this point will give you the best chance of reaching your angling goals.

When you attach a Rapala lure to the end of your fishing line, you are connecting to a piece of history; a product that has been refined and re-engineered using the experience gained from over 80 years of learning how to catch fish, in waters around the world.

The same attention to detail and tradition that you find in our lures is extended to all fishing tackle sold under the Rapala brand; from our tools & accessories, to our technical clothing and beyond.





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RAPALA MATERIALS & FINISHES

Carefully selected materials and finishes guarantee optimal performance and appearance.



BALSA WOOD

Balsa wood has always been the material of choice for Rapala's iconic lures; such as the Original Floater and Countdown – the lures that started it all. Even today, a precisely shaped and precision weighted balsa body gives the lure the most responsive and life-like action that can't be achieved with any other material. Balsa wood is quite unique; it is a very sustainable product thanks to its rapid growth rate, and despite being so light it is still very strong and is classified as the softest commercial hardwood – the perfect initial ingredient in creating the famous Rapala “wounded minnow” action.

ABACHI WOOD

Abachi wood is the perfect choice for Rapala when a tougher wooden lure is required. Abachi is used in the manufacture of Rapala lures such as the Countdown Magnum – lures that are designed to target big fish. Abachi offers a similar life-like, natural swimming action to balsa. The major difference between abachi and balsa is the strength and also the buoyancy; balsa has higher buoyancy and will rise faster in the water than abachi.

PLASTIC

Plastic is a great artificial material for manufacturing fishing lures, it lends itself to a variety of options for finishes and translucency. Plastic is ideal for lures that have to be very strong and durable or neutrally buoyant (suspending). Plastic lures can be built to be as noisy as a swarm of bees or as silent as a mouse. Translucent plastic can have texture on either side, allowing very realistic life-like finishes with 3D scales, lateral lines, gills and fins when combined with internal metallic or holographic finishes and external paint and print patterns.



ORIGINAL RAPALA FOIL

Rapala's original foil is the perfect all-rounder when it comes to selecting a general purpose finish to mimic natural baitfish. The original foil produces a moderate amount of flash and showcases a fantastically detailed, natural scale pattern.



PAINTED & PRINTED

Painted and printed finishes are generally found on wooden bodied lures, such as the CountDown and Original Floater. These color combinations give off a low amount of flash, and can be produced to provide either natural or high contrast attractor patterns.



HOLOGRAPHIC FOIL

The holographic foil is a signature ingredient within the X-Rap concept; it is what gives that strike-inducing flash that fish just can't resist. Holographic foils are used both internally and externally to achieve intense flash that still blends into the natural underwater environment.



METALLIC PLATING

Metallic finishes are used to imitate really shiny baitfish species and to create a lot of flash to catch the fish's attention. Combined with paint and print patterns, chrome finishes can be used to create highly detailed baitfish imitations as well as bright and flashy attractor patterns.



CUSTOM HD LIVE

Created in perfect detail, the advanced Custom HD finishes are the most life-like replicas of nature ever. The artisanal finishes are a mix of modern printing technology combined with classic Rapala foil finishes and deep knowledge on how to combine the best of both to create stunningly beautiful baitfish imitations.



UV BRIGHT

It is widely understood that many fish species see into the UV spectrum, which aids in hunting prey. Some of our lures are coated with UV reflective particles which greatly enhance their visibility to predatory species. UV light is invisible to most humans, so you'll just have to try a UV BRIGHT lure and experience the results first-hand.



GLOW

Glow colors reserve light energy into the coating and release it in the dark – be it because of night or deep water – to create an irresistible target for the predators.



SCATTER RAP[®] SERIES

The erratic Scatter Rap[®] action perfectly mimics a spooked baitfish trying to escape a predator's attack – and the evasive action of a baitfish trying to get out of a harm's way will draw reaction strikes from all predatory species. It's the movement no predator can resist.

The Scatter Lip creates the most evasive, erratic, aggressive sweeping action with directional and cadence changes that the fishing pros have always used to get the big and wary fish to bite. It's just that with the Scatter Rap[®] you don't have to be a seasoned pro with a wide arsenal of tackle and techniques. With minor changes in the retrieve or trolling speed, the Scatter Rap[®] will do the catching.



Introducing the new

SCATTER RAP[®] HUSKY





**A lure so Husky,
it could pull a dog sled.**

BUILT WITH  SCATTER LIP

SCATTER RAP[®] HUSKY

TROLLING



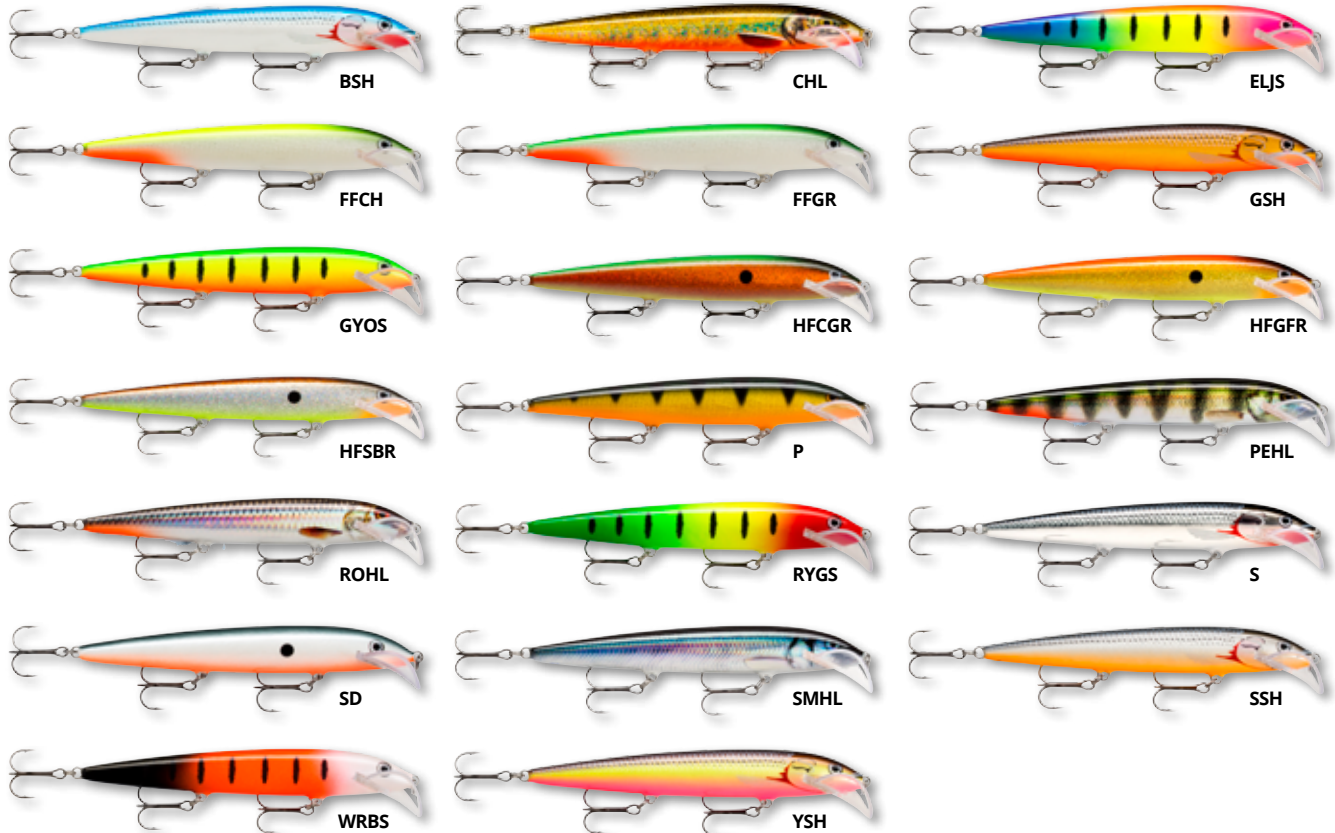
NEW
for
2018



"Set. Troll. Forget."

Introducing the new Rapala Scatter Rap[®] Husky, the legendary Rapala Husky enhanced with the Scatter Rap[®] Escaping Minnow action. Its unusual curved lip design sends the Scatter Rap[®] Husky off on an irregular path, unexpectedly darting from left-to-right as it moves through the water like a nervous baitfish. This scattering movement makes the bulky balsa bodied Scatter Rap[®] Husky the ideal choice for big predator trolling situations

Responsive Balsa Body With Scatter Lip • Evasive Escaping Minnow Action • Multi-Species Gamefish • Designed for Trolling Applications
VMC[®] Black Nickel Round Bend Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
SCRH13	2.4 - 3m	13 cm	12 g	Three No. 4

BSH - Blue Shiner; CHL - Live Char; ELJS - Pink Parrot Stripe; FFCH - Foil Fluorescent Chartreuse; FFGR - Foil Fluorescent Green; GSH - Gold Shiner; GYOS - Green Yellow Orange Stripe; HFCGR - Hologram Flake Copper Green; HFGFR - Hologram Flake Gold Fluorescent Red; HFSBR - Hologram Flake Silver Brown; P - Perch; PEHL - Live Hologram Perch; ROHL - Live Hologram Roach; RYGS - Red Yellow Green Stripe; S - Silver; SD - Shad; SMHL - Live Hologram Smelt; SSH - Silver Shiner; WRBS - White Red Black Stripe; YSH - Yellow Shiner



SCATTER RAP[®] DEEP[®] HUSKY JERK[®]

TROLLING



"Get the most out of your lure at all speeds."

Baitfish skitter and scatter when they are pursued by predators – it's this erratic and evasive action that triggers the strike. Made with a custom Scatter Lip, the Scatter Rap[®] Deep Husky Jerk consistently swims with an erratic and evasive sweeping action – perfectly mimicking vulnerable baitfish. When trolled, it is the perfect choice for any species of freshwater gamefish.

Durable Plastic Construction • Built with Scatter Lip • Evasive, Erratic, Suspending, Silent Action • Trolling • Multi-Species Gamefish • VMC[®] Black Nickel Round Bend Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SCRDHJ10	2.7-3.6 m	10 cm	10 g	Two No. 6

CLN - Clown; ELJ - Pink Parrot; FT - Firetiger; GBM - Glass Blue Minnow; GF - Goldfish; GMN - Glass Minnow; GP - Glass Perch; GYP - Glow Yellow Perch; HGH - Helsinki Ghost; HT - Hot Tiger; OGH - Olive Ghost; RH - Red Head; S - Silver; SB - Silver Blue

SCATTER RAP® TAIL DANCER®

TROLLING



"Dances like no one is watching. Big mistake."

A combination of the wide, tail-kicking action of the legendary Tail Dancer® and the escaping minnow action created by the Scatter Lip® creates a strong, evasive, erratic action no predator can resist. Ideal when trolling deeper areas such as drop offs and rock bars.

Classic Tail Dancer balsa body design • Built with Scatter Lip • Evasive Scatter Rap® action mimics escaping baitfish • Irregular, responsive action
Wide tail-kicking action • Internal rattle mechanism • VMC® Black Nickel hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SCRTD09	3.3 - 5.7 m	9 cm	13 g	Two No. 4

ALB - Bleak; AYUL - Live Ayu; BFL - Blue Flash; CHL - Live Char; CLN - Clown; ELJ - Pink Parrot; FLP - Flash Perch; FT - Firetiger; GF - Goldfish; GOL - Gold of Lapland; GTU - Green Tiger UV; OTU - Orange Tiger UV; P - Perch; PEHL - Live Hologram Perch; PEL - Live Perch; RDT - Red Tiger; RH - Red Head; ROHL - Live Hologram Roach; ROL - Live Roach; S - Silver; SMHL - Live Hologram Smelt; SSH - Silver Shiner



SCATTER RAP® SHAD DEEP

TROLLING



"Just like the name, it's a mouthful."

Just like a spooked baitfish fleeing for its life, the Scatter Rap® Shad Deep brings the irregular, evasive Scatter Rap® action to the three meter depth range. Slower presentation creates a more subtle side-to-side sweep while a faster presentation emphasizes the evasive action with aggressive direction changes and a tighter kicking action.

Classic Shad Rap® balsa body design • Built with Scatter Lip • Evasive Scatter Rap® action mimics escaping baitfish • Irregular, responsive action • VMC® Black Nickel hooks



Model No.	Running Depth	Body Length	Weight	Hooks
DSCRS07	2.7-3.6 m	7 cm	7 g	Two No. 6

CHL - Live Char; CRSD - Caribbean Shad; DMN - Demon; ELJ - Pink Parrot; FT - Firetiger; GF - Goldfish; GOL - Gold of Lapland; P - Perch; PEHL - Live Hologram Perch; PEL - Live Perch; ROHL - Live Hologram Roach; ROL - Live Roach; RSL - Live River Shad; S - Silver; SMHL - Live Hologram Smelt; SSH - Silver Shiner

SCATTER RAP[®] MINNOW

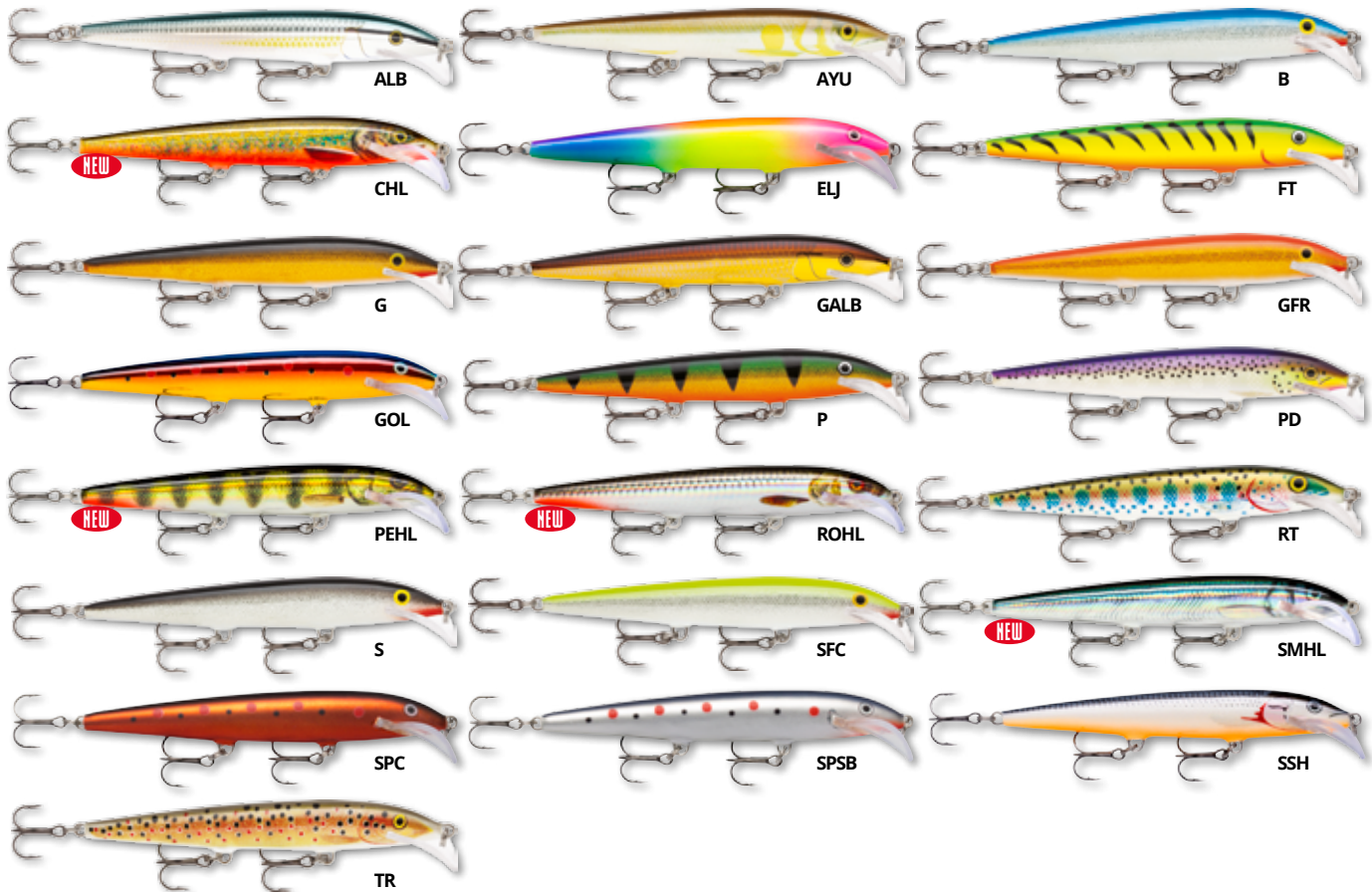
TROLLING



"More nervous than a cat at a dog show."

The Scatter Rap[®] Minnow carries on the tradition of the Original Floater[®] by offering an alternative action to supplement the Original Wounded Minnow Action. Featuring the legendary body profile, this all-species bait can be cast or trolled to impart the aggressive, evasive, erratic sweeping Scatter Rap[®] Escaping Minnow Action.

Balsa Body with Scatter Lip • Wire Through Construction • Evasive Escaping Minnow Action • Multi-Species Gamefish • Floating
VMC[®] Black Nickel Round Bend Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
SCRM11	1.8 - 2.7 m	11 cm	6 g	Three No. 6

ALB - Bleak; AYU - Ayu; B - Blue; CHL - Live Char; ELJ - Pink Parrot; FT - Firetiger; G - Gold; GALB - Golden Alburnus; GFR - Gold Fluorescent Red; GOL - Gold of Lapland; P - Perch; PD - Purplescent; PEHL - Live Hologram Perch; ROHL - Live Hologram Road; RT - Rainbow Trout; S - Silver; SFC - Silver Fluorescent Chartreuse; SMHL - Live Hologram Smelt; SPC - Spotted Copper; SPSB - Spotted Silver Blue; SSH - Silver Shiner; TR - Brown Trout



SCATTER RAP® JOINTED

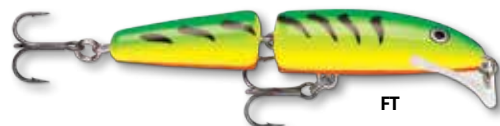
TROLLING



"If you could see anxiety in a fishing lure, this would be it."

Building on the classic articulated body of the Rapala Jointed, the Scatter Rap® Jointed swims with an irresistible, seductive action. The Jointed body combined with a Scatter Lip gives the legendary Jointed action on a slow presentation, while speeding up the retrieve triggers the erratic evasive Scatter Rap action – and the bite.

Responsive Balsa Body With Scatter Lip • Evasive Escaping Minnow Action • Jointed Body For Exaggerated Action • Floating • VMC® Black Nickel Round Bend Hooks
Hand-Tuned & Tank-Tested



FT



G



GFR



P



RT



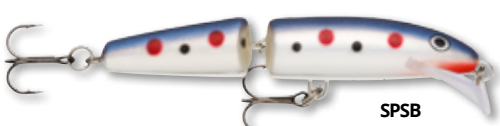
S



SFC



SPC



SPSB



TR

Model No.	Running Depth	Body Length	Weight	Hooks
SCRJ09	1.5 - 2.1 m	9 cm	7 g	Two No. 6

FT - Firetiger; G - Gold; GFR - Gold Fluorescent Red; P - Perch; RT - Rainbow Trout; S - Silver; SFC - Silver Fluorescent Chartreuse; SPC - Spotted Copper; SPSB - Spotted Silver Blue; TR - Brown Trout



SHADOW RAP[®] SERIES

Dying Minnow Action of the Shadow Rap[®] Series compliments Rapala's already extensive offering of hard baits that have the legendary, original Wounded Minnow Action and the Escaping Minnow Action featured in the Scatter Rap[®] series. These are the three stages when a baitfish is at its most vulnerable – and most interesting target for a predator.

The Dying Minnow Action is simple: on a twitch the lure makes a final dart off to the side and turns back to look at its adversary. Sinking and floating models perfectly mimic a dying minnow and a dying shad.



SHADOW RAP®

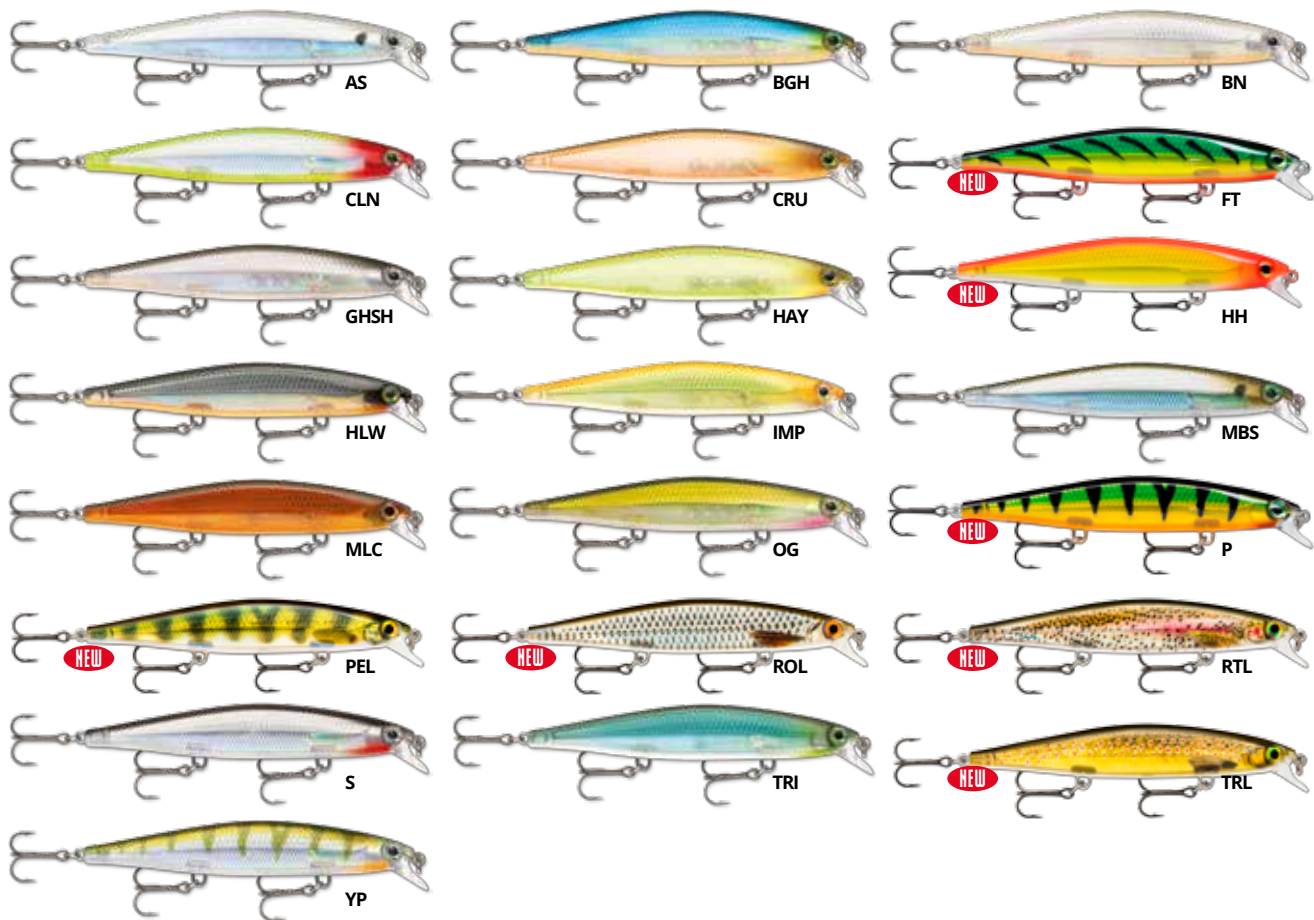
CASTING



"The most dangerous moves ever."

Designed to perfectly mimic the last struggle of a dying minnow, the Shadow Rap® makes tight turns when twitched, turns to look back and then settles to a head down position with a quiver before starting a slow fade-away dive on the pause. Can be fished almost in place with short twitches, extending the time the lure spends on the strike zone.

Responsive, Tight-Turning Jerkbait Action • Head-Down Flickering Fade-Away on the Stop • Mimics Dying Baitfish • Internal Metallic Plating and Natural Scale Pattern • Translucent Sides with Holographic Inserts and Bone Pattern • Tungsten and Steel Weights for Perfect Balance • Black Nickel VMC® Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SDR11	0.6 – 1.2 m	11 cm	13 g	Three No. 6

AS - Albino Shiner; BGH - Blue Ghost; BN - Bone; CLN - Clown; CRU - Crush; FT - Firetiger; GHSH - Ghost Shiner; HAY - Haymaker; HH - Hot Head; HLW - Halloween; IMP - Imposter; MBS - Moss Back Shiner; MLC - Molten Copper; OG - Olive Green; P - Perch; PEL - Live Perch; ROL - Live Roach; RTL - Live Rainbow Trout; S - Silver; TRI - Tropic Ice; TRL - Live Trout; YP - Yellow Perch

SHADOW RAP[®] DEEP

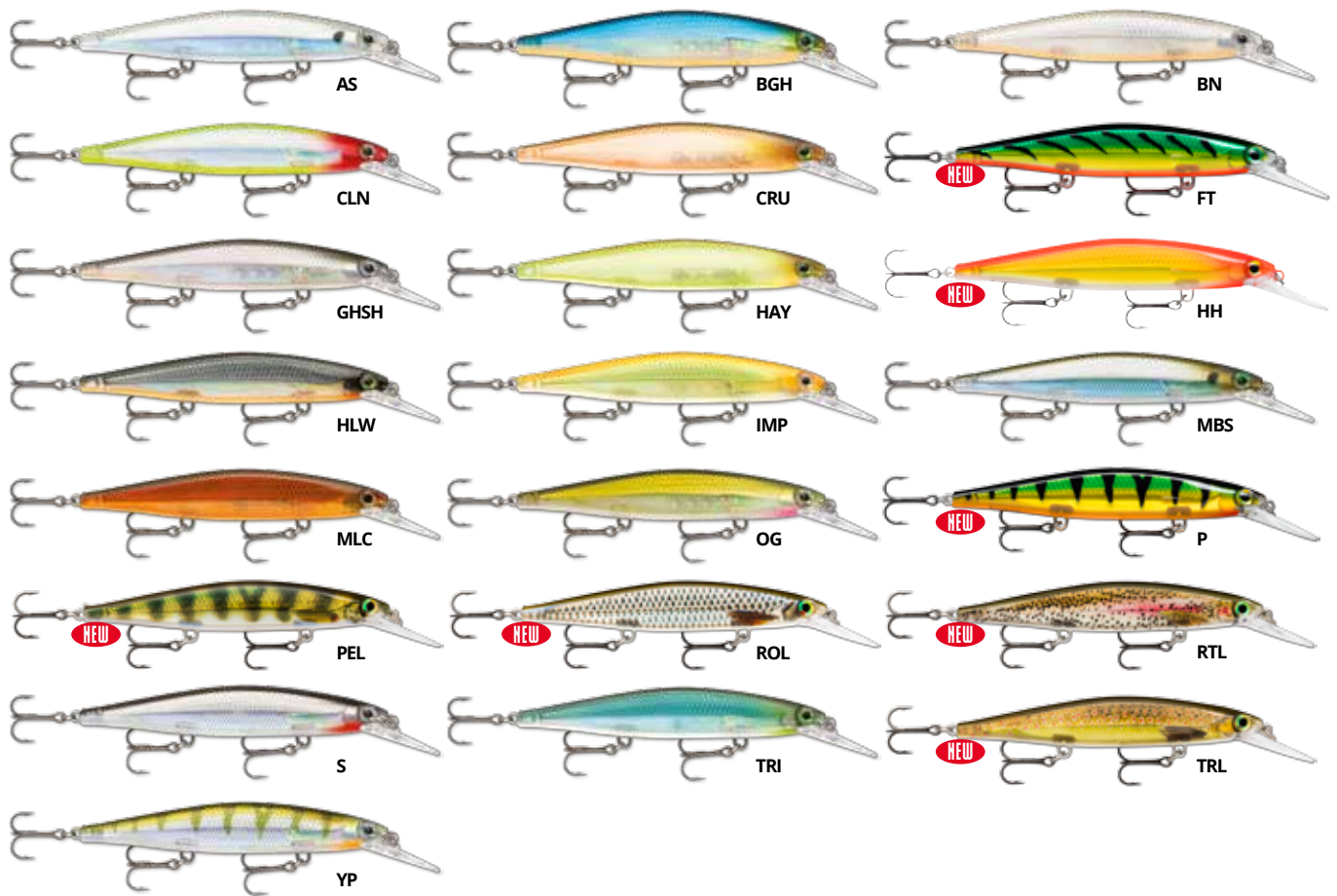
CASTING



"A little deeper. Still dangerous."

Ideal for a slow moving, yet action-packed dying minnow presentation in a little bit deeper water than the Shadow Rap[®]. Can be fished with little forward movement, yet a lot of side to side action. With a fast twitch followed by slack line, the Shadow Rap[®] Deep turns to look back almost 180 degrees before settling with a flicker to a fade away dying dive.

Responsive, Tight-Turning Jerkbait Action • Head-Down Flickering Fade-Away on the Stop • Mimics Dying Baitfish • Internal Metallic Plating and Natural Scale Pattern • Translucent Sides with Holographic Inserts and Bone Pattern • Tungsten and Steel Weights for Perfect Balance • Black Nickel VMC[®] Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SDRD11	1.2 - 2.4 m	11 cm	13 g	Three No. 6

AS - Albino Shiner; BGH - Blue Ghost; BN - Bone; CLN - Clown; CRU - Crush; FT - Firetiger; GSH - Ghost Shiner; HAY - Haymaker; HH - Hot Head; HLW - Halloween; IMP - Imposter; MBS - Moss Back Shiner; MLC - Molten Copper; OG - Olive Green; P - Perch; PEL - Live Perch; ROL - Live Roach; RTL - Live Rainbow Trout; S - Silver; TRI - Tropic Ice; TRL - Live Trout; YP - Yellow Perch

SHADOW RAP[®] SHAD

CASTING



"Snaps into action with the flick of your wrist."

Big fish can't resist the tantalizing, slow-rising action of the new Shadow Rap[®] Shad. Swimming with the infamous horizontal struggle with a vertical "rise" on pause, they perfectly mimic a shad in trouble. Larger profile presents more flash and the option to fish from a finesse to more aggressive retrieve. Tie one on and see what monsters are hiding in the darkness.

Textured Scale Body • Translucent & Frosted Colors • Sharp Left to Right Turns • Slow Rising on Pause • Casting • 0.9-1.2 m Depth
• Multi-Species Gamefish • VMC[®] Thin Wire Black Nickel Round Bend Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SDRS09	0.9 - 1.2 m	9 cm	12 g	Two No. 6

AS - Albino Shiner; BGH - Blue Ghost; BN - Bone; CLN - Clown; CRU - Crush; FT - Firetiger; GHSH - Ghost Shiner; HAY - Haymaker; HH - Hot Head; HLW - Halloween; IMP - Imposter; MBS - Moss Back Shiner; MLC - Molten Copper; OG - Olive Green; P - Perch; PEL - Live Perch; ROL - Live Roach; RTL - Live Rainbow Trout; S - Silver; TRI - Tropic Ice; TRL - Live Trout; YP - Yellow Perch

SHADOW RAP® SHAD DEEP

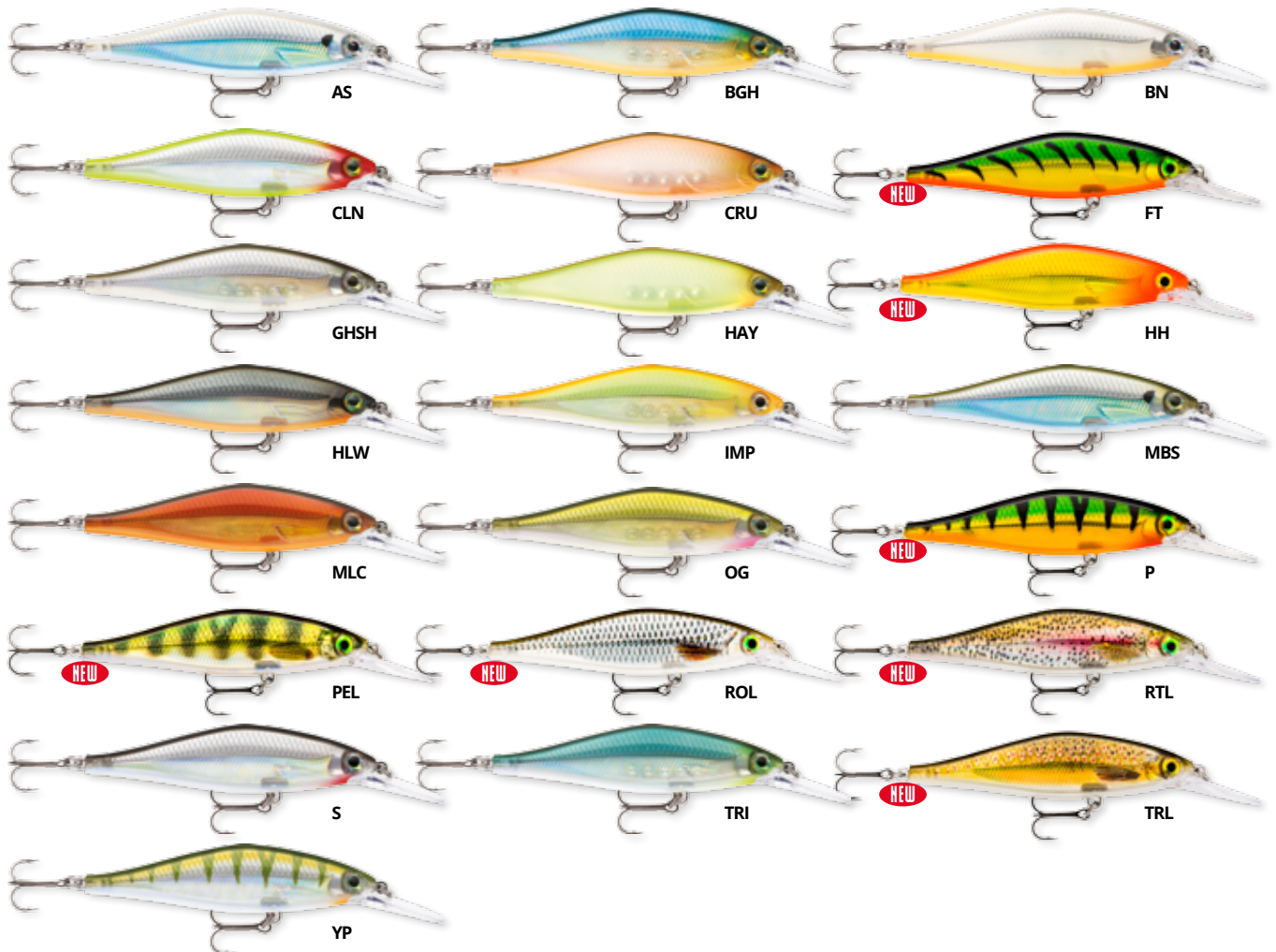
CASTING



"Pulls big fish out of the shadows."

The Shadow Rap® Shad Deep breaks the mold. Fish it finesse in the morning when the big ones are still a little sleepy, then ramp it up all the way to an aggressive action, matching the mood of the fish. The revolutionary new "frosted" colors absorb light and minimize flash, just right for an enhanced absence of aggressiveness.

Textured Scale Body • Translucent & Frosted Colors • Sharp Left to Right Turns • Slow Rising on Pause • Casting • 1.5-1.8 m Depth
Multi-Species Gamefish • VMC® Thin Wire Black Nickel Round Bend Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SDRSD09	1.5 – 1.8 m	9 cm	12 g	Two No. 6

AS - Albino Shiner; BGH - Blue Ghost; BN - Bone; CLN - Clown; CRU - Crush; FT - Firetiger; GHSH - Ghost Shiner; HAY - Haymaker; HH - Hot Head; HLW - Halloween; IMP - Imposter; MBS - Moss Back Shiner; MLC - Molten Copper; OG - Olive Green; P - Perch; PEL - Live Perch; ROL - Live Roach; RTL - Live Rainbow Trout; S - Silver; TRI - Tropic Ice; TRL - Live Trout; YP - Yellow Perch

X-RAP[®] SERIES

You never forget the first time you threw an X-Rap[®]. The slow rolling flash on a steady retrieve. The way a hard snap or twitch sends it into action. An action so unique it spawned a whole new category – the Slashbait[®].

The super smooth lines combined with the unique 3D holographic eyes of each X-Rap[®] make them unmistakable. First introduced in 2004, X-Rap[®] is one of Rapala's longest standing sub-brands.





X-RAP®

CASTING



"The Original Slashbait®"

The X-Rap® is "all about the action." It's the perfect size, shape and 3D illusion of a minnow. Prominent scales and lateral line on the fuselage capture and flash light like a beacon. It can be fished both in an aggressive "Slashbait®" technique or with a classic Rapala wobble. The angler defines the cadence for maximum effectiveness. Small versions of the X-Rap® are ideal for targeting smaller species – or as small, snack-sized offerings for big predators that are finicky and won't bite bigger lures.

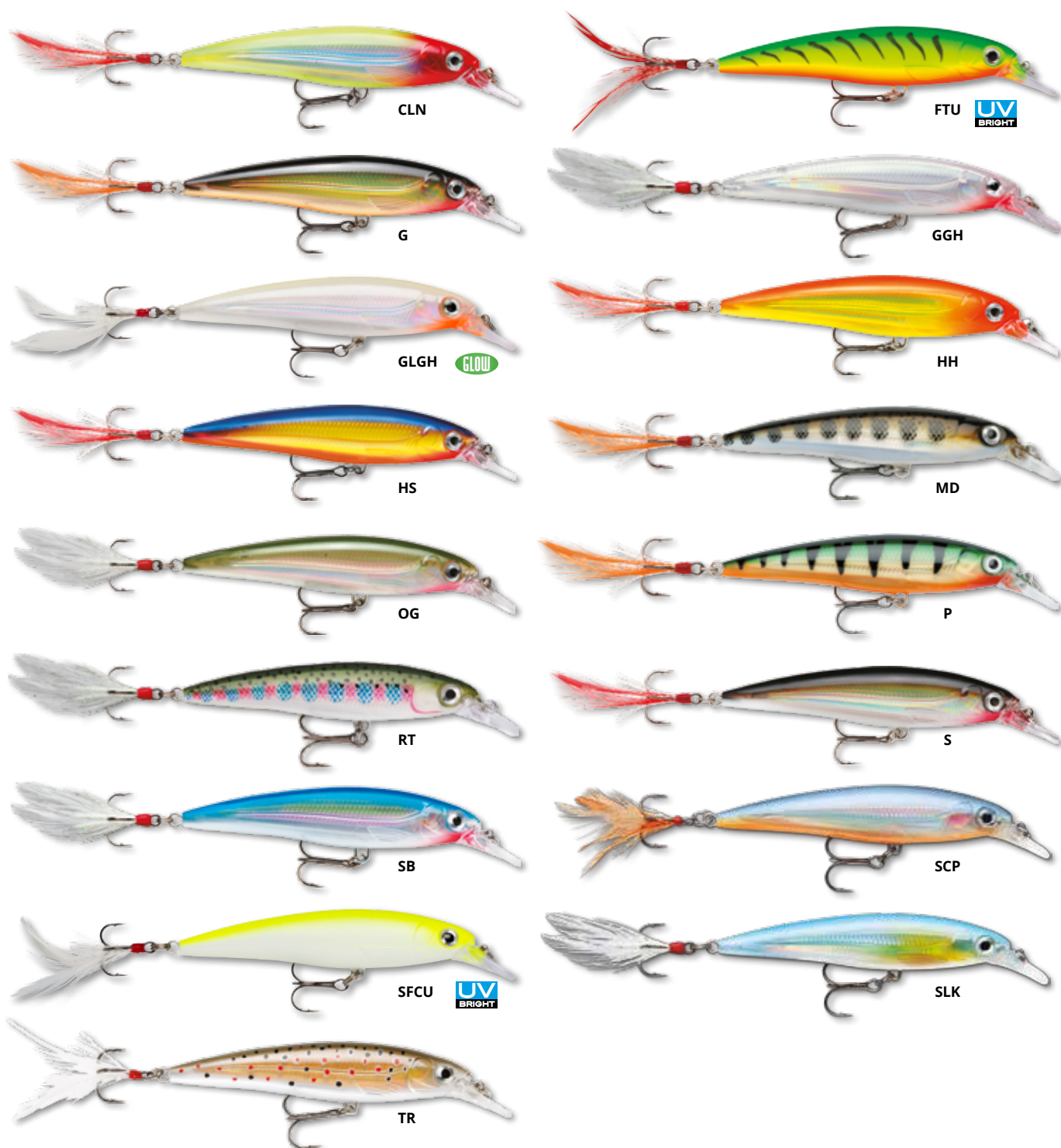
Slashbait® Action • Suspending on Pause • Textured Translucent Body • Internal Holographic Foil • Internal Long-Cast System (XR04 excluded)
3D Holographic Eye • VMC® Black Nickel Round Bend Hooks • Flash Feather Teaser Tail • Hand-Tuned & Tank-Tested

X-RAP® 4 & 6 COLOR PATTERNS



Model No.	Running Depth	Body Length	Weight	Hooks
XR04	0.6 - 0.9 m	4 cm	2 g	Two No. 12
XR06	0.9 - 1.5 m	6 cm	4 g	Two No. 10

FTU - Firetiger UV; GGH - Glass Ghost; MD - Muddler; P - Perch; PEL - Live Perch; ROL - Live Roach; RT - Rainbow Trout; RTL - Live Rainbow Trout; S - Silver; TR - Brown Trout; TRL - Live Trout



Model No.	Running Depth	Body Length	Weight	Hooks
XR08	0.9 - 1.5 m	8 cm	7 g	No. 6 & 7
XR10	1.2 - 1.8 m	10 cm	13 g	No. 4 & 5

CLN - Clown; FTU - Firetiger UV; G - Gold; GGH - Glass Ghost; GLGH - Glow Ghost; HH - Hot Head; HS - Hot Steel; MD - Muddler; OG - Olive Green; P - Perch; RT - Rainbow Trout; S - Silver; SB - Silver Blue; SCP - Scoop; SFCU - Silver Fluorescent Chartreuse UV; SLK - Slick; TR - Brown Trout

X-RAP® DEEP

CASTING & TROLLING



"That unmistakable Slashbait® action, with all the bells & whistles."

The X-Rap® Deep rockets towards the bottom with all the positive characteristics that has made the X-Rap® legendary. Fish with a stop and go for enticing suspending action or slow-wind for classic Rapala® "wounded-minnow" action.

Slashbait® Action • Deep Diving Lip • Suspending on Pause • Textured Translucent Body • Internal Holographic Foil • Internal Long-Cast System
• 3D Holographic Eye • Flash Feather Teaser Tail • VMC® Black Nickel Round Bend Hooks • Hand-Tuned & Tank-Tested



CLN



FTU 



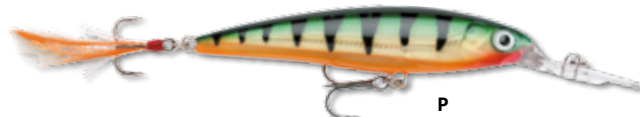
GGH



HH



OG



P



S



SB

Model No.	Running Depth	Body Length	Weight	Hooks
XRD10	1.8 - 4.5 m	10 cm	13 g	No. 4 & 5

CLN - Clown; FTU - Firetiger UV; GGH - Glass Ghost; HH - Hot Head; OG - Olive Green; P - Perch; S - Silver; SB - Silver Blue

X-RAP® COUNTDOWN®

CASTING



"Xtreme Attitude. Xtreme Results."

Fish the Xtreme Attitude consistently at any depth. Based on the Countdown® method introduced by Rapala® in the 1960s, the X-Rap® Countdown® brings modern X-Style finishes and details to the game. It swims with a strong rolling action and flutters down on the pause. The X-Rap® Countdown® sinks 30% faster than the classic CD. Due to its weight and body design, it is also very long casting.

Consistent Depth Control • Strong Rolling Action • Flutter Action On Drop • Sinking • X-Rap Finish • 3D Holographic Eye
VMC® Black Nickel Round Bend Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
XRCD05	0.6-1.2 m	5 cm	4 g	Two No. 10
XRCD07	0.9-1.5 m	7 cm	10 g	Two No. 6

AYU - Ayu; FTU - Firetiger UV; GGH - Glass Ghost; HH - Hot Head; MD - Muddler; OG - Olive Green; PEL - Live Perch; ROL - Live Roach; RT - Rainbow Trout; RTL - Live Rainbow Trout; S - Silver; TR - Brown Trout TRL - Live Trout

X-RAP® JOINTED SHAD

CASTING & TROLLING



"Big Bait. Big Action. Big Results."

Savvy anglers turn to the XJS when a slow presentation is key. Built with all the premium qualities of the X-Rap® line, its slow, seductive action triggers finicky fish. Neutrally buoyant with a slight rise on pause.

Jointed Body • Internal Textured Finishes • 3D Holographic Eye • Neutrally Buoyant, Slow Rising • X-Rap Finish • VMC® Black Nickel Round Bend Hooks
Hand-Tuned & Tank-Tested



BRP



BSD



CLN



FT



FP



HH



P



PK



S



STP

Model No.	Running Depth	Body Length	Weight	Hooks
XJS13	1.2 - 2.4 m	13 cm	46 g	Two No. 2/0

BRP - Brown Perch; BSD - Blue Shad; CLN - Clown; FT - Firetiger; FP - Fire Perch; HH - Hot Head; P - Perch; PK - Pike; S - Silver; STP - Steel Perch

X-RAP® SUBWALK

CASTING



"Built tough to get hammered all day long."

Swimming just below the surface, Walk-The-Dog anglers can use this incredibly effective technique anytime, anywhere. Chop, wind, even rough water can't stop the X-Rap® SubWalk. Unique lateral tail fin adds extra glide to action.

Subsurface "Walk-the-Dog" Action • Unique Lateral Tail Fin • X-Rap® Finish • Internal Holographic Foil • Internal Rattle System • Slow-Sinking on Pause
3D Holographic Eyes • Flash Feather Teaser Tail • VMC® Black Nickel Round Bend Hook • Hand-Tuned & Tank-Tested



BSRD



FP



HP



MBS



PGS



RH



S



STP

Model No.	Running Depth	Body Length	Weight	Hooks
XRSB15	0.3 - 1.2 m	15 cm	58 g	No. 2/0 & 1/0

BSRD - Blue Sardine; FP - Fire Perch; HP - Hot Pink; MBS - Moss Back Shiner; PGS - Pearl Grey Shiner; RH - Redhead; S - Silver; STP - Steel Perch

X-RAP[®] MAGNUM[®]

TROLLING



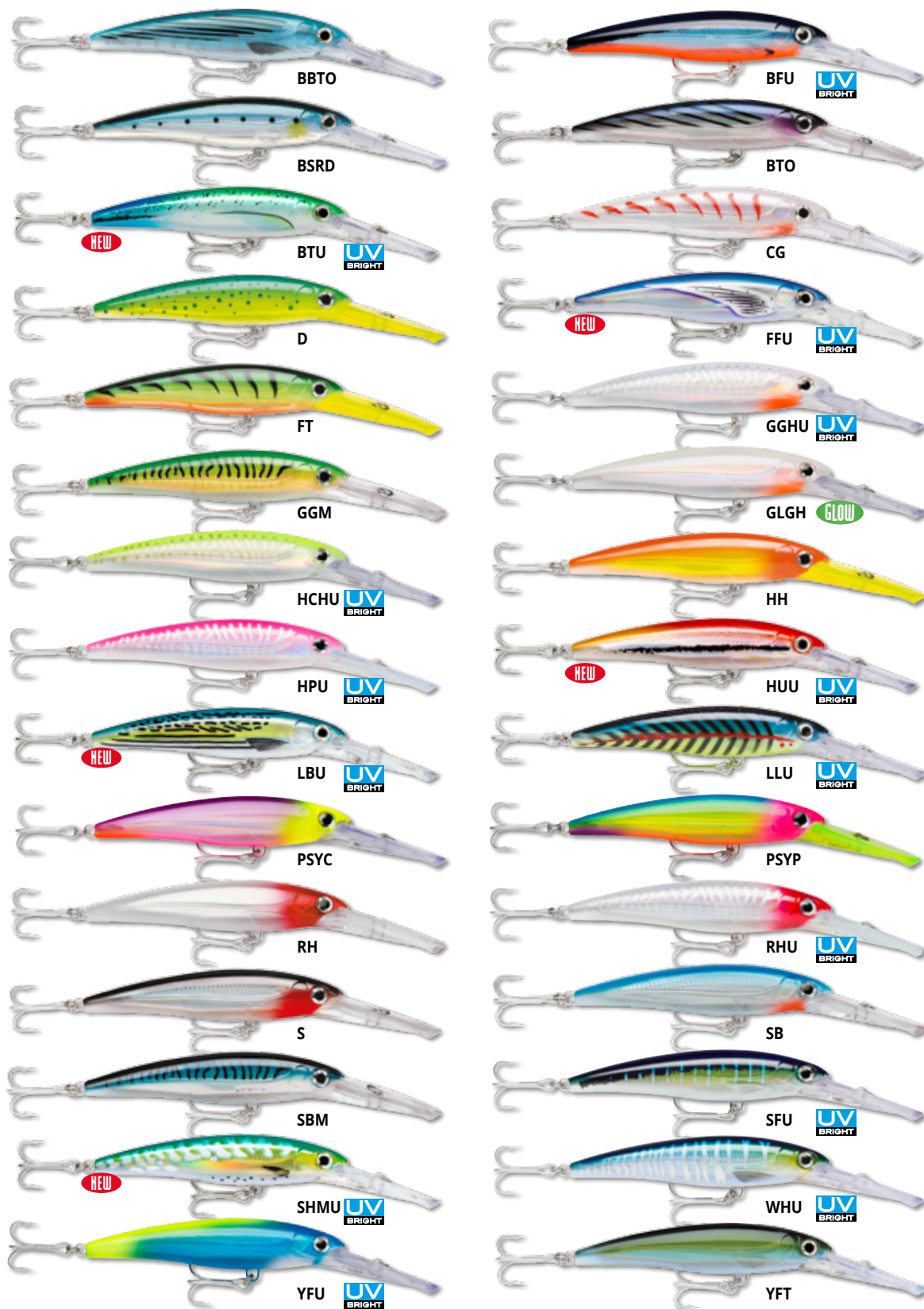
"Troll Faster. Dive Deeper."

The precision diving-lip takes the X-Rap[®] Magnum deep unassisted. Nothing to hinder the action. Each dives to its preset depth – the XRMAG10 to 10 feet, the XRMAG15 to 15 feet, etc. Run up to 13 knots for big game fish worldwide.

Depth Specific Diving Lip • Models with Colored Lip for Extra Attraction • Textured Translucent Body • Internal Holographic Foil • X-Rap[®] Finish
3D Holographic Eye • VMC[®] 4X Strong Perma Steel[®] Hooks • 3X Split Rings • Big Water Patterns

Model No.	Running Depth	Body Length	Weight	Hooks
XRMAG10	10/3 m	11 cm	22 g	Two No. 2
XRMAG15	15/4.5 m	12 cm	32 g	Two No. 1/0
XRMAG20	20/6 m	14 cm	46 g	Two No. 2/0
XRMAG30	30/9 m	16 cm	72 g	Two No. 4/0
XRMAG40	40/12 m	18 cm	97 g	Two No. 5/0



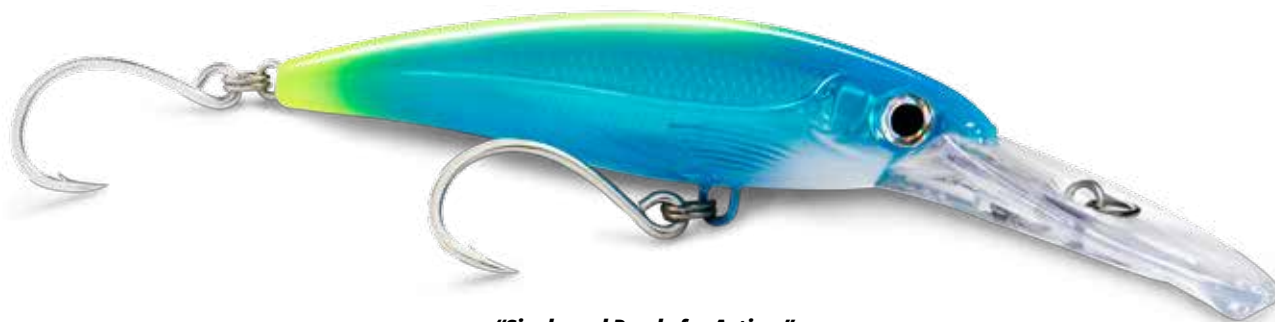


BBTO - Blue Bonito; **BFU** - Blue Fusilier UV; **BSRD** - Blue Sardine; **BTO** - Bonito; **BTU** - Bluefin Trevally UV; **CG** - Pearl Orange; **D** - Dorado; **FFU** - Flying Fish UV; **FT** - Firetiger; **GGHU** - Glass Ghost UV; **GGM** - Gold Green Mackerel; **GLGH** - Glow Ghost; **HCHU** - Hot Chartreuse UV; **HH** - Hot Head; **HPU** - Hot Pink UV; **HUU** - Hussar UV; **LBU** - Leaping Bonito UV; **LLU** - Lime Light UV; **PSYC** - Psycho Chartreuse; **PSYP** - Psycho Pink; **RH** - Redhead; **RHU** - Red Head UV; **S** - Silver; **SB** - Silver Blue; **SBM** - Silver Blue Mackerel; **SFU** - Sailfish UV; **SHMU** - Shark Mackerel UV; **WHU** - Wahoo UV; **YFU** - Yellow Fusilier UV; **YFT** - Yellowfin Tuna

XRMAG10 & XRMAG15 only available in BFU, FT, HCHU, HPU, RH, RHU, S, SBM, SFU, WHU, YFU

X-RAP® MAGNUM® SINGLE HOOK

TROLLING



"Single and Ready for Action."

The legendary X-Rap® Magnum®, but equipped with premium VMC® 7266 In-Line single hooks. These hooks are a popular choice amongst game anglers as they provide a greater purchase on the fish and allow for a better catch & release. These hooks are purposely rigged with the points facing down to achieve better stability and a higher trolling speed. X-Rap® Magnum® lures dive deep and track straight at high speeds for game fish worldwide.

Depth Specific Diving Lip • Textured Translucent Body • Internal Holographic Foil • Strong VMC® In-Line Single Hooks • 3X Strong Split Rings



BFU 



HPU 



LLU 



RHU 



SFU 



WHU 



YFU 

Model No.	Running Depth	Body Length	Weight	Hooks
XRMAGS30	30/9 m	16 cm	72 g	Two No. 6/0

BFU - Blue Fusilier UV; HPU - Hot Pink UV; LLU - Lime Light UV; RHU - Red Head UV; SFU - Sailfish UV; WHU - Wahoo UV; YFU - Yellow Fusilier UV



X-RAP® LONG CAST

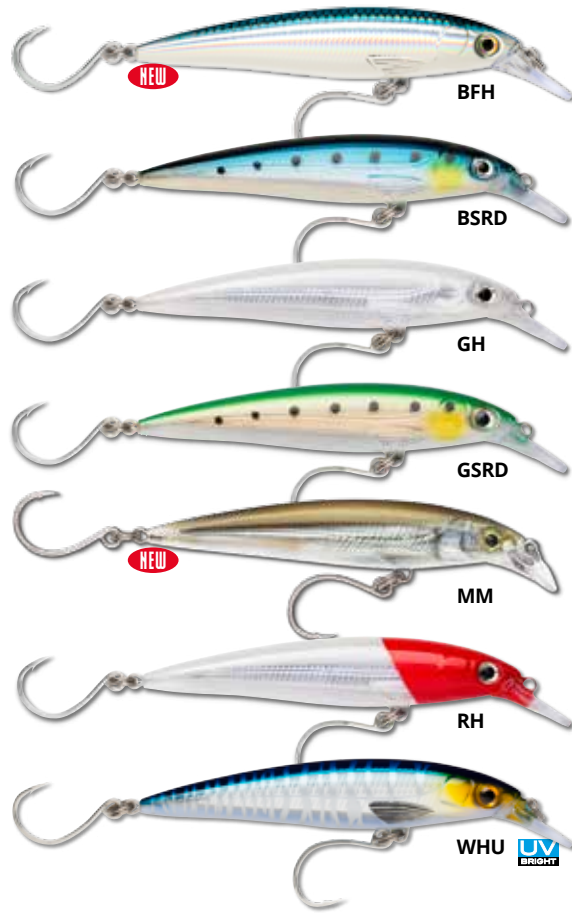
CASTING



"A true saltwater heavyweight."

Built with extreme casting distances in mind, the super durable and heavily weighted X-Rap® Long Cast will not let you down when the fish are busting bait far off. In addition to the ultimate castability, the X-Rap® Long Cast features a heavy-duty construction and in-line VMC® single hooks to stand up to big predators. With its extreme rolling and wobbling action, the X-Rap® Long Cast is designed for high speed presentations and responds well to twitching. Flutters down on the drop.

Designed for Long Casting Distances • Heavy-Duty Construction • Extreme Rolling and Wobbling Action • Minimal Resistance
Designed for High Speed Presentations • Responds Well to Twitching and Jerking • Baitfish and Attractor Patterns with Metallic Inserts
Heavy-Duty VMC® In-Line Single Hooks • Sinking, Flutters Down On The Drop



Model No.	Running Depth	Body Length	Weight	Hooks
SXRL12	1.2-1.5 m	12 cm	36 g	Two No. 3/0
SXRL14	1.2-1.5 m	14 cm	54 g	Two No. 5/0

ANC - Anchovy; BFH - Baitfish; BM - Blue Mackerel; BSRD - Blue Sardine; CHM - Chrome Mackerel; GH - Ghost; GM - Green Mackerel; GSRD - Green Sardine; HPU - Hot Pink UV; MM - Mangrove Minnow; PLD - Pilchard; RH - Red Head; S - Silver; WHU - Wahoo UV

X-RAP® LONG CAST SHALLOW

CASTING



"Cast to the fish before they hear you coming."

Heavy-duty construction, weighted extra heavy for extreme casting distances and featuring a darting baitfish action, the X-Rap® Long Cast Shallow is an ideal tool for fast and aggressive presentations when predator species are feeding on top or in the shallows. Equipped with VMC® In-Line single hooks. Perfectly balanced, flutters down on the drop.

Lipless Design • Weighted for X-treme Casting Performance • Darting Baitfish Action • Flutters on the Drop • Perfect Balance • Designed for Aggressive, Fast Presentations • Heavy-Duty Construction • High-Flash Flat Metallic Insert and Internal Scale Pattern • Durable In-Line VMC® Single Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SXRLS12	0.3-0.6 m	12 cm	36 g	Two No. 3/0
SXRLS14	0.3-0.6 m	14 cm	53 g	Two No. 5/0

ANC - Anchovy; BFH - Baitfish; BM - Blue Mackerel; BSRD - Blue Sardine; CHM - Chrome Mackerel; GH - Ghost; GM - Green Mackerel; GSRD - Green Sardine; HCHU - Hot Chartreuse UV; HPU - Hot Pink UV; MM - Mangrove Minnow; PLD - Pilchard; RH - Red Head; S - Silver; WHU - Wahoo UV

X-RAP® SALTWATER

CASTING



"The durable, classic "wounded-minnow" action."

Cast & twitch the X-Rap® Saltwater lure where big fish live. The classic Rapala® "wounded-minnow" wobble calls them out and the extreme, erratic Slashbait® action when twitched creates the strike. Built tough for tough conditions & hard-fighting fish.

X-Rap® Slashbait® Action • Textured Translucent Body • Internal Long-Cast Mechanism • X-Rap® Finish • 3D Holographic Eye • Suspending on Pause
VMC® Perma Steel® Hooks • Perfect Match Saltwater Patterns • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
SXR10	1.2 - 1.8 m	10 cm	13 g	Two No. 3
SXR12	1.2 - 2.4 m	12 cm	22 g	Two No. 2
SXR14	1.2 - 2.4 m	14 cm	43 g	Two No. 2/0

ANC - Anchovy; AYU - Ayu; BFH - Baitfish; BM - Blue Mackerel; BSRD - Blue Sardine; CLN - Clown; G - Gold; GGH - Glass Ghost; GM - Green Mackerel; HCHU - Hot Chartreuse UV; HH - Hot Head; HPU - Hot Pink UV; HS - Hot Steel; MM - Mangrove Minnow; OG - Olive Green; PLD - Pilchard; RHU - Red Head UV; S - Silver; SB - Silver Blue; SBM - Silver Blue Mackerel; WHU - Wahoo UV

X-RAP® SALTWATER SUBWALK

CASTING



"The slow, smooth glide bait that delivers fast, aggressive strikes!"

The adrenaline pumping X-Rap® Saltwater SubWalk is designed to perform a walk-the-dog swimming action just below the surface. Xtreme flash and side-to-side motion, with X-Rap® attitude, triggers the attack instinct in fish.

X-Style Translucent Body • 3D Holographic Eyes • Subsurface Walk-the-Dog • Casting • In-Shore Gamefish Species • VMC® Black Single Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SXRSB07	0-0.6 m	7 cm	13 g	Two No. 1/0
SXRSB09	0-0.7 m	9 cm	20 g	Two No. 3/0
SXRSB15	0.3-1.2 m	15 cm	60 g	Two No. 6/0

AS - Albino Shiner; BNC - Bone Chartreuse; BSRD - Blue Sardine; FUS - Fusilier; GGH - Glass Ghost; GO - Gold Olive; HO - Hot Olive; MBS - Moss Back Shiner; MM - Mangrove Minnow; MU - Mullet; OG - Olive Green; PF - Pinfish; PLD - Pilchard; RDB - Red Belly; RGH - Red Ghost; S - Silver

SXRSB15 not available in MM, MU, PF, PLD

X-RAP® TWITCHIN' MINNOW

CASTING



"Twitch all day. Eat all night."

The aggressive side-to-side X-Rap® Twitchin' Minnow is designed to perform a tight walk-the-dog swimming action. Xtreme flash with X-Rap® attitude triggers the attack instinct in fish. Slow sinking allows a glide and drop technique that lands the Twitchin' Minnow into pockets where big fish love to ambush their prey.

X-Style Translucent Body • 3D Holographic Eyes • Slow Sinking Action • Subsurface Walk-the-Dog • Casting • In-Shore Gamefish Species • VMC® Black Single Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SXRT10	0.3-0.6 m	10 cm	14 g	Two No. 2/0
SXRT12	0.3-0.6 m	12 cm	26 g	Two No. 4/0

AS - Albino Shiner; BNC - Bone Chartreuse; BSRD - Blue Sardine; FUS - Fusilier; GGH - Glass Ghost; GO - Gold Olive; HO - Hot Olive; MBS - Moss Back Shiner; MM - Mangrove Minnow; MU - Mullet; OG - Olive Green; PF - Pinfish; PLD - Pilchard; RDB - Red Belly; RGH - Red Ghost; S - Silver

X-RAP® TWITCHIN' MULLET

CASTING



"Makes Big Fish All Twitchy"

The subtle, relaxed side-to-side action of the X-Rap® Twitchin' Mullet is designed to perform a wide twitching walk-the-dog swimming action. Xtreme flash with X-Rap® attitude triggers the attack instinct in fish. Slow sinking allows a glide and drop technique that lands the Twitchchin' Mullet into pockets where big fish love to ambush their prey.

X-Style Translucent Body • 3D Holographic Eyes • Slow Sinking • Subsurface Walk-the-Dog • Casting • In-Shore Gamefish Species • VMC® Black Single Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SXRTM08	0.3-0.6 m	8 cm	13 g	Two No. 2/0

AS - Albino Shiner; BNC - Bone Chartreuse; BSRD - Blue Sardine; FUS - Fusilier; GGH - Glass Ghost; GO - Gold Olive; HO - Hot Olive; MBS - Moss Back Shiner; MM - Mangrove Minnow; MU - Mullet; OG - Olive Green; PF - Pinfish; PLD - Pilchard; RDB - Red Belly; RGH - Red Ghost; S - Silver



MAXRAP[®] SERIES

Maximum Performance and Premium Components. Striving for the utmost in lure design, the MaxRap[®] concept focuses on a single, primary function and complements the design with every imaginable maximum feature like laser-engraved scales, Needle Sharp VMC[®] hooks and superior quality components.

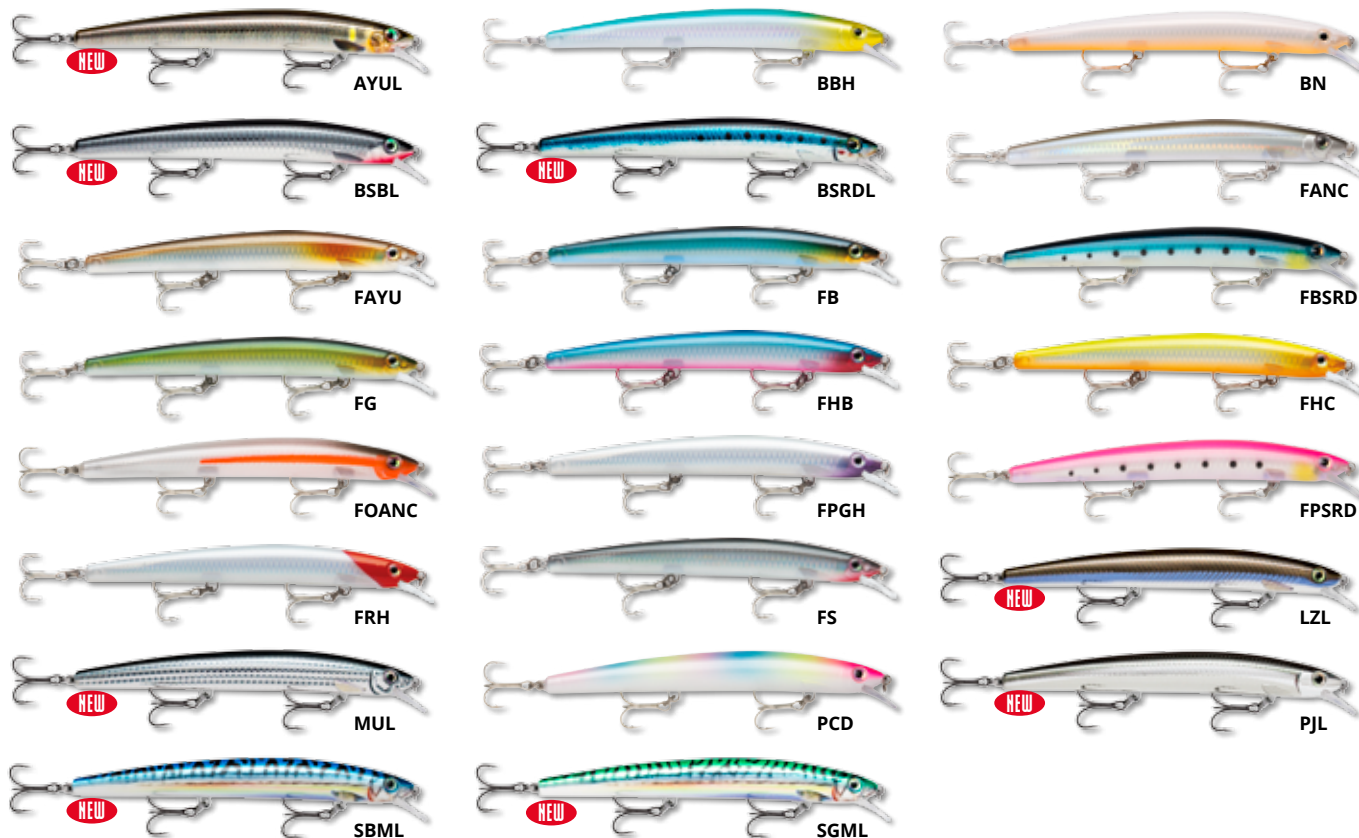
A lifetime in the fishing business teaches you that discriminating anglers demand the best. Modern anglers demand the MaxRap[®].



"Don't settle for second best. Take it to the Max."

Tip to tail, everything about the MaxRap® is premium. Designed for maximum casting distances via internal MaxCast mechanism. Rip for darting, wild searching action or straight retrieve for hard-flashing "wounded-minnow" Rapala® wobble.

Internal MaxCast Mechanism • Balanced with Tungsten Balls for Accuracy • Aerodynamic Body Shape • Premium VMC® Needle Sharp In-Line Hooks
Suspending on Pause • Oval Line Tie Ring • Internal Laser Etched Scales • Deep 3D Holographic Eyes • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
MXR11	0.3 - 0.9 m	11 cm	13 g	Two No. 6
MXR13	0.3 - 0.9 m	13 cm	15 g	Three No. 6
MXR15	0.3 - 0.9 m	15 cm	23 g	Three No. 4
MXR17	0.3 - 0.9 m	17 cm	28 g	Three No. 4

AYUL - Live Ayu; **BBH** - Blue Back Herring; **BN** - Bone; **BSBL** - Live Baby Sea Bass; **BSRDL** - Live Sardine; **FANC** - Flake Anchovy; **FAYU** - Flake Ayu; **FB** - Flake Blue; **FBSRD** - Flake Blue Sardine; **FG** - Flake Green; **FHB** - Flake Hot Blue; **FHC** - Flake Hot Chartreuse; **FOANC** - Flake Orange Anchovy; **FPGH** - Flake Purple Ghost; **FPSRD** - Flake Pink Sardine; **FRH** - Flake Red Head; **FS** - Flake Silver; **LZL** - Live Lonzon; **MUL** - Live Mullet; **PCD** - Pink Candy; **PJL** - Live Pejerrey; **SBML** - Live Blue Mackerel; **SGML** - Live Green Mackerel

MAXRAP® LONG RANGE MINNOW

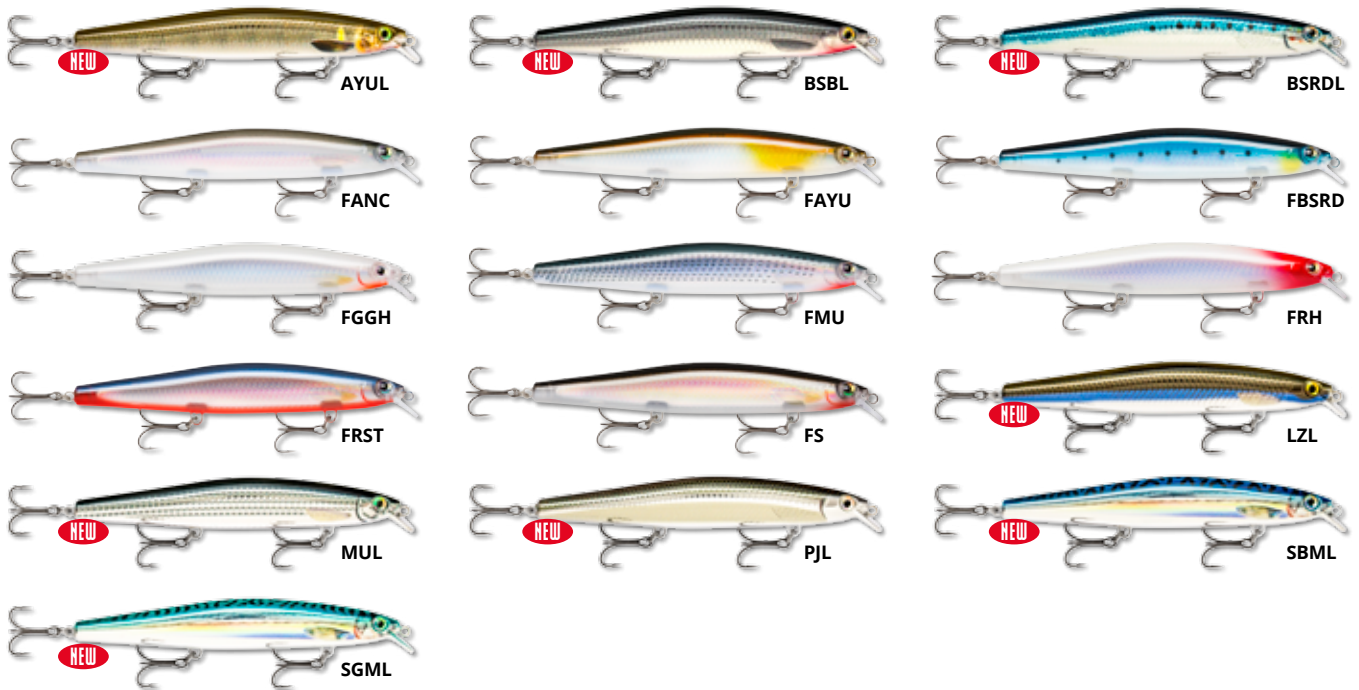
CASTING



"Make longer casts. Catch larger fish!"

Designed for fishing that requires ultimate casting distances in the most demanding conditions. The patented Max Cast weight transfer mechanism and aerodynamic shape of the lure guarantee that it will cast farther than any lure in its category. Ideal for fast and aggressive presentations, but also performs perfectly with slow retrieve.

Aerodynamic Shape for Optimal Casting Performance • Balanced with Tungsten Balls for Accuracy • Aerodynamic Body Shape • Internal Patented Max Cast Mechanism • Internal Holographic Foil and Natural Scale Pattern for Strong Flash • Designed for Aggressive and Fast Fishing • Strong Rolling Action Low Resistance on the Retrieve • Responsive to Twitching • Slow Sinking on the Pause • Premium VMC® Needle Sharp In-Line Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
MXLM12	1.2 m	12 cm	20 g	Three No. 6

AYUL - Live Ayu; BSBL - Live Baby Sea Bass; BSRDL - Live Sardine; FANC - Flake Anchovy; FAYU - Flake Ayu; FBSRD - Flake Blue Sardine; FGGH - Flake Glass Ghost; FMU - Flake Mullet; FRH - Flake Red Head; FRST - Flake Red Steel; FS - Flake Silver; LZL - Live Lanzon; MUL - Live Mullet; PJL - Live Pejerrey; SBML - Live Blue Mackerel; SGML - Live Green Mackerel



CLASSIC LURES

Carrying on a tradition that started in 1936, the original Wounded Minnow Action is what has made Rapala® "The world's most trusted lure." Premium materials give them their responsive, life-like action, while the craftsmanship and dedication to excellence makes sure that each and every lure swims like the first one. Before leaving the factory, each is inspected, hand-tuned and tank-tested for the superior quality like all Rapalas. Wherever you go in the world, big fish eat little fish that swim just like a Rapala®.



ORIGINAL FLOATER®

CASTING & TROLLING

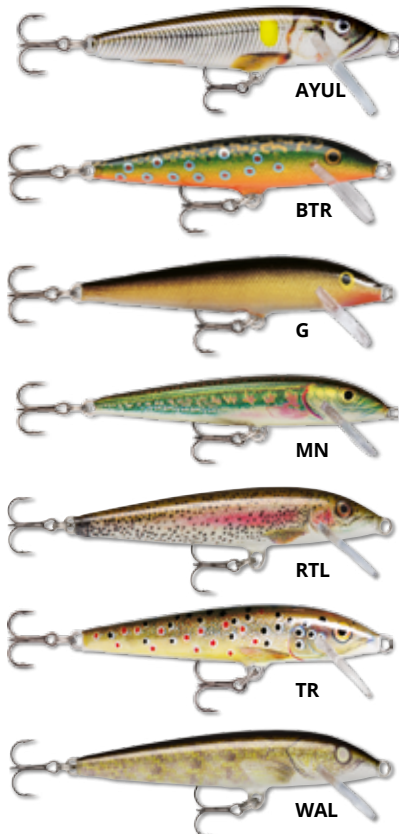


"Making Memories since 1936."

The legendary first Rapala® and still the number one "go-to" lure. Whether twitched on the top as a surface bait, retrieved as a shallow runner, weighted with a split shot for medium depths or bottom walked off a three-way swivel or bottom-bouncer, the wounded minnow action continues to be irresistible to gamefish on every continent around the world.

Balsa Construction • Natural Minnow Profile • Classic, Modern Patterns • Floating • VMC® Black Nickel Hooks
Stainless Through Wire Construction • Hand-Tuned & Tank-Tested

ORIGINAL FLOATER® 05 & 07 COLOR PATTERNS





ALB



AYUL



B



CHL



FT



G



GFR



P



RT



RTL



S



SD



SML



TR



TRL



VAL



WAL

Model No.	Running Depth	Body Length	Weight	Hooks
F05	0.9 - 1.5 m	5 cm	3 g	Two No. 10
F07	0.9 - 1.5 m	7 cm	4 g	Two No. 7
F09	0.9 - 1.5 m	9 cm	5 g	Two No. 7
F11	1.2 - 1.8 m	11 cm	6 g	Three No. 6
F13	1.2 - 1.8 m	13 cm	7 g	Three No. 5

ALB - Bleak; AYUL - Live Ayu; B - Blue; BJRT - Balsa Juvenile Rainbow Trout; BTR - Brook Trout; CHL - Live Char; FT - Firetiger; G - Gold; GFR - Gold Fluorescent Red; MD - Muddler; MN - Minnow; P - Perch; RT - Rainbow Trout; RTL - Live Rainbow Trout; S - Silver; SD - Shad; SML - Live Smelt; TR - Brown Trout; TRL - Live Brown Trout; VAL - Live Vairon; WAL - Live Walleye

COUNTDOWN®

CASTING & TROLLING



"3...2...1... Strike!"

Consistently reach suspended fish at any depth with the Countdown®. Whether the fish are suspending at certain depths, at the weed tops or on bottom structure, the Countdown® can get you to them consistently. Weighted lure creates slow-rolling Rapala® action.

Balsa Construction • Custom Swimming Action • Controlled Depth Technique • Large Size Range • VMC® Black Nickel Hooks • Hand-Tuned & Tank-Tested

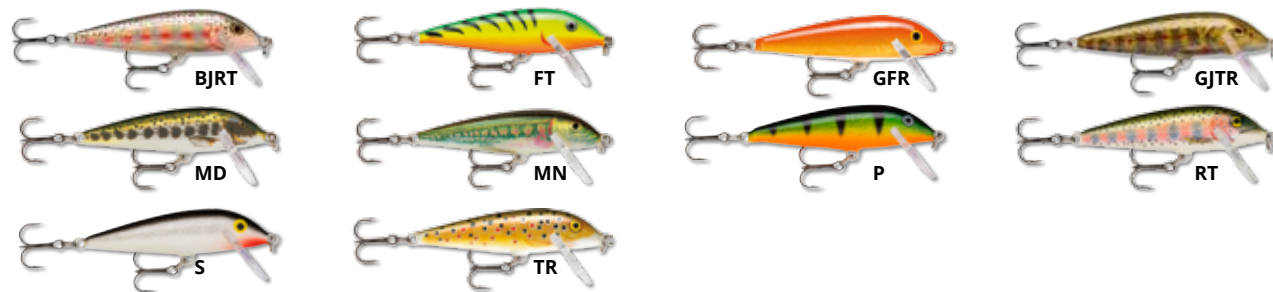
Model No.	Running Depth	Body Length	Weight	Hooks
CD03	0.6 - 0.9 m	3 cm	4 g	Two No. 12
CD05	0.9 - 1.8 m	5 cm	5 g	Two No. 10
CD07	1.5 - 2.4 m	7 cm	8 g	Two No. 7
CD09	2.1 - 3.0 m	9 cm	12 g	Two No. 5
CD11	2.7 - 3.9 m	11 cm	16 g	Two No. 3

COUNTDOWN® 09 & 11 COLOR PATTERNS





COUNTDOWN® 03 COLOR PATTERNS



ALB - Bleak; **AYUL** - Live Ayu; **B** - Blue; **BJRT** - Balsa Juvenile Rainbow Trout; **BTR** - Brook Trout; **CHL** - Live Char; **FT** - Firetiger; **G** - Gold; **GALB** - Gold Alburnus; **GFR** - Gold Fluorescent Red; **GJTR** - Gold Juvenile Trout; **MD** - Muddler; **MN** - Minnow; **OCW** - Orange Tiger; **P** - Perch; **PEL** - Live Perch; **PRLU** - Pearl UV; **RFSM** - Redfin Spotted Minnow; **RT** - Rainbow Trout; **RTL** - Live Rainbow Trout; **S** - Silver; **SCPL** - Live Sculpin; **SML** - Live Smelt; **TR** - Brown Trout; **TRL** - Live Brown Trout; **VAL** - Live Vairon

SHAD RAP®

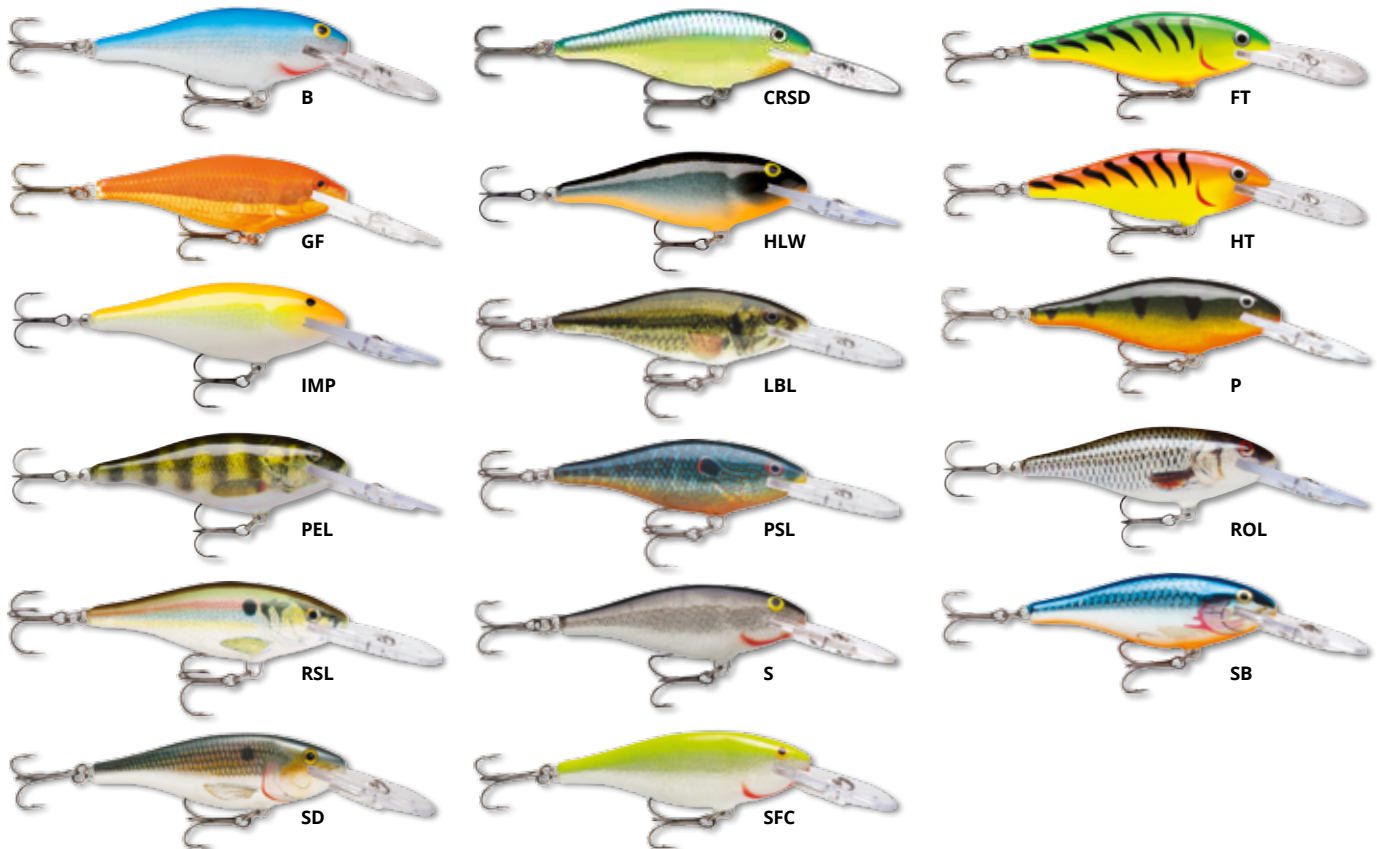
CASTING & TROLLING



"Does what a Crankbait Doesn't"

A Rapala staple, the Shad Rap® is equally effective whether cast or trolled, and is designed to be fished from ultra-slow speeds to super-fast with superior results. First introduced in 1982, The Shad Rap® has undoubtedly accounted for a large portion of Rapala's +500 world record catches over the years.

Classic Rapala Action • Balsa Wood Construction • Diving Lip Design • Floating • Natural Baitfish Profile • VMC® Black Nickel Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
SR07	1.5 - 3.3 m	7 cm	8 g	Two No. 5
SR09	2.4 - 4.5 m	9 cm	15 g	Two No. 3

B - Blue; **CRSD** - Caribbean Shad; **FT** - Firetiger; **GF** - Goldfish; **HLW** - Halloween; **HT** - Hot Tiger; **IMP** - Imposter; **LBL** - Live Largemouth Bass; **P** - Perch; **PEL** - Live Perch; **PSL** - Live Pumpkinseed; **ROL** - Live Roach; **RSL** - Live River Shad; **S** - Silver; **SB** - Silver Blue; **SD** - Shad; **SFC** - Silver Fluorescent Chartreuse

SHALLOW SHAD RAP®

CASTING & TROLLING



"Cast. Wind. Hold on."

The Shallow Shad Rap® is ideal for fishing skinny water. Cast it out, let it sit until the ripples fade away, then begin a slow, enticing retrieve. It is equally effective when twitching, casting or slow trolling.

Balsa Wood Construction • Shallow Running Lip Design • Classic Rapala Action • Natural Baitfish Profile • Floating • VMC® Black Nickel Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
SSR05	0.9 - 1.8 m	5 cm	5 g	Two No. 6
SSR07	1.2 - 1.8 m	7 cm	7 g	Two No. 5
SSR09	1.8 - 2.4 m	9 cm	12 g	Two No. 3

ALB - Bleak; FP - Fire Perch; FT - Firetiger; GF - Goldfish; HLW - Halloween; HT - Hot Tiger; IMP - Imposter; LBL - Live Largemouth Bass; P - Perch; PEL - Live Perch; PSL - Live Pumpkinseed; ROL - Live Roach; RSL - Live River Shad; S - Silver; SB - Silver Blue; SD - Shad; SFC - Silver Fluorescent Chartreuse

DEEP TAIL DANCER®

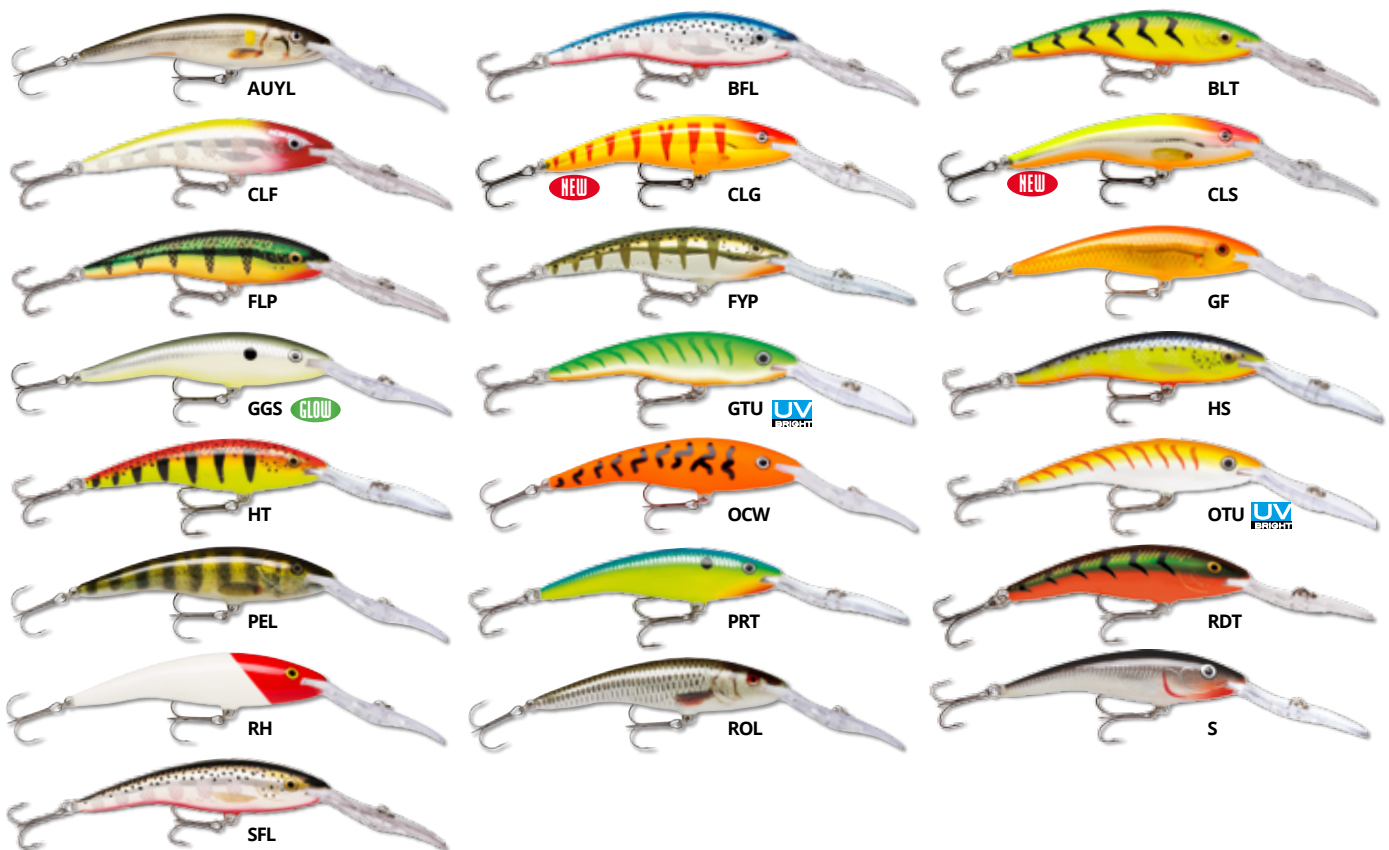
CASTING & TROLLING



"Holds the Rapala record for freediving."

The Deep Tail Dancer® features an enlarged, extreme diving lip that plummets the lure as deep as 12 meters unassisted. The banana-style body swims with a wide tail, dancing action that can only be created with balsa. Cast it or troll it deep for a large number of species worldwide.

Deep Diving Lip • Wide Tail Swimming Action • Balsa Wood Construction • Internal Rattle Mechanism • Floating • VMC® Black Nickel Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
TDD07	4.5 m	7 cm	9 g	Two No. 5
TDD09	6 m	9 cm	13 g	Two No. 3
TDD11	9 m	11 cm	22 g	Two No. 3
TDD13	12 m	13 cm	42 g	Two No. 1

AUYL - Live Ayu; BFL - Blue Flash; BLT - Bleeding Tiger; CLF - Clown Flash; CLG - Clown Gold; CLS - Clown Silver; FLP - Flash Perch; FYP - Flash Yellow Perch; GF - Goldfish; GGS - Glow Grey Shiner; GTU - Green Tiger UV; HS - Hot Steel; HT - Hot Tiger; OCW - Orange Tiger; OTU - Orange Tiger UV; PEL - Live Perch; PRT - Parrot; RDT - Red Tiger; RH - Red Head; ROL - Live Roach; S - Silver; SD - Shad; SFL - Silver Flash



"Joined at the hip, literally."

Slight exaggeration of Rapala's unique baitfish in distress action. Can be fished like the Original Floater®, top to bottom. It is the perfect choice when fish are finicky and in a negative feeding mood.

Balsa Wood Construction • Broken Back Design • Classic Minnow Profile • VMC® Black Nickel Hooks • Floating • Fished Top to Bottom • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
J07	1.2 - 1.8 m	7 cm	4 g	Two No. 6
J09	1.5 - 2.1 m	9 cm	7 g	Two No. 5
J11	1.2 - 2.4 m	11 cm	9 g	Two No. 3
J13	1.2 - 4.2 m	13 cm	18 g	Two No. 2

B - Blue; CH - Chrome; FT - Firetiger; GFR - Gold Fluorescent Red; HT - Hot Tiger; OGSD - Orange Gold Shad; P - Perch; PK - Pike; RH - Red Head; RT - Rainbow Trout; S - Silver; TR - Brown Trout

PK, RH only available in J11 & J13



SUPER SHAD RAP®

CASTING & TROLLING



"When all else fails, call in the hero."

From the clear lakes of Scandinavia to the murky waters of the Amazon, the Super Shad Rap® patterns offer perfect imitations of the prey of predator fish and attractor colors. Natural swimming action at any speed.

Balsa Wood Construction • Natural Baitfish Profile • Life-Like Patterns • Floating • VMC® Black Nickel Round Bend Hooks
Stainless Through Wire Construction • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
SSR14	1.5 - 2.7 m	14 cm	45 g	Two No. 3/0

BG - Bluegill; BGL - Live Bluegill; BSH - Blue Shiner; BUM - Burning Mullet; CH - Chrome; FP - Fire Perch; GF - Goldfish; HTP - Hot Tiger Perch; JP - Jungle Perch; LBL - Live Largemouth Bass; P - Perch; PB - Peacock Bass; RFSH - Redfin Shiner; RH - Redhead; ROL - Live Roach; RSL - Live River Shad; SBL - Live Smallmouth Bass; SPK - Silver Pike

FLOATING MAGNUM®

CASTING & TROLLING



"It's like shooting fish in a barrel."

Floating, shallower running version of the legendary Magnum®. This high-speed lure can be cast at fast moving fish, or trolled behind your boat amongst other diving or skirted lures. Suitable for a large range of salt and freshwater species.

Super Tough Abachi Wood Construction • Floating • Anti-Broach Design • Rugged Stainless Hardware • Natural and Stimulator Patterns • VMC® Perma Steel® Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
FMAG11	2.7 - 3.3 m	11 cm	15 g	Two No. 1
FMAG14	2.7 - 3.3 m	14 cm	22 g	Two No. 1/0
FMAG18	2.7 - 3.3 m	18 cm	40 g	Two No. 4/0

BSRDL - Live Blue Sardine; CH - Chrome; DL - Live Dorado; FT - Firetiger; GF - Goldfish; HPU - Hot Pink UV; HT - Hot Tiger; RH - Redhead; RHU - Red Head UV; SB - Silver Blue; SFU - Sailfish UV; SH - Shiner; SJL - Live Skipjack; SM - Silver Mackerel; WHU - Wahoo UV; YFU - Yellow Fusilier UV

COUNTDOWN[®] MAGNUM[®]

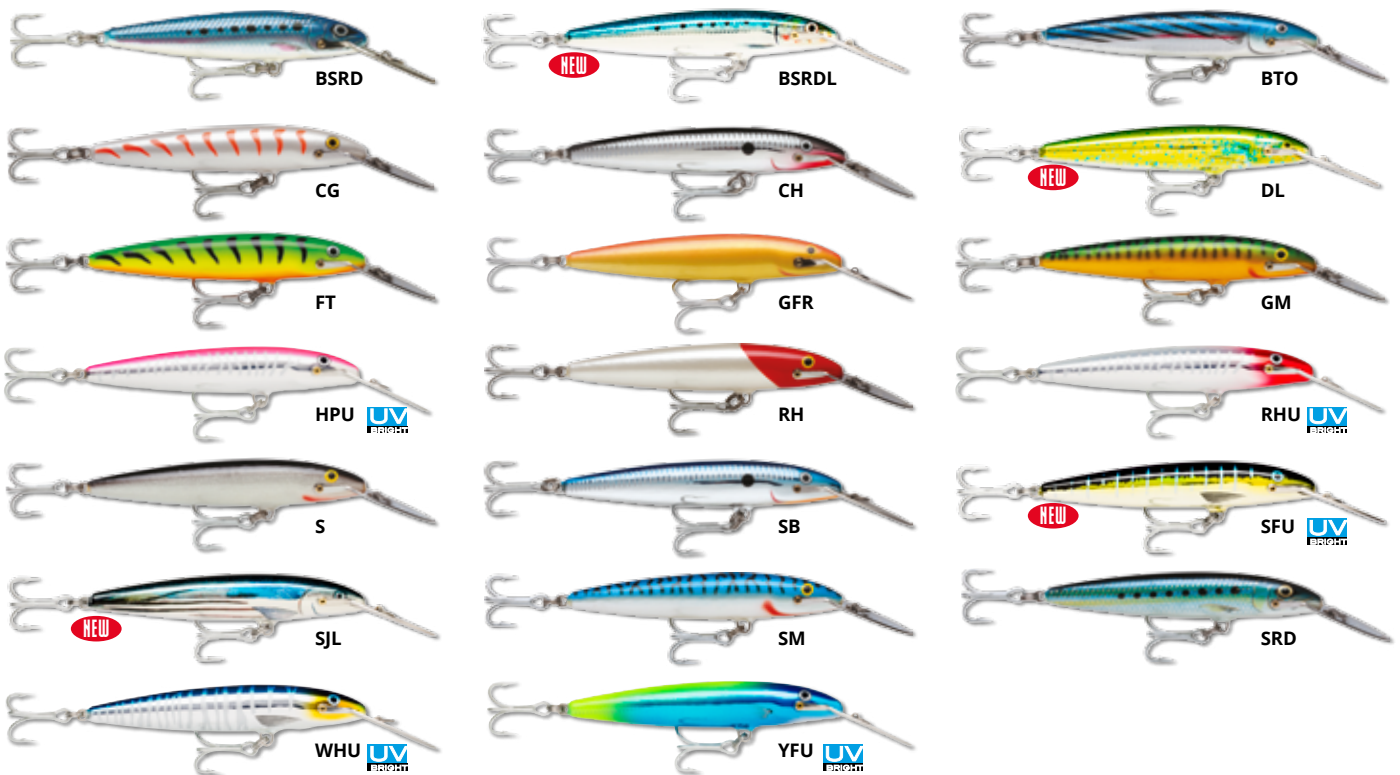
CASTING & TROLLING



"Revered by saltwater anglers worldwide."

The world's number one saltwater hardbodied lure and No.1 choice for open water trolling. Controlled sinking rate is perfect for fishing suspended fish or submerged growth and structure. Deep diving lip with Rapala® "wobble" action.

Super Tough Abachi Wood Construction • Controlled Sinking Model • Deep Diving Metal Lip • Anti-Broach Design • Rugged Stainless Hardware
Natural and Stimulator Patterns • Sinking • VMC® Perma Steel® Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
CDMAG07	2.7 - 3.3 m	7 cm	12 g	Two No. 3
CDMAG09	3.6 - 4.2 m	9 cm	17 g	Two No. 2
CDMAG11	3.9 - 4.5 m	11 cm	24 g	Two No. 1
CDMAG14	4.5 - 5.4 m	14 cm	36 g	Two No. 2/0
CDMAG18	5.4 - 6.3 m	18 cm	70 g	Two No. 4/0
CDMAG22	5.4 - 7.5 m	22 cm	100 g	Two No. 7/0

BSRD - Blue Sardine; BSRDL - Live Blue Sardine; BTO - Bonito; CG - Pearl Orange; CH - Chrome; DL - Live Dorado; FT - Firetiger; GFR - Gold Fluorescent Red; GM - Green Mackerel; HPU - Hot Pink UV; RH - Redhead; RHU - Red Head UV; S - Silver; SB - Silver Blue; SFU - Sailfish UV; SJL - Live Skipjack; SM - Silver Mackerel; SRD - Sardine; WHU - Wahoo UV; YFU - Yellow Fusilier UV

CDMAG22 only available in RH & SM

CDMAG07 & CDMAG09 not available in BSRDL, BTO, CH, DL, GFR, HPU, RHU, SFU, SJL, SRD, WHU & YFU

SHAD DANCER

CASTING & TROLLING



"The birth child of two Rapala greats."

This multi-species balsa bait brings the excitement of the Rapala® Tail Dancer® to a shad profile. Swimming with a silent, aggressive hard thumping sweeping tail action. Designed to dive deep whether cast or trolled.

Balsa Body with Scatter Lip • Wire Through Construction • Deep Diving Aggressive Action • Cast/Trolled 3 Meters Deep • Zander, Multi-Species Gamefish
• VMC® Black Nickel Round Bend Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SDD05	2.1-3.0 m	5 cm	8 g	Two No. 6

BFL - Blue Flash; BGL - Live Bluegill; CGFR - Chrome Gold Fluorescent Red; DCW - Dark Brown Crawdad; FT - Firetiger; LBL - Live Largemouth Bass; P - Perch; ROL - Live Roach; RSL - Live River Shad; S - Silver; SBL - Live Smallmouth Bass; SCPL - Live Sculpin; SFC - Silver Fluorescent Chartreuse; SFL - Silver Flash; TRL - Live Brown Trout



TEAM ESKO®

CASTING & TROLLING



"Fast running water? Try this on for size."

A floating lure with the body silhouette of the Countdown® for long-casting. Extreme swimming action, the Team Esko® maintains the classic Rapala® "wounded-minnow" action even in strong currents and rough water due to its additional bulk and lip design.

Balsa Wood Construction • Aerodynamic Shape • Long-Casting • Custom Lip Design • Unique Wobble Action
Premium VMC® Black Nickel Hooks • Hand-Tuned & Tank-Tested



AYUL



BF



BRP



CGFR



CH



DMN



FBHF



FRHF



GRF



OPRT



SF



SML



STF

Model No.	Running Depth	Body Length	Weight	Hooks
TE07	1.2 - 1.8 m	7 cm	6 g	Two No. 6

AYUL - Live Ayu; BF - Blue Foil; BRP - Brown Foil; CGFR - Chrome Gold Fluorescent Red; CH - Chrome; DMN - Demon; FBHF - Black Hologram Flake; FRHF - Red Hologram Flake; GRF - Green Foil; OPRT - Orange Parrot; SF - Silver Foil; SML - Live Smelt; STF - Steel Foil

MINI FAT RAP®

ULTRA LIGHT CASTING



"For lovers of Shad Rap® and small things."

For convincing finicky fish to bite, the tight swimming action is just right. The sinking Mini Fat Rap® works with unmatched action for attracting trout and other smaller predators.

Compact Body Design • Balsa Wood Construction • Tight Swimming Action • Shallow Running • Slow-Sinking • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
MFR03	0.9 - 1.8 m	3 cm	4 g	Two No. 12

CBN - Carbon; DMN - Demon; FRHF - Red Hologram Flake; FT - Firetiger; GAU - Green Army UV; GFR - Gold Fluorescent Red; ORSD - Orange Shad; P - Perch; RT - Rainbow Trout; S - Silver; TR - Brown Trout

SKITTER POP®

CASTING



"The original King of Pop."

Top water fishing can be extremely exciting, with explosive strikes often catching you off-guard. With its unique loud popping, cupped plastic lip and balsa wood body, the Skitter Pop® can be popped, blooped, walked and skittered across any aquatic surface with ease.

Cupped Lip • Painted, Chrome UV Finishes • VMC® Black Nickel Hooks • Feather / Tinsel Dressed Rear Treble Hook



Model No.	Running Depth	Body Length	Weight	Hooks
SP05	Topwater	5 cm	6 g	Two No. 6
SP07	Topwater	7 cm	7 g	Two No. 5
SP09	Topwater	9 cm	14 g	Two No. 3

CH - Chrome; CLN - Clown; F - Frog; FL - Live Frog; FML - Live Field Mouse; FT - Firetiger; GCH - Gold Chrome; LF - Lime Frog; LFL - Live Leopard Frog; OF - Orange Frog; SB - Silver Blue; SGFR - Steel Gold Fluorescent Red

SALTWATER SKITTER POP®

CASTING



"Our kind of Pop music."

A beefed up version of the freshwater model, the Saltwater Skitter Pop® features a cupped plastic lip that creates a unique loud popping splash. Constructed of abachi wood body and rigged with Perma Steel hooks and rugged saltwater rigging. Incredibly effective twitched or with walk-the-dog retrieve when fish are surface feeding

Cupped Lip • Painted and Chrome Finishes • Premium VMC® Perma Steel® Hooks • Internal Rattle



BFHL



BSRD



CH



HP



MU



RH



SRDL

Model No.	Running Depth	Body Length	Weight	Hooks
SSP12	Topwater	12 cm	40 g	Two No. 1/0

BFHL - Live Baitfish; BSRD - Blue Sardine; CH - Chrome; HP - Hot Pink; MU - Mullet; RH - Redhead; SRDL- Live Sardine

The background of the entire page is a photograph of a sunset or sunrise over a body of water. The sun is low on the horizon, creating a bright, hazy glow and long, golden rays of light that stretch across the sky and reflect on the water's surface. In the distance, the silhouette of a boat is visible against the bright light. The overall mood is serene and majestic.

BALSA XTREME[®] SERIES

Combining the unmatched responsiveness of balsa with rugged durability of plastic, the Balsa Xtreme[®] series opened a new era in fishing lures.

The patent pending BX[®] construction uses a tough, transparent plastic shell to encapsulate a balsa wood inner body. The perfectly balanced balsa core with precision placed weights gives the lure a lively, super responsive action that can be achieved only with balsa.

The tough copolymer outer shell allows ultimate toughness and life-like finishes with 3D scales, lateral line and gill plates with a combination of metallic, translucent and painted finishes unlike anything seen on balsa lures before.



BX[®] MINNOW

CASTING



"Balsa like you've never seen it before."

With the patent pending construction combining a balsa core with a durable co-polymer outer body, the BX[®] Minnow features a super responsive action that comes alive with the slowest of retrieves and the most delicate twitches. Yet it can handle fast, aggressive retrieves and take a beating from toothy, strong predators. Precision weighted for perfect balance and long casting.

Balsa Body Inside • Durable Copolymer Shell • Molded 3D Head, Gills and Scales • Internal X-Foil • Flat-Sided with Strong Flash on Roll
VMC[®] Black Nickel Round Bend Hooks • Floating • Incredible Life-like Finishes • 3D Holographic Eyes • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
BXM07	0.6-1.2 m	7 cm	7 g	Two No. 6
BXM10	0.9-1.5 m	10 cm	12 g	Two No. 4

AYU - Ayu; BBH - Blue Back Herring; FT - Firetiger; GSH - Gold Shiner; HH - Hot Head; P - Perch; RFP - Redfin Perch; RT - Rainbow Trout; S - Silver; SMT - Smelt; TR - Brown Trout

BX[®] SWIMMER

CASTING & TROLLING



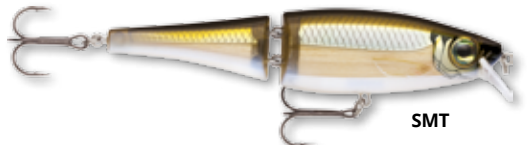
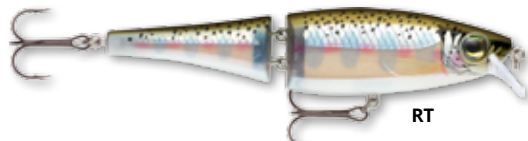
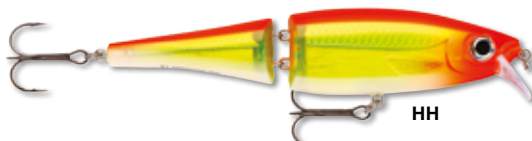
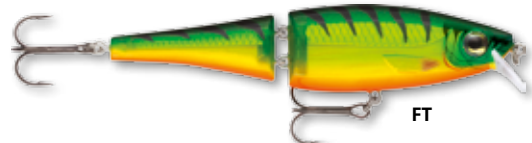
"Our famous balsa action, tougher than ever."

The flat-sided BX[®] Swimmer features an articulated body with a double pivot joint which in combination with the responsive, solid balsa core creates a rolling, moderate swim bait action that starts on a very slow retrieve.

The durable co-polymer hard shell protects the delicate balsa and allows highly detailed, life-like finishes.

The BX[®] Swimmer is weighted to be slow sinking and balanced for long casts.

Balsa Body Inside • Durable Copolymer Shell • Molded 3D Head, Gills and Scales • Internal X-Foil • Flat-Sided with Strong Flash on Roll
VMC[®] Black Nickel Round Bend Hooks • Slow Sinking • Incredible Life-like Finishes • 3D Holographic Eyes • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
BXS12	1.2-1.8 m	12 cm	22 g	Two No. 3

BBH - Blue Back Herring; FT - Firetiger; GSH - Gold Shiner; HH - Hot Head; P - Perch; RFP - Redfin Perch; RT - Rainbow Trout; S - Silver; SMT - Smelt; YP - Yellow Perch



BX[®] WAKING MINNOW

CASTING



"Wake up what lurks beneath."

Featuring a wide rolling action, when fished with the rod tip held high the BX[®] Waking Minnow rides right on the surface and leaves as noticeable wake and bubble trail behind. Lower the rod tip down for diving action. Responsive to twitching. Built with a responsive and buoyant balsa core that's encapsulated by a hard protective plastic shell for durability and life-like detail.

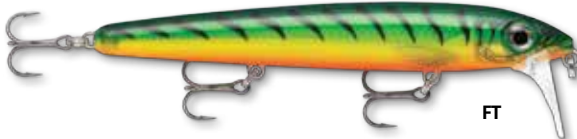
Surface Waking Action • Responsive Balsa Core • Durable Copolymer Shell • Incredible Life-Like Finishes • Designed For Slow Presentation • Floating
VMC[®] Black Nickel Round Bend Hooks



AS



BBH



FT



GF



GSH



SDW



SMT



YP

Model No.	Running Depth	Body Length	Weight	Hooks
BXWM13	Topwater	13 cm	22 g	Three No. 5

AS - Albino Shiner; BBH - Blue Back Herring; FT - Firetiger; GF - Goldfish; GSH - Gold Shiner; SDW - Shadow; SMT - Smelt; YP - Yellow Perch

ESSENTIAL LURES

Some fishing conditions require special features from the bait. Unique and intricate shapes, durability, varied rattle sounds, translucency and sinking, rising and neutral buoyancy are all a part of features that sometimes define success. In a word, essential lures to have.



SKITTER V

CASTING



underside view



V-Rap® Design allows
Extreme Sharp Turning Action

“Cuts through surface tension like a boat through water.”

This topwater bait features an exclusive design that radically alters the action of the lure. V-Rap® Technology combined with tail weighted balance allows the lure to cut quick with the snap of the rod, ending with a soft, long glide on slack line.

X-Style Translucent Body • 3D Holographic Eyes • Quick Turning Walk-the-Dog • Casting Topwater • In-Shore Gamefish Species • VMC® Black Nickel Round Bend Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
SKV10	Topwater	10 cm	14 g	Two No. 4

BN - Bone; BNC - Bone Chartreuse; CH - Chrome; G - Gold; GCH - Gold Chrome; GGH - Glass Ghost; GO - Gold Olive; HO - Hot Olive; HP - Hot Pink; RGH - Red Ghost; S - Silver

RIPPIN' RAP®

CASTING & JIGGING



"Loud & Proud"

The Rippin' Rap® features a lipless, tall body profile designed to crank, swim and rip. Hard vibrating action accented with loud, distinctive BB rattle system. Long-casting with variable running depth.

Tall, Skinny Body Shape • Distinctive Loud BB Rattle System • Lipless Design • Hard Vibrating Action • Sinking • Long-Casting
VMC® Black Nickel Round Bend Hooks • Textured Scale Body



Model No.	Running Depth	Body Length	Weight	Hooks
RPR05	Variable	5 cm	9 g	No. 8 & No. 10
RPR07	Variable	7 cm	24 g	No. 4 & No. 6

CH - Chrome; CBG - Chrome Bluegill; CGFR - Chrome Gold Fluorescent Red; CHB - Chrome Blue; FT - Firetiger; GCH - Gold Chrome; GTU - Green Tiger UV; HSD - Helsinki Shad; LBGL - Live Bluegill; RCW - Red Crawdad; RFCW - Redfire Crawdad; SBL - Live Smallmouth Bass; YP - Yellow Perch

ULTRA LIGHT MINNOW

CASTING



"Big action in a small bait."

When the bite is tough, downsizing to a smaller presentation can often tempt shut-down predators with an easy meal. The Ultra Light Minnow acts like a big bait, but in a small weighted body. It casts incredibly far, is slow-sinking; and creates a hard-kicking action through its unique lip design.

Weighted Body • Unique Lip Design • Hard Kicking Action • Slow Sinking • External Scales • 3D Holographic Eyes
VMC® Black Nickel Round Bend Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
ULM04	0.6 - 0.9 m	4 cm	3 g	Two No. 10
ULM06	0.6 - 0.9 m	6 cm	4 g	Two No. 8

CBN - Carbon; CH - Chrome; FT - Firetiger; G - Gold; GAU - Green Army UV; GATU - Glass Amber Tiger UV; GDAU - Glass Dot Ayu UV; RT - Rainbow Trout; SB - Silver Blue; TR - Brown Trout

ULTRA LIGHT POP

CASTING & TOPWATER



"More Pop for your money."

A small topwater lure that packs a mean pop. Custom-designed cup face to move a lot of water and create a big bubble on each twitch. Featuring a loud internal rattle for added attraction, this little popper won't go unnoticed.

Loud Topwater Popping Action • Custom Design for Giant Bubbles and Big Commotion • Loud Internal Rattle • Perfectly Balanced Body Design
3D Holographic Eye • External Scale Pattern • VMC® Black Nickel Hooks



Model No.	Running Depth	Body Length	Weight	Hooks
ULP04	Topwater	4 cm	3 g	Two No. 10

CBN - Carbon; CH - Chrome; F - Frog; FT - Firetiger; GAU - Green Army UV; GATU - Glass Amber Tiger UV; GCH - Gold Chrome; GDAU - Glass Dot Ayu UV; GLTU - Glass Lucent Tiger UV; GPTU - Glass Pearl Tiger UV; LF - Lime Frog

ULTRA LIGHT SHAD

CASTING



“Small in stature, with big dreams.”

Small only in size, not fishability. Weighted for super casting distance the Ultra Light Shad runs true even at high retrieve speeds and fast water. Tight wobbling swimming action with slow-sinking on pause.

Weighted Body • Diving Lip Design • Tight Wobbling Action • Slow Sinking • External Scales • 3D Holographic Eyes
VMC® Black Nickel Round Bend Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
ULS04	1.2 - 1.5 m	4 cm	3 g	Two No. 10

CBN - Carbon; FT - Firetiger; G - Gold; GAU - Green Army UV; GATU - Glass Amber Tiger UV; GDAU - Glass Dot Ayu UV; GFR - Gold Fluorescent Red; RT - Rainbow Trout; SB - Silver Blue; TR - Brown Trout

ULTRA LIGHT CRANK

CASTING



"Quick diving. Fast floating."

Designed to offer big action in a small package, this ultra light finesse crank bait dives to over 2 meters and delivers a strong kicking action even on a slow retrieve. Floating, buoyant body easily backs out of cover when paused. Though small in size, the Ultra Light Crank is weighted and designed to cast like a lure twice its size. Eternal scale pattern and holographic 3D eye for a life-like appearance.

Strong Kicking Action • Rattling Sound • External Scales • 3D Holographic Eyes • Diving Lip Design • Long Casting • Floating
VMC® Black Nickel Round Bend Hooks • Hand Tuned & Tank Tested



CBN



CH



FT



G



GAU



GATU



GDAU



GFR



SB

Model No.	Running Depth	Body Length	Weight	Hooks
ULC03	1.2-2.4 m	3 cm	4 g	Two No. 10

CBN - Carbon; CH - Chrome; FT - Firetiger; G - Gold; GAU - Green Army UV; GATU - Glass Amber Tiger UV; GDAU - Glass Dot Ayu UV; GFR - Gold Fluorescent Red; SB - Silver Blue

HUSKY MAGNUM®

TROLLING



"Initiate a high speed chase."

A precision tool for fast trolling and battling big predators. Husky Magnum® is built tough and designed to swim at a pre-determined depth and run straight at up to 12 knots. It features a tight, strong rolling action that is emphasized with a loud internal rattle. Internal translucent rainbow foil and scale pattern create a natural, life-like appearance.

Designed for Fast Trolling • Precision • Trolling Depth Over 7 Meters • Runs Straight Up to 12 Knots • Tight Swimming Action • Loud Rattle • Internal Pearlescent Foil
Natural Scale Pattern • Natural Translucent Design • Heavy-Duty Construction • Strong VMC® Perma Steel® Hooks • Hand-Tuned & Tank-Tested



BSRD



CG



CHRG



PRFL



RH



S



SBM



SLK

Model No.	Running Depth	Body Length	Weight	Hooks
HMAG15	4.5 m	14 cm	36 g	Two No. 2/0
HMAG25	7.5 m	16 cm	67 g	Two No. 4/0

BSRD - Blue Sardine; CG - Pearl Orange; CHRГ - Chartreuse Red Ghost; PRFL - Purple Flash; RH - Red Head; S - Silver; SBM - Silver Blue Mackerel; SLK - Slick

HUSKY JERK®

CASTING & TROLLING



"A (fisher)man's best friend."

Perfectly balanced, the Husky Jerk® can be cast or trolled at any speed and still run true. The rattle chamber transmits sound waves that amplify through the water. Metallic, painted or glass patterns.

Suspending / Neutral Buoyancy • Long-Casting • Loud Rattles • Runs Straight and True • Cast or Troll • VMC® Black Nickel Round Bend Hooks
Three Superior Finish Styles • Hand-Tuned & Tank-Tested



CLG



CLN



CLS



ELJ



FT



GBM



GF



GGS



GMN



GP



GYP



HT



RH



S



SB



SBR

Model No.	Running Depth	Body Length	Weight	Hooks
HJ08	1.2 - 1.8 m	8 cm	6 g	Two No. 6
HJ10	1.2 - 2.4 m	10 cm	10 g	Two No. 5
HJ12	1.2 - 2.4 m	12 cm	13 g	Three No. 5
HJ14	1.2 - 2.4 m	14 cm	18 g	Three No. 4

CLG - Clown Gold; CLN - Clown; CLS - Clown Silver; ELJ - Pink Parrot; FT - Firetiger; GBM - Glass Blue Minnow; GF - Gold Fish; GGS - Glow Gray Shiner; GMN - Glass Minnow; GP - Glass Perch; GYP - Glow Yellow Perch; HT - Hot Tiger; RH - Red Head; S - Silver; SB - Silver Blue; SBR - Silver Brown

DOWN DEEP HUSKY JERK®

CASTING & TROLLING



"All that Husky action, down deep."

The Down Deep Husky Jerk® is perfectly balanced and reaches depths near 6 meters when trolled. Cast it against deep drops and roll it back, as the lure quickly dives to its casting depth of close to 3 meters.

Deep Diving Lip • Suspending • Long-Casting • Loud Rattles • VMC® Black Nickel Round Bend Hooks • Runs Straight and True • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
DHJ10	2.1 - 4.8 m	10 cm	11 g	Two No. 5
DHJ12	2.4 - 5.9 m	12 cm	15 g	Three No. 5

CLG - Clown Gold; CLN - Clown; CLS - Clown Silver; FT - Firetiger; GBM - Glass Blue Minnow; GF - Gold Fish; GGS - Glow Gray Shiner; GMN - Glass Minnow; GP - Glass Perch; HSD - Helsinki Shad; HT - Hot Tiger; RH - Red Head; S - Silver; SB - Silver Blue; SBR - Silver Brown; TSD - Tennessee Shad

JOINTED SHAD RAP®

CASTING



"The legendary Shad Rap action, with a little more 'kick'."

A plastic, jointed version of the legendary Shad Rap® that sends out a "distressed-minnow" signal loud and clear. Its jointed tail section creates a slightly exaggerated action which helps to trigger otherwise disinterested or tentative fish.

Wide Strong Kickin' Swimming Action • Suspending • Rhythmic Rattle • VMC® Black Nickel Round Bend Hooks • Hand-Tuned & Tank-Tested



Model No.	Running Depth	Body Length	Weight	Hooks
JSR04	1.2-1.8 m	4 cm	5 g	Two No. 8/10
JSR05	1.8 - 3.9 m	5 cm	8 g	Two No. 6 & 7
JSR07	2.1 - 4.5 m	7 cm	13 g	Two No. 4
JSR09	2.1 - 4.5 m	9 cm	25 g	Two No. 3

BSD - Blue Shad; CBG - Chrome Bluegill; CH - Chrome; CLG - Clown Gold; CLN - Clown; CLS - Clown Silver; FT - Firetiger; HT - Hot Tiger; OSD - Orange Shad; P - Perch; PRT - Parrot; RDT - Red Tiger; SD - Shad; YP - Yellow Perch

RATTLIN' MINNOW SPOON®

CASTING



"Cast towards the weed line with confidence."

Rattlin' Minnow Spoon® features a unique construction that combines the silhouette of a minnow with the action of a spoon. Wide, irregular sweeping action to create flash. Internal rattle chamber emits additional noise and vibration. Built with a heavy-duty single hook and a weed guard to be fished even in heavy cover. Balanced flutter on the drop with irregular kicks and strong body roll.

Wide Sweeping Action • Internal Rattle Chamber • Heavy-Duty Single VMC® Hook • Weedless Design • 3D Eyes • Metallic and Painted Finishes

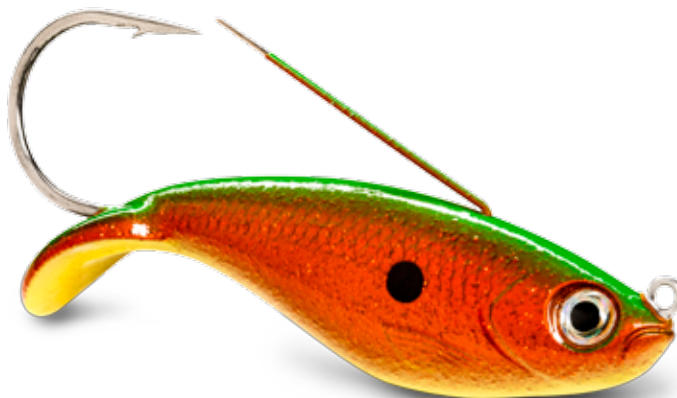


Model No.	Running Depth	Body Length	Weight	Hooks
RMSR08	Variable	8 cm	16 g	Single Weedless Hook

BG - Bluegill; CH - Chrome; CO - Copper; FLP - Flash Perch; FRP - Fluorescent Red Pearl Tiger; FT - Firetiger; GFRT - Gold Fluorescent Red Tiger; GSU - Green Shad UV; HFCGR - Hologram Flake Copper Green; JP - Jungle Perch; MBT - Metallic Blue Tiger; PK - Pike; PSU - Pink Shad UV; PWRT - Pearl White Red Tail; RFSH - Redfin Shiner; RYGR - Red Yellow Green; SBR - Silver Brown; SD - Shad; WRB - White Red Black

WEEDLESS SHAD

CASTING



"All the action, with none of the mess."

A totally unique body design combined with a wire-guarded VMC® single hook on the back creates the first truly weedless hard bait. A hard paddle tail gives the lure a wobbling, tail-kicking action with very low resistance. Swims effortlessly through weeds without snagging or picking up trash. When allowed to drop on a tight line, the lure swims slowly down, drawing in bites.

First Truly Weedless Hardbait • Unique Body Design • Weedless VMC® Single Hook • Wobbling, Tail-kicking Action • Swims Slowly Down on the Drop • Sinking



Model No.	Running Depth	Body Length	Weight	Hooks
WSD08	Variable	8 cm	16 g	Single Weedless Hook

BG - Bluegill; CH - Chrome; CO - Copper; FLP - Flash Perch; FRP - Fluorescent Red Pearl Tiger; FT - Firetiger; GFRT - Gold Fluorescent Red Tiger; GSU - Green Shad UV; HFCGR - Hologram Flake Copper Green; JP - Jungle Perch; MBT - Metallic Blue Tiger; PEL - Live Perch; PK - Pike; PSU - Pink Shad UV; PWRT - Pearl White Red Tail; RFSH - Redfin Shiner; ROL - Live Roach; RYGR - Red Yellow Green; SBR - Silver Brown; SD - Shad; TRL - Live Trout; WRB - White Red Black



A close-up, slightly blurred photograph of a tackle box filled with various fishing jigs. The jigs are arranged in rows, showing different colors like red, orange, yellow, and black. Some have white skirts or appendages. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the textures and colors of the lures.

JIGGING LURES

Originally built for winter fishing, the balanced jigging lures have an excellent reputation and track record among ice fishermen with new designs to expand their performance into various actions, deeper depths and stronger currents.

But over time these lures have found their way also into the tackle boxes of open water fishermen; first to vertical jigging and then to various cast and retrieve applications. What once was a winter jig has grown into a series of jigging lures that are used for saltwater fishing in Japan or walleye fishing in the US as much or even more than for ice fishing – with more open water applications being discovered every day.

JIGGING RAP®

JIGGING & CASTING



"The underwater yo-yo."

Swimming in tantalizing circles under the ice or in open water for suspended game fish, the Jigging Rap® features a balanced, weighted minnow profile. Single reversed hooks with center treble and eyelet, this bait can also be bottom bounced, yo-yo style off the bottom with unbeatable results.

Minnow Profile • Balanced Design • Environmental Zinc Weighted • UV, Glow & Standard Colors • Single Reversed Hooks • Center Treble & Eyelet

Model No.	Running Depth	Body Length	Weight	Hooks
W2	Variable	2 cm	4 g	One No. 14
W3	Variable	3 cm	6 g	One No. 12
W5	Variable	5 cm	9 g	One No. 10
W7	Variable	7 cm	18 g	One No. 8
W9	Variable	9 cm	25 g	One No. 6

WH SERIES JIGGING RAP®

JIGGING & CASTING

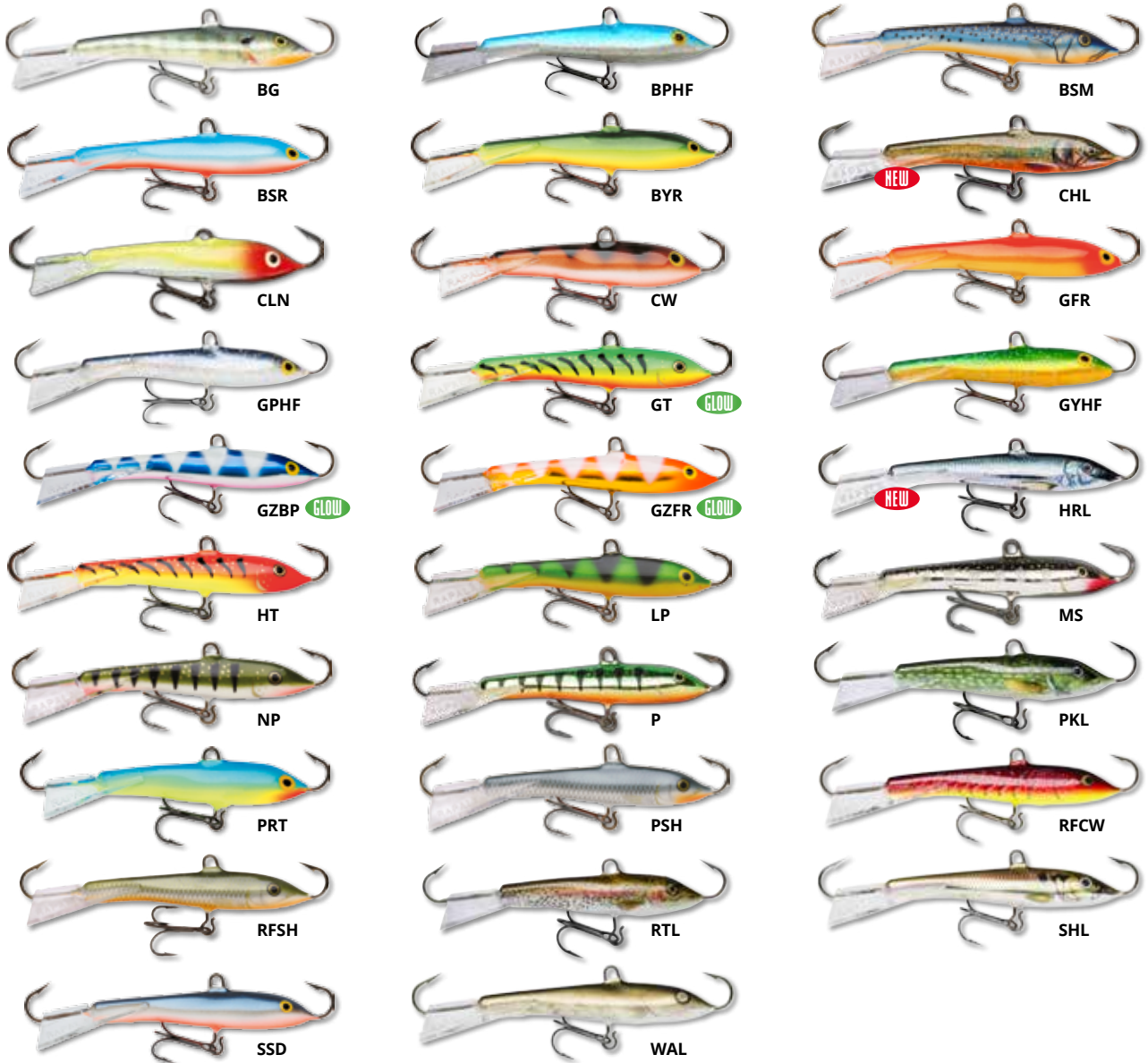


"Dart. Glide. Dance."

All of the great features of the original Jigging Rap®, with the addition of a Tiger Eye hook. Providing an easy target, this accented point helps fish to zero-in and strike the WH Jigging Rap®. Extremely effective in cold waters or when predators are feeding on small bait.

Minnow Profile • Balanced Design • Environmental Zinc Weighted • Tough Resin Composition • Bright Attractor Colors • Pupil Tip on Hook

Model No.	Running Depth	Body Length	Weight	Hooks
WH3	Variable	3 cm	6 g	One No. 12
WH5	Variable	5 cm	9 g	One No. 10
WH7	Variable	7 cm	18 g	One No. 7



BG - Bluegill; **BPHF** - Blue Pearl Hologram Flake; **BSM** - Blue Spotter Minnow; **BSR** - Blue Silver Red; **BYR** - Black Yellow Red; **CHL** - Live Char; **CLN** - Clown; **CW** - Crawdad; **GFR** - Gold Fluorescent Red; **GPHF** - Gun Metal Pearl Hologram Flake; **GT** - Glow Tiger; **GYHF** - Green Yellow Hologram Flake; **GZBP** - Glow Zebra Blue Pink; **GZFR** - Glow Zebra Fluorescent Red; **HRL** - Live Herring; **HT** - Hot Tiger; **LP** - Legendary Perch; **MS** - Metallic Silver; **NP** - Nordic Perch; **P** - Perch; **PKL** - Live Pike; **PRT** - Parrot; **PSH** - Pearl Shiner; **RFCW** - Redfire Crawdad; **RFSH** - Redfin Shiner; **RTL** - Live Rainbow Trout; **SHL** - Live Shad; **SSD** - Silver Shad; **WAL** - Live Walleye

W9 not available in **BPHF**, **BYR**, **CW**, **GFR**, **GYHF**, **HT**, **NP**, **SSD**

WH SERIES JIGGING RAP® COLOR PATTERNS



BYR - Black Yellow Red; **CLN** - Clown; **GT** - Glow Tiger; **MB** - Metallic Blue; **MS** - Metallic Silver; **P** - Perch; **PSH** - Pearl Shiner; **RFSH** - Redfin Shiner

SNAP RAP®

JIGGING & CASTING



"Cast..... and SNAP!"

Designed to be fished with a snap technique, this unique bait will dart fast on a rod snap, then quickly glide back down. The Snap Rap® can be fished on hard bottom or in the middle of the water column in deeper water. Durable two part body construction and heavy-duty hooks to handle aggressive predators.

Unique Body Design • Gliding Tail Wing • Darting Snap Action • Gliding Drop Action • Fast Sinking • Fixed Nose & Tail Hooks • Black Nickel VMC® Belly Hook



CH



CHB



GHP **GLOW**



GOR



GT **GLOW**



GYP **GLOW**



HT



RFSH



UVCB **UV**



UVCP **UV**

Model No.	Running Depth	Body Length	Weight	Hooks
SNR04	Variable	4 cm	4 g	One No. 12
SNR06	Variable	6 cm	9 g	One No. 8
SNR08	Variable	8 cm	24 g	One No. 5

CH - Chrome; CHB - Chrome Blue; GHP - Glow Hot Perch; GOR - Gold Orange; GT - Glow Fire Tiger; GYP - Glow Yellow Perch; HT - Hot Tiger; RFSH - Redfin Shiner; UVCB - UV Chrome Blue; UVCP - UV Chrome Pink

RAPALA FLAT JIG®

JIGGING & CASTING



"Streamlined for fast-moving waters"

Designed to perform in heavy current conditions and deep water. Thanks to its flat body design and heavy size to weight ratio, Rapala Flat Jig® retains its gliding action even in the most demanding conditions. Dives fast and is responsive and easy to control even in extreme depths. Ideal for ice fishing as well as open water applications.

Flat Minnow Body Design • Heavy Duty Construction • Long-Gliding Action • Designed for Deep Water and Heavy Current • UV Coated Back • Black Nickel VMC® Hooks



FB



FCLN



FGO



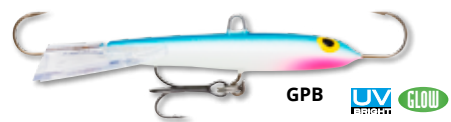
FPRT



FS



FSSD



GPB



GPO



HFANC



HFGFR



Model No.	Running Depth	Body Length	Weight	Hooks
RFJ04	Variable	4 cm	16 g	One No. 8
RFJ06	Variable	6 cm	34 g	One No. 6

FB - Flake Blue; FCLN - Flake Clown; FGO - Flake Gold Olive; FPRT - Flake Parrot; FS - Flake Silver; FSSD - Flake Silver Shad; GPB - Glow Pearl Blue; GPO - Glow Pearl Olive; HFANC - Hologram Flake Anchovy; HFGFR - Hologram Flake Gold Fluorescent Red



TOOLS AND ACCESSORIES

Rapala offers a full range of tools and accessories from pliers to scales and landing nets and fillet knives. Some of them are true, trusted classics like the Fish 'N Fillet knife – world's most sold fillet knife that has served fishermen for over five decades – while others are on the leading edge of modern technology, innovation and design like the new Rapala Custom Design series.

Rapala's proprietary designs have been created and manufactured to meet fishermen's needs worldwide, from ultralight fishing on lakes and streams to heavy-duty saltwater pursuits. The classic to modern designs reinforce our commitment to style and functional design.



RAPALA CUSTOM DESIGN SERIES

Modern innovations and contemporary design lifts angler's tools to a totally new level. Features like the patent pending, Rapala's proprietary Mag Spring have not been seen on any tool before. Clean looks and well thought-out functionality raise the bar on how fisherman's tools are made.

NEW
for
2018

RCD MAG SPRING PLIERS

Rapala's proprietary, patent pending Mag Spring mechanism on the pivot point of the pliers has two opposing magnets that push away from each other and hold the pliers open for easy one hand operation. Unlike springs, the magnets won't break or lose their power in use. The durable stainless steel jaws with gun metal finish have serrated tips for secure grip. Ergonomic, co-molded Soft Grip handles for comfortable hold.

Model No.	Length	Item Description
NEW RCDMP4	10 cm	RCD 4" Mag Spring Pliers
RCDMP6	18 cm	RCD 6" Mag Spring Pliers
NEW RCDMP8	20 cm	RCD 8" Mag Spring Pliers



MAG SPRING

Built with two internal, opposing magnets to hold the pliers open, there are no springs that could break or lose their elasticity. The Mag Spring offers smooth, one hand operation and will not fail even in the harshest conditions. Rapala's proprietary design. PATENT PENDING.





**RCD 11 KG
TUBE SCALE**

Mechanical tube scale with durable stainless steel spring, hook and handle. The housing is made of anodized aluminum. Comfortable Soft Grip handle for safe hold. The scale has both kilogram and pound increments, and a marker slide shows maximum weight after weighing fish. The handle features a built-in bottle opener.

Model No.	Length	Item Description
RCDS11	11 kg / 25 lbs	RCD 11 kg Tube Scale



**RCD
CLOCK SCALE**

A 12 kg mechanical scale with an easy to read clock face dial. Textured body for secure hold even when weighing big fish. Durable stainless steel hook.

Model No.	Item Description
RCDCS12	RCD Clock Scale



**RCD 25 KG
DIGITAL SCALE**

The palm-sized RCD Digital Scale has 8 storage locations for recording fish weight. The scale has an easy to read LCD display and shows min, max and total weight of stored catch data. Weight can be shown in kilograms or pounds. Soft Grip coating on the body for secure hold. The top loop features a built-in bottle opener.

Model No.	Length	Item Description
RCDDS25	25 kg / 50 lbs	RCD 25 kg Digital Scale

NEW
for
2018

RCD CERAMIC UTILITY KNIFE

A ceramic blade that's up to 2x sharper than steel with 15x the edge retainment. Will never rust. A great choice for all cutting purposes. Compression sheath.

Model No.	Handle Length	Blade Length
RCDCUKB4	11.5 cm	10 cm

Handle: Molded Soft Grip
Blade: Ceramic
Sheath: Compression

RCD 6" FILLET KNIFE

Built with a flexible, high polished full tang blade made of Japanese stainless steel, the RCD Fillet Knife features a hand ground progressive taper that's ideal for filleting and removing rib bones from the fillets. Ergonomic, no slip Soft Grip handle has a safety finger guard for secure and safe grip. Technical, high compression sheath holds the knife securely.

Model No.	Handle Length	Blade Length
RCDFN6	13 cm	15 cm

Handle: Molded Soft Grip
Blade: Stainless Steel
Sheath: Compression



NEW
for
2018

RCD PRECISION LINE SCISSORS

A spring-loaded, single-hand operation tool for intricate work and precise cuts. With its off-set shears, these scissors excel in cutting micro super lines and all other non-wire fishing lines. A sliding lock secures the blades closed for safe storage.



Model No.	Length	Item Description
RCDPLS	13 cm	RCD Precision Line Scissors

NEW

RCD MAGNETIC RELEASE

Powerful magnetic release with a carabiner clip is ideal for hanging nets and other big tools and accessories to fishing jackets or vests. Break-away magnets allow easy one hand operation, releasing the hung tool with one pull. The magnets also make the re-attaching quick and easy.



Model No.	Item Description
RCDMR	RCD Magnetic Release
RCDMRR	RCD Magnetic Release/Red
RCDMRB	RCD Magnetic Release/Blue

NEW

NEW

RCD KNIFE SHARPENER

Easy to use knife sharpener for knives and fillets with a two-stage process: First the black sharpener for coarse sharpening on very dull knives, then the fine-tuning finishing touches for a razor sharp cutting edge with the white sharpener. Co-molded grip for secure hold.



Model No.	Item Description
RCDKS	RCD Knife Sharpener



NEW
for
2018

RCD HOOK REMOVER

This one-handed, stainless steel, spring operated hook remover gives maximum hold on hooks when removing them from fish. Hook-centering groove ensures non-slip grip of your catch. The thick, forged head stays strong against the biggest of hooks and strongest fish. Its long barrel reaches deep & maintains a safe distance between you and your catch. Drainage holes help to keep it rust-free.

Model No.	Length	Item Description
RCDHR	25 cm	RCD 25 cm Hook Remover

NEW



RCD FLOATING AERATOR

Water activated RCD Floating Aerator starts automatically when it's in contact with water. Sleek, modern design offers compact size with big performance. Aerator mixes air into water, keeping bait alive for extended time. Operates with 3 C batteries and aerates 1.5 liters per minute. 18 hour continuous runtime or 36 hour runtime on 15 minute interval setting.

Model No.	Item Description
RCDFA	RCD Floating Aerator

RCD MINI SPLIT RING TOOL

A lure fisherman's custom tool designed to open small split rings without damaging them. Durable stainless steel body endures extended use. Lightweight construction and ergonomic design for easy operation. Built in bottle opener at the tail end of the tool.

Model No.	Length	Item Description
RCDMSR	7 cm	RCD Mini Split Ring Tool



RCD MINI CLIPPER

Line clipper's sharp, ground jaws cut monofilament and most braided lines with ease. Built of durable stainless steel, the RCD Mini Clipper features an ergonomic, curved design for easy use. Built in bottle opener at the tail end of the tool adds a recreational function.

Model No.	Length	Item Description
RCDMC	7 cm	RCD Mini Clipper



RCD ROLL RULER

Spring-loaded retractable tape measure is easy to store and use. The tape measure extends to 150 cm and features large, easy to see numbers with one cm increments and highlighted indicators every 10 centimeters. The UV and waterproof material has a non-reflective surface to make sure the fish length shows properly in photos even with a flash.

Model No.	Length	Item Description
RCDRR150	150 cm	RCD Roll Ruler



RCD MITTEN FORCEPS

Spring-loaded forceps designed to be operated with mittens or thick gloves on as there are no finger holes to deal with. Locking ratchet and serrated jaws guarantee a secure grip and easy one hand operation. Durable stainless steel jaws have line scissors at the base. No mittens required for safe and comfortable summer operation.

Model no.	Length	Item Description
RCDMF	16 cm	RCD Mitten Forceps

ANGLER'S TOOLS



ANGLER'S PLIERS

Designed for years of reliable service, these pliers are made of durable carbon steel with a nickel plated finish. Light color co-molded grips for comfort with a double leaf spring for ease of use and convenience. Split shot crimper, Rapala lure tuning tool and light duty side cutters are also featured. Available in 12 piece bulk.

Model No.	Length	Item Description
SACP6	16 cm	Angler's Pliers
SACP6-B	16 cm	12 Piece Retail Display
SACP8	22 cm	Angler's Pliers
SACP8-B	22 cm	12 Piece Retail Display

11" ANGLER'S PLIERS

Reach deep hooked baits and other hard to reach hooks with ease. Light color co-molded grips for a secure hand while digging deep to save your "lucky Rapala" lure. Line and hook side cutter. Nickel plated carbon steel construction for years of rust resistant service.

Model No.	Length	Item Description
SACP11	28 cm	Angler's Pliers



8" ANGLER'S DOUBLE LEVERAGE SIDE CUTTER

Design delivers 60% more power for cutting large hooks, line & leaders with ease. Carbon steel with nickel plated finish provides extra corrosion resistance while enlarged grips offer additional comfort.

Model No.	Length	Item Description
SADLC8	20 cm	Double Leverage Side Cutter



9" ANGLER'S DOUBLE LEVERAGE PLIER

Get a superior edge when removing hooks, crimping and more with a 60% increase in power. Carbon steel with nickel plated finish provides extra corrosion resistance while enlarged grips offer additional comfort.

Model No.	Length	Item Description
SADLP9	23 cm	Double Leverage Plier





7" ANGLER'S SIDE CUTTER

Designed to cut heavy leaders, hooks and more. Light color co-molded handles offer comfortable sure grip. Stainless steel construction.

Model No.	Length	Item Description
SAS7C	18 cm	Angler's Side Cutter



7" MONO SHEARS

Handy all around shears feature serrated cutting edge to handle any size monofilament or fluorocarbon line. Stainless steel construction with spring loaded coastal colored co-molded handles. Enlarged ergonomic grips for comfort. Shears lock for safety.

Model No.	Length	Item Description
SAMSH	18 cm	Mono Shears



HEAVY DUTY SPLIT RING PLIERS

Offset tool design makes fast work of changing out split rings and hooks. Large, spring loaded handle makes one-handed operation easy.

Model No.	Length	Item Description
SAHDSRP	16 cm	Angler's Heavy Duty Split Ring Pliers



SUPER LINE SCISSORS

Serrated cutting edge is specially designed to grip and hold tough braided line for easy, non-slip cutting. Stainless steel construction with oversized finger holes for ease of use.

Model No.	Item Description
SRLS	Super Line Scissors
SRSD-1	32 Piece Retail Display

ANGLER'S MAGNETIC TOOL HOLDER

Mount to flat surface anywhere you need tools on your boat. Durable collar & magnetic backer securely holds most Rapala tools. Includes two easy install hardware options: 3M™ VHB™ High-Strength Bonding Tape or mounting screws. Mounting instructions included.

Model No.	Item Description
SMTH3	Angler's 3 Place Holder

Tools not included



ANGLER'S GLOVE

Durable latex coating provides excellent non-slip fish control and added protection from fish teeth, gill plates and dorsal fins. Designed to float, the cotton/polyester shell has ultimate functionality & comfort. Machine washable, drip dry. Not for use as a fillet glove.

Model No.	Item Description
SAGL	Large Angler's Glove
SAGXL	Extra Large Angler's Glove



9" ANGLER'S HOOK REMOVER

Designed with Push & Pull Bends for fast and easy de-hooking. Made from heavy duty stainless steel, the 9" length is perfect for most salt species. Comfort Handle allows for secure grip. Lanyard ready.

Model No.	Length	Item Description
SRH09	23 cm	Angler's Hook Remover

4" ANGLER'S HOOK FILE

4" double-sided, ultra-fine cutting edge restores hooks to a razor-sharp point for premium penetration. Made from high-carbon steel, protected with a silicone treatment for extra corrosion resistance. Comfortable plastic handle.

Model No.	Length	Item Description
SRHCF4	10 cm	Angler's Hook File
SRHCF4-B		12 Piece Retail Display





ANGLER'S CURVED FILLET

Made for filleting and steaking big game fish, this no flex razor-sharp blade with ergonomic co-molded handle is the first choice of deck hands and seasoned veterans of the salt. Polished progressively tapered corrosion resistant blade made by Marttiini with European stainless steel takes and holds an ultra-sharp edge. Vented sheath allows for quick drying.

Model No.	Length	Item Description
SACF10	25 cm	Angler's Curved Fillet
SACF12	30 cm	Angler's Curved Fillet



ANGLER'S STRAIGHT FILLET

This medium flex, sturdy razor sharp blade has enough flexibility for tight areas, precision cuts and fine detail. Made by Marttiini with corrosion-resistant European stainless steel, known to take and hold an ultra-sharp edge. Progressively tapered blade with a polished finish is fitted with an ergonomically designed, co-molded handle for a comfortable grip. Vented sheath allows for quick drying.

Model No.	Length	Item Description
SASTF6	16 cm	Angler's Straight Fillet
SASTF8	20 cm	Angler's Straight Fillet



ANGLER'S SLIM FILLET

Slim, medium flex blade provides the maximum flexibility for working in tight areas, precision cuts and super fine detail. Progressively tapered blade with a polished finish; and ergonomically designed, co-molded handle with a comfortable grip. Made by Marttiini with corrosion-resistant European stainless steel for extended service. Vented sheath allows for quick drying.

Model No.	Length	Item Description
SASF6	16 cm	Angler's Slim Fillet
SASF8	20 cm	Angler's Slim Fillet

SCALES

25 KG MINI DIGITAL SCALE

The Mini Digital Scale measures up to 25 kg with precision accuracy. 4 minute shutoff feature ensures long-life with one 9V battery (not included). An angler favorite; it easily fits in glove box, tacklebox or coat pocket.

Model No.	Item Description
RMDS-50	25 kg Mini Digital Scale



12 KG MINI DIGITAL SCALE

Simple and easy to use, this compact design is the perfect size for storing anywhere. Digital scale powered by one lithium coin battery (included) includes tare weight function and 4 minute auto shutoff. Water resistant & chrome plated hook. This scale is sure to become one of your "must-have" items. Measures in kilograms or pounds.

Model No.	Item Description
RMDS-25	12 kg Mini Digital Scale



25 KG DIGITAL SCALE

High-end features at a value price. 500 hour life from a single 9V battery (not included). Large display. 4 minute shutoff saves on battery life while battery life indicator makes sure you don't get caught off guard. Stainless steel hook is rust resistant allowing years of untiring service. Measures in both kilograms and pounds.

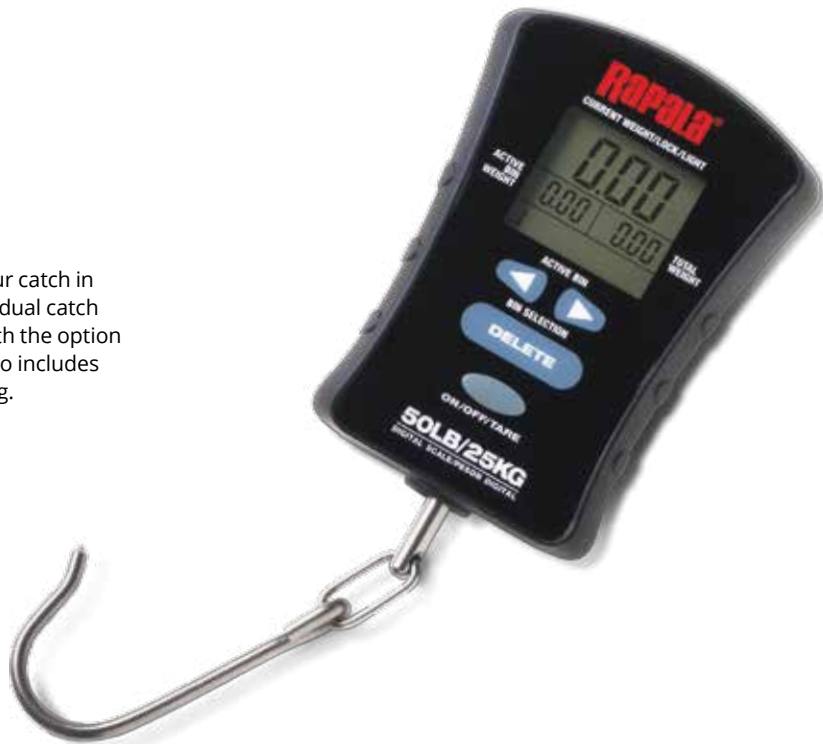
Model No.	Item Description
RSDS-50	25 kg Digital Scale

COMPACT TOUCH SCREEN 25 KG SCALE

Ease and convenience in weighing and tracking your catch in a compact size. Eight storage bins for storing individual catch weight. Total bin weight is constantly displayed, with the option to see the weight in each bin. Easy to operate, it also includes back light illumination for low light and night fishing.

- 8 Storage Bins
- Total Bin Weight Continuously Displayed
- View Weight In Each Bin
- Kg and Pound Display Options
- Back Light for Low Light and Evening Conditions

Model No.	Item Description
RCTDS50	25 kg Touch Screen Digital Scale



8 & 25 KG GRIP DIGITAL SCALES

These digital scales are packed with features anglers demand. Compact size for convenient storage in tacklebox, pocket or boat glove box. Just hang your catch on the stainless steel hook and in seconds get an accurate reading. Has memory to track weight totals.

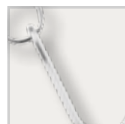
Model No.	Item Description
RGSDS-15	8 kg Digital Scale
RGSDS-50	25 kg Digital Scale



Fast & Easy
Touch Screen
Operation



Tournament Model
Includes Culling
System



Alternate
Stainless Steel
Hook



Storage Bag
with Sewn In
Instructions

TOUCH SCREEN SCALE

Large, feature packed digital touch screen scale to weigh and record your catch and store the individual weights in eight storage bins. Shows also the total weight of the stored catch. Kilogram and pound display options. Runs up to 400 hours on two AA batteries. Back-up memory retains stored data if battery power is lost.

Model No.	Item Description
RTDS-15	7 kg Touch Screen Tournament Scale
RTDS-50	25 kg Touch Screen Scale



PLIERS & CUTTERS



FISH & GAME SHEARS

- Multi-purpose tool for a multitude of cutting tasks
- Heavy-leverage cutting and fine trimming scissors
- Straight knife and serrated knife/fish scaler
- Bottle opener, nut cracker and vegetable peeler
- Two-piece design for single blade use and easy cleaning
- Heavy duty construction, made of high grade stainless steel
- Oversize grip design for ideal size and leverage for large or gloved hand

Model No.	Item Description
RFGS	Fish & Game Shears



28 CM LONG REACH PLIERS

Reach deep hooked baits and other hard to reach hooks with ease. Truly one of those “How did I live without it” tools. Co-molded grips for a secure hand while digging deep to save your “lucky Rapala” lure. Nickel plated carbon steel construction for years of rust resistant service.

- Extended Reach
- Side Cutter
- Co-molded Handles

Model No.	Item Description
RCP11	28 cm Long Reach Pliers



16.5 CM CURVED FISHERMAN'S PLIERS

The most popular size pliers, these curved nose models help get at hard to reach hooks. Nickel plated carbon steel, they include split shot crimper, a side cutter and a double leaf spring for easy, one-handed operation. Also includes handy Patented Rapala lure tuning tool.

Model No.	Item Description
RCPC6	16.5 cm Curved Fisherman's Pliers



STAINLESS STEEL PLIERS

- Side Cutter
- Soft Grip Handles
- Leaf Spring Split Ring Tool
- Rapala Tuning Tool
- Split Shot Crimper

Stainless steel construction resists rust for years of service. Special features not found in other pliers.

Model No.	Item Description
RSSP6	16 cm Stainless Steel Pliers
RSSP8	22 cm Stainless Steel Pliers



FISHERMAN'S PLIERS

- Co-Molded Soft Grip Handles
- Rapala Tuning Tool
- Split Shot Crimper
- Light Duty Side Cutter
- Double Leaf Spring

Carbon steel construction with nickel plated finish for years of reliable service.

Model No.	Item Description
RCP6	16 cm Fisherman's Pliers
RCP8	22 cm Fisherman's Pliers



ALUMINUM PLIERS

- Superior Corrosion Resistance
- Internal Spring
- Tungsten Cutters
- Split Ring Tool
- Split Shot Crimper
- Sheath

Super lightweight aluminum resists corrosion for years of comfort and service.

Model No.	Item Description
RAPC6	15 cm Aluminum Pliers



MINI PLIERS

Compact needle nose pliers are perfect size to store in pocket or tacklebox. Spring loaded for one hand operation with co-molded handles for comfort.

Model No.	Item Description
RPLR-5	12.5 cm Mini Pliers



MINI SIDE CUTTER

Sharp cutting blades make this the perfect tool to cut wire leaders and freshwater hooks. Co-molded handles, spring loaded for ease of use.

Model No.	Item Description
RSC-4	10 cm Mini Side Cutter



MINI SPLIT RING PLIERS

These Split Ring Pliers make it a snap to change out or replace hooks. Soft grip handles and wrist lanyard.

Model No.	Item Description
RMSP	Mini Split Ring Pliers



MINI NEEDLE NOSE PLIERS

Narrow Gripping Nose provides excellent control and reach for work in small places.

- Tough Carbon Steel Construction
- Nickel Plated Finish
- Compact Size Double Leaf Spring
- Co-Molded Grips

Model No.	Item Description
RPP4	15 cm Mini Needle Nose Pliers

MAGNETIC TOOL HOLDER



The Magnetic Tool Holder securely holds your tools in place so that you will always know where to find them. Mount one in your boat and you'll never be accidentally stepping on a pair of pliers or desperately searching for your tools when you need them most.

This 3-piece holder comes without tools and is ready for you to fill it with your favorite pliers, scissors, cutters; or any other accessory that must be kept at arm's reach.

Model No.	Item Description
MTH3	Three Place Holder
Tools not included.	

FISHING ACCESSORIES

SIDE PLANER

The side planer can be operated on both sides of the boat by switching the trigger placement. Planer doesn't run into the lure and unhook the fish once the line is released from the trigger. Traction can be adjusted by re-positioning the line snaps.



Model No.	Dimensions (LxWxH)
T91118	28 cm/20 cm/8.5 cm

FISHING CLIPPER

Clipper, Rapala lure tuning tool, line pick & cutting knife. 36 piece bulk option.



Model No.	Item Description
RFC-1	Fishing Clipper & Lanyard
RCD-2	36 Piece Bucket (Clipper only)

ROD HOLDER

Fast and easy attachment to boat rail, deck or gunwale. 360 degree rotation with multiple locking positions and tilt options. Stainless steel/ glass fiber reinforced construction.



Model No.	Item Description
RRH1	Rod Holder

LOCK 'N HOLD ROD RACK

Expandable System holds many rod blank sizes.
Base holder eliminates damage.

Model No.	Item Description
PGRH-6	Lock 'n Hold Rod Rack



RETRACTABLE LANYARD

Heavy duty yet lightweight and compact retractable lanyard to keep accessories handy.

Model No.	Item Description
RRLW	Retractable Lanyard



FISHING FORCEPS

Must-have tool for removing hooks, rigging and knot tying. Built-in scissors, oversize thumb holes and hand lanyard.

Model No.	Item Description
RFCP-5	14 cm Stainless Steel Forceps
RFCP-7	19 cm Stainless Steel Forceps



FISH PRIEST

Keep your catch as fresh as possible by dispatching it quickly and humanely with the Fish Priest. One piece construction with heavy brass and no slip handle.

Model No.	Item Description
RFP-18	ProGuide Fish Priest



PLASTIC FISH HOLDER

Easily land large, toothy fish without harm to you or your catch. Easily inserts and holds fish. Fluorescent screw for easy location at night.

Model No.	Item Description
RFH-L	Plastic Fish Holder



SUPER LINE SCISSORS

Grips braided line for non-slip cutting. Serrated cutting edge. Oversized finger holes. Stainless steel construction.

Model No.	Item Description
RLS	Super Line Scissors
RSD-1	32 Piece Retail Display Bucket



EZ STOW BRAIDED LINE SCISSOR

Retractable design features serrated cutting edge that grips and effortlessly cuts tough braided line. Neck lanyard.

Model No.	Item Description
RSLS	EZ Stow Line Scissor



FOLDING RULERS

Large easy-to-read numbers are molded into high impact plastic. Mounting bracket holes. Folds for compact storage. Includes both centimeter & inch marks.

Model No.	Item Description
RFDRLR	60 cm Folding Ruler
RMFR	150 cm Magnum Folding Ruler



HOOK SHARPENER

Retractable design for compact storage. Fine grit Aluminum Oxide stone restores point in seconds. Neck lanyard.

Model No.	Item Description
RHKS-1	Hook Sharpener



2 SIDED HOOK SHARPENER

Coarse round, fine flat sides hones hooks sharp.

Model No.	Item Description
RHF	15 cm Double Sided Hook Sharpener

FISHING ACCESSORIES



LURE WRAPS

- Covers lure hooks allowing tangle free transport
- Protects the lure and angler with all hooks covered
- Sewn in hook attaches to rod bait keeper securing the lure
- Durable hook resistant nylon fabric
- Sold in 3 packs

Model No.	Item Description
RLWRS	Lure Wrap Small
RLWRM	Lure Wrap Medium
RLWRL	Lure Wrap Large



LIGHTED MARKER BUOY

- Balanced, compact low-profile shape
- Water activated automatic turn on
- Internal on/off switch
- 60 hour run time (2 x AA batteries)
- 15 m nylon cord
- 170 g flexible weight

Model No.	Item Description
RLMB	Lighted Marker Buoy



BATTERY POWERED AERATOR

- Quiet, powerful pump
- Runs on 2 C cell batteries
- 60 cm hose

Model No.	Item Description
RAERTR-C	Bucket Aerator
Batteries Not Included	



CHARGE 'N GLOW

Rapidly charges glow baits, spoons & jigs.

- Push Button Power
- Spring Loaded Case with Lock
- 28 Lumens
- 8 Ultraviolet L.E.D. Bulbs
- Powered by 3 AAA Batteries

Model No.	Item Description
RGC	Charge 'n Glow
Batteries Not Included	



LINE REMOVER

Enhanced stripper wheel design improves performance. Removes 5' of Line Per Second.

- High Torque Motor
- Built in Hook Sharpener
- Powered by 4AA Batteries
- Fine Grit Aluminum Oxide Stone

Model No.	Item Description
RLR	Line Remover with Hook Sharpener
Batteries Not Included	



MULTI-FISHING TOOL

Five "must-have" angler tools. Line Cutter, Hook Sharpener, Retractable Line Knife, Retractable Line Threader and Disgorger/Jig Buster.

Model No.	Item Description
PGMFT-1	Multi-Fishing Tool
PGMFTD	24 Piece Display Bucket

FILLET BOARDS

When you fish with a Rapala you get pretty good at filleting. You're gonna need pro-quality boards like these. We promote "Catch & Release", but also agree the true reward of a day fishing is a great fish dinner.



PRO SERIES FILLET/PREP BOARDS

These totally portable "Professional Series" fillet boards are made from FDA & USDA approved HDPE food grade plastic. With five sizes to choose from there is a size perfect for your needs. Juice groove keeps liquids from spilling off edges.

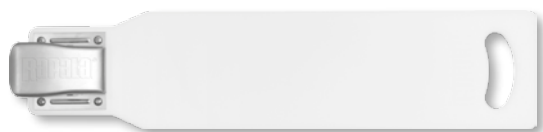
Model No.	Description	Dimensions
PSB1232	Pro Series Fillet/Prep Board	30 cm x 81 cm
PSB1624	Pro Series Fillet/Prep Board	41 cm x 61 cm
PSB1632	Pro Series Fillet/Prep Board	41 cm x 81 cm
PSB1948	Pro Series Fillet/Prep Board	48 cm x 122 cm
PSB2448	Pro Series Fillet/Prep Board	61 cm x 122 cm



FAT BOY FILLET BOARDS

Compact for transporting and storage, the Fat Boy Fillet Boards have ample room, with a wide surface to fillet all species of fish. Heavy-duty sure-grip clamp with built-in handle. Made of durable HDPE food grade plastic. FDA & USDA approved.

Model No.	Description	Dimensions
FBB1219	Fat Boy II Fillet Board	30 cm x 48 cm
FBB1224	Fat Boy III Fillet Board	30 cm x 61 cm
FBB1232	Fat Boy IV Fillet Board	30 cm x 81 cm



PRO FILLET BOARD WITH CLAMP

Traditional fillet board design made from durable HDPE food grade plastic. Unique bottom groove allows board to securely sit on top of 4, 5 & 6 gallon buckets. Heavy-duty sure-grip clamp with built-in handle.

Model No.	Description	Dimensions
PFBC	Pro Fillet Board w/Clamp	15 cm x 61 cm



FILLET 'N CARRY BOARD

A sportsman's dream, the Fillet 'n Carry is designed with a unique routed bottom that fits securely on 4, 5 & 6 gallon buckets. Large enough for any filleting task with a large oval hole to pass waste into bucket below. This board includes knife slot, beverage holder and juice groove to eliminate spillage of liquids. Made with HDPE food grade plastic.

Model No.	Description	Dimensions
FNCB	Fillet 'n Carry Board	41 cm x 61 cm



FOLDING FILLET BOARD

Folds for compact storage and transport, then opens for a USDA & FDA approved cutting surface. Perfect for fishing, hunting, the kitchen and camping.

Model No.	Open Dimension	Folded Dimension
FSB1223	30 x 59 cm	30 x 30 cm
FSB1631	41 x 79 cm	41 x 41 cm



TOOL COMBOS

Designed by fishermen for fishermen. All Rapala tools have unique features that only an angler can appreciate – available only on Rapala branded tools.

Custom chosen combinations of fishing tools and accessories offer the right set of tools to fit into the large variety of situations anglers meet daily in different environments around the globe.



COMBO PACK

16 cm Fisherman's Pliers, Falcon Fillet Knife/Sheath and Rapala Fishing Clipper.

Model No.	Item Description
RTC-6P136C	Combo Pack



WEIGH & FILLET COMBO

11 kg Mechanical Tube Scale packaged aside the 15 cm Soft Grip Fillet/Sheath. "Must-have" combo.

Model No.	Item Description
RMWS1-706	Weigh & Fillet Combo



FILLET-TOOL COMBO

22 cm Stainless Steel Pliers & 15 cm Soft Grip Fillet and Sheath.

Model No.	Item Description
RPLR8-706	Fillet-Tool Combo



TOOL COMBO

22 cm Stainless Steel Pliers, 14 cm stainless steel fishing forceps, sheath. The perfect combo for every angler.

Model No.	Item Description
RTC-1	Tool Combo



PLIERS & SIDE CUTTER

16 cm Fisherman's Pliers & 18 cm Side Cutter. Sheath included.

Model No.	Item Description
RTC-6SPSC	Plier/Side Cutter Combo



COMBO PACK

16 cm Fisherman's Pliers, Rapala Fishing Clipper. Jig Buster, Hook Sharpener.

Model No.	Item Description
RTC-6PCHS	Combo Pack



PEDESTAL TOOL HOLDER KIT

16 cm Fisherman's Pliers, Pedestal Tool Holder, Super Line Scissors

Model No.	Item Description
RPTC	Tool Holder Combo



PLIERS & SUPER LINE SCISSORS

16 cm Fisherman's Pliers & Super Line Scissors. Sheath.

Model No.	Item Description
RTC-6SPLS	Plier/Scissor Combo



MINI PLIERS & MINI SIDE CUTTER

Mini pliers and side cutter are sized for pocket or tacklebox. Sheath.

Model No.	Item Description
RTC-MPMSC	Mini Plier/Mini Side Cutter Combo



CLIPPER COMBO

These "use 'em all the time" tools are ready for action on their neck lanyard and large split ring. Includes Clipper Combo, Hook File and Jig Buster.

Model No.	Item Description
RCLP-1	Clipper Combo



MAGNETIC TOOL HOLDER COMBO 2

Tool Holder, 18 cm Side Cutter, Super Line Scissors & Fishing Pliers.

Model No.	Item Description
MTHK-2	Magnetic Tool Combo 2



SCALE & FISH GRIPPER COMBO

12 KG Mini Digital Scale & 6" Floating Fish Gripper

Model No.	Item Description
RTC-MSFG	Scale & Fish Gripper Combo



COMBO PACK

16 cm Fisherman's Pliers, 14 cm Forceps, 11 kg Scale. Falcon Fillet Knife with Sheath. Rapala Clipper. Tool Sheath & Neck lanyard.

Model No.	Item Description
BP136PFS	Combo Pack



SOFT GRIP FILLET COMBO

A 15 cm & 10 cm Soft Grip Fillet with Sheath. Single-stage sharpener. How to fillet DVD.

Model No.	Item Description
BP7074	Soft Grip Fillet Combo

RAPALA BULK TOOLS

Impulse items offer great value and generate increased profits. Bulk up your store with these checkout aisle champions and watch the sales add up at your register.



FLOATING FISH GRIPPER

Available in both the 6" and 9" models.

Model No.	Item Count
RFFG6-B (6" model)	16 pieces
RFFG9-B (9" model)	20 pieces



FISH & GAME SHEARS

Two-piece shears for easy cleaning. Wide grip handles.

Model No.	Item Count
RFGS-B	18 pieces



SUPER LINE SCISSORS

Great for cutting braid and other line. 32 piece display.

Model No.	Item Count
RSD-1	32 pieces



FILLET FORK

The perfect sidekick to any fillet knife. Holds slippery fish in place as you fillet.

Model No.	Item Count
RFF2-B	24 pieces



PANFISH PLIERS

Compact with narrow gripping nose has the reach for crappies, sunnies and more.

Model No.	Item Count
RPP4-B	16 pieces



HAWK FILLET KNIVES

Knives with sheath.

Model No.	Item Count
124BX	36 pieces
126BX	36 pieces
128BX	36 pieces



SALTWATER FILLET KNIVES

White seven-inch blade fillet knives. 24 piece display bucket.

Model No.	Item Count
RSF7BX	24 pieces



BAIT KNIVES

Four-inch blade knives and open style sheath. 24 piece display.

Model No.	Item Count
RSB4BX (White)	24 pieces



UTILITY KNIVES

Four-inch blade knives and open style sheath. 24 piece display.

Model No.	Item Count
RUK4BX (Black)	24 pieces



TWO-STAGE SHARPENERS

Fixed ceramic stick sharpeners (SH2). 36 piece display.

Model No.	Item Count
RSHD-1	36 pieces



NEW
for
2018

CERAMIC BAIT KNIVES

Four-inch ceramic blade knives with open style sheath. 24 piece display.

Model No.	Item Count
RCUKW4B	24 pieces



FISHERMAN'S PLIERS

6-1/2" carbon steel pliers. A favorite. 12 piece display.

Model No.	Item Count
RPLD-1	12 pieces



RAPALA KEY RING

Rattlin' Rapala with keyring. No hooks! 48 piece display.

Model No.	Item Count
RGWBulkKeyRings	48 pieces



FISHING CLIPPER

A must-have tool for every fisherman. 36 piece display.

Model No.	Item Count
RCD-2	36 pieces



RAPALA BOTTLE OPENER

Award-winning Original Floater opener. 36 piece display.

Model No.	Item Count
RGWBulkOpnrs	36 pieces



4" Bait Knife

is sharp and potentially dangerous. Always: Store knife in sheath and away from children when not in use. Maintain knife in a sharp and clean condition. Cut away from your body.



6" Fisherman

"WARNING: This product contains lead, a chemical known to the State of California

RAPALA GIANT LURES

29" versions of the Original & Firetiger.

Model No.	Lure Style	Color
RGL-SB	29" Original Floating	Silver Black
RGL-FT	29" Original Floating	Firetiger





PRO GUIDE FOLDING NET EXTRA LARGE

- Black anodized aluminum construction
- Rubberized mesh for durability
- Soft Grip handle
- Telescopic quick lock handle

Model No.	Handle Length	Net Depth	Hoop Size
RNPGN-XL	160 cm	60 cm	70 cm

PRO GUIDE NET LARGE

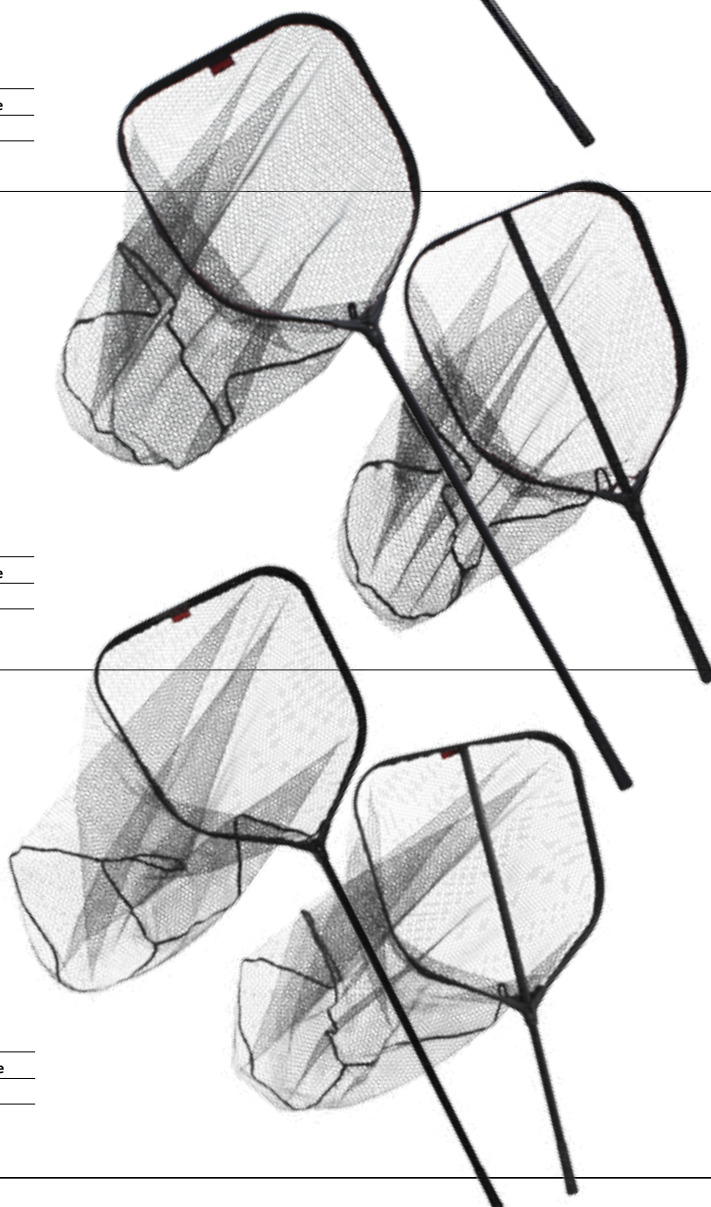
- Black anodized aluminum construction
- Rubberized mesh for durability
- Soft Grip handle
- Retractable quick lock handle

Model No.	Handle Length	Net Depth	Hoop Size
RNPGN-L	120 cm	60 cm	60 cm

PRO GUIDE NET MEDIUM

- Black anodized aluminum construction
- Rubberized mesh for durability
- Soft Grip handle
- Retractable quick lock handle

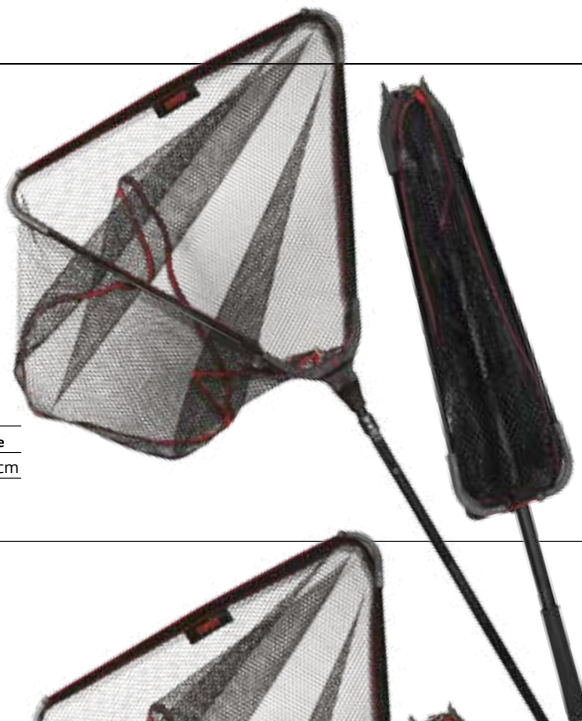
Model No.	Handle Length	Net Depth	Hoop Size
RNPGN-M	100 cm	50 cm	50 cm



FOLDING NET

- Black anodized aluminum construction
- Rubberized mesh for durability
- Soft Grip handle
- Quick flip & lock design
- Built-in belt clip

Model No.	Handle Length	Net Depth	Hoop Size
RNFTN-L	75 cm	50 cm	50/50/50 cm



TELESCOPIC FOLDING NET

- Black anodized aluminum construction
- Rubberized mesh for durability
- Soft Grip handle
- Quick flip & lock design
- Built-in belt clip
- Telescopic Handle

Model No.	Handle Length	Net Depth	Hoop Size
RNFTN-L	85-125 cm	50 cm	50/50/50 cm



SINGLE HAND NET

- Black anodized aluminum construction
- Rubberized mesh for durability
- Soft Grip handle
- Elastic lanyard

Model No.	Handle Length	Net Depth	Hoop Size
RNSHN-S	20 cm	50 cm	35 cm



SINGLE HAND FLOATING NET

- Black anodized aluminum construction
- Rubberized mesh for durability
- Soft Grip handle
- Elastic lanyard
- Floating

Model No.	Handle Length	Net Depth	Hoop Size
RNFSHN-M	20 cm	50 cm	45 cm

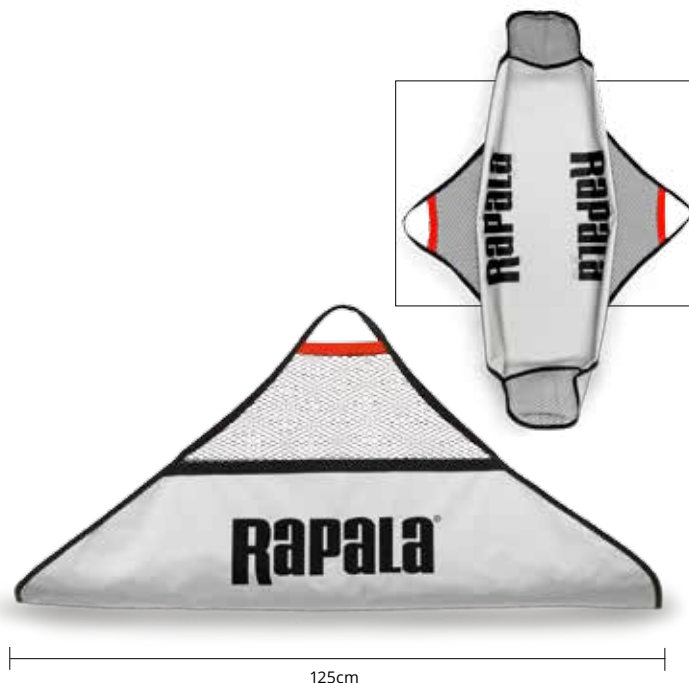


NEW
for
2018

WEIGH & RELEASE MAT

The Weigh & Release Mat allows you to safely take weight measurements of your catch, and then easily release it back to the water. Accommodates fish up to 125cm. Made of rugged PVC with robust handles and additional PVC meshing at each end to secure the fish. Foldable & easy to clean & store.

Model No.	Length	Item Description
RWRM	125cm	Weigh & Release Mat



PROGUIDE FISH HAMMOCK

- Lightweight, Durable, Quick Drying
- Packs Small
- Self Closing Design
- Loops on Handles
- Color Coded Tabs

The ProGuide Fish Hammock ensures a safe and accurate method lifting and weighing large species like pike. Soft, easy to pack small design, yet suspends the fish completely straight, safe and horizontal.

Model No.	Length	Item Description
46001-1	120cm	ProGuide Fish Hammock

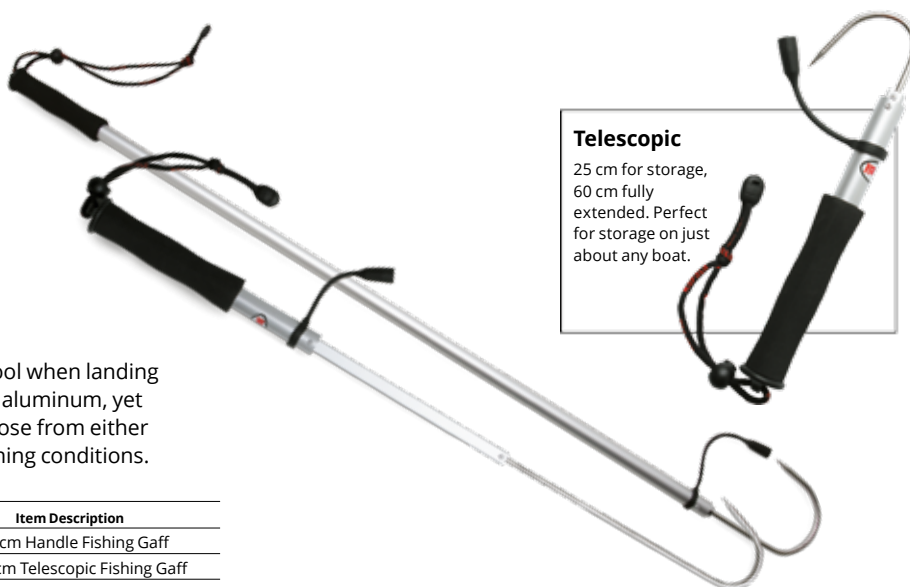


PROGUIDE FISHING GAFFS

- Lightweight Aluminum
- Stainless Steel Tip
- Tip Protector
- Wrist Lanyard

The ProGuide Fishing Gaffs are a required tool when landing large and toothy fish. Built from light weight aluminum, yet tough to handle large resistant species. Choose from either fixed or telescopic models to match your fishing conditions.

Model No.	Item Description
RGMF	110 cm Handle Fishing Gaff
RGST	25-60 cm Telescopic Fishing Gaff



FISH GRIPPER SCALE SERIES

The Fish Gripper Scale Series offers the great combination of functionality and performance. Available in either "Mechanical" or "Digital" models, both offer easy, one-handed operation to safely lift, weigh and release fish. Design style favored by anglers the world over, the Rapala versions have special features that set them apart from the others.



25 KG MECHANICAL SCALE/FISH GRIPPER

Quickly and easily lift and weigh your catch with one-hand. Pull open jaws, slip over the toothiest fish, lift and accurately measure weight on the easy-to-read spring-loaded scale. Quick release mechanism sends catch back to fight another day. Corrosion-resistant aluminum construction will provide service for years to come. Soft-grip handle gives the ultimate in slip-resistant grip and comfort while wrist lanyard ensures only the fish goes back in the sea. Weight indicated in one pound increments.

Model No.	Item
MFG25	25 kg Fish Gripper/Mechanical Scale

25 KG DIGITAL SCALE/FISH GRIPPER

This deluxe, digital scale model is packed with upgraded features. Start off with rugged high-grade stainless steel construction for unmatched toughness against fresh and saltwater environments. The digital scale allows measurements in lb./oz., decimal lbs., or kg. while the large easy-to-read display is big enough to see in pictures. Water resistant scale runs 600 hours on 2 AAA batteries, thanks in part to the 2 minute auto shut-off. Wrist lanyard keeps it on board.

Model No.	Item
DFG50	25 kg Fish Gripper/Digital Scale

Batteries not included

FLOATING FISH GRIPPERS

Securely holds fish eliminating injury to angler and catch
Easy one hand operation • Quick release mechanism for easy use
Corrosion proof, durable and easy to clean plastic • Floating Wrist lanyard • Can be attached to a scale • 2 sizes: 6 inch and 9 inch • Sold in blister pack and bulk buckets

Model No.	Handle Length
RFFG6	15 cm
RFFG9	23 cm



ALUMA-PRO GRIPPER

Fish grippers help handle toothy predators safely. Easy one hand operation, index finger trigger on the 9" model, thumb operated trigger on the 6" model. Skeleton style anodized aluminum body is lightweight yet durable. Contoured design for comfortable use. Stainless steel jaw construction is durable and saltwater proof.

Pistol style lip gripper • Anodized aluminum body • Stainless steel jaw construction • Easy one hand operation • Wrist lanyard

Model No.	Max load	Handle Length
APFG6	25 Kg	15 cm
APFG9	30 Kg	23 cm



COLLECTOR FILLETS

WITCH'S TOOTH COLLECTOR FILLET

Finnish folklore says that the witch's tooth locked inside each handle protects the user from harm. Stainless steel blade, handle of curly birch and reindeer antler packaged in a Rapala Collector Tin.

Model No.	Handle Length	Blade Length
WTCF6	10 cm	15 cm

Blade length may vary due to hand craftsmanship.

ROSEWOOD & SALMON COLLECTOR FILLET

A true testament to the art of the knife, this knife and tooled leather sheath make a prized possession for any recipient. The hand sharpened stainless steel blade runs through the entire length of the rosewood handle for maximum strength and leverage. Finished with a bronze salmon head sculpture and scalloped ferrule. Wooden heirloom gift box adds a true sense of occasion.

Model No.	Handle Length	Blade Length
RSCF7	12 cm	19 cm

Blade length may vary due to hand craftsmanship.





PRFBL6

PRFGL6

FISH 'N FILLET® SUPERFLEX KNIVES

Incredible extra thin blade allows the greatest flexibility and control ever. PTFE non-stick coating lets fillets effortlessly fall away. Razor-sharp handground stainless steel blade features through tang construction. Polished brass ferrule. Tooled leather sheath.

Model No.	Handle Length	Blade Length
FNFSF4	10 cm	10 cm
FNFSF6	13 cm	15 cm
FNFSF7	13 cm	19 cm

Handle: Reinforced Birch/Hand Rubbed/Baked.
Sheath: Genuine Tooled Leather.
Blade: Handground European Stainless Steel.
Actual blade length may vary slightly due to hand craftsmanship.

FISH 'N FILLET® KNIVES

The original, this series includes four blade sizes, one for every cleaning chore. Progressively tapered, full-tang blades of Scandinavian stainless steel take and hold an ultra-sharp edge. Birch handle and a fine tooled leather Laplander sheath. Includes easy-to-use single-stage sharpener to keep blade razor sharp.

Model No.	Handle Length	Blade Length
BPFNF4SH1	10 cm	10 cm
BPFNF6SH1	13 cm	15 cm
BPFNF7SH1	13 cm	19 cm
BPFNF9SH1	13 cm	23 cm

Handle: Reinforced Birch/Varnished.
Sheath: Genuine Tooled Leather.
Blade: Handground European Stainless Steel.
Actual blade length may vary slightly due to hand craftsmanship.

PRESENTATION® FILLET LAMINATES

Updated nordic design creates a modern classic. Brown laminated handle features a polished stainless steel blade. Grey laminated handle has PTFE coated blade. Progressive tapered blade, through tang construction for leverage. Coordinated genuine leather tooled sheath, snap closure.

Model No.	Handle Length	Blade Length
PRFGL6	12 cm	15 cm
PRFBL6	12 cm	15 cm

Handle: Laminated Birch/Varnished.
Sheath: Genuine Tooled Leather.
Blade: Handground European Stainless Steel.
Actual blade length may vary slightly due to hand craftsmanship.



SOFT GRIP® FILLET KNIVES

The famous Rapala flexible blade with a no-slip, soft grip handle for filleting comfort. Enlarged finger guard for added safety. Comes complete with coordinated black textured sheath. Includes single-stage sharpener.

Model No.	Handle Length	Blade Length
BP704SH1	10 cm	10 cm
BP706SH1	12 cm	15 cm
BP707SH1	13 cm	19 cm
BP709SH1	13 cm	23 cm

Handle: Thermoplastic Soft Grip.
Sheath: Artificial Leather. Blade: Handground Stainless Steel. Actual blade length may vary slightly due to hand craftsmanship.



RAPALA® FISHING KNIFE

Soft Grip handle and heavyweight blade provide increased cutting power. Tooth knife back is just the right tool for sawing through tough bones or for scaling your catch.

Model No.	Handle Length	Blade Length
BP175	13 cm	12 cm

Handle: Thermoplastic Soft Grip.
Blade: Stainless Steel.
Sheath: Artificial Leather



PRESENTATION® FILLET KNIVES

The blade is an alloy of carbon, molybdenum and chromium proving all the benefits of stainless steel with a more durable razor's edge. Progressive double taper design offers concentrated cutting power from the tang to tip of the blade.

Model No.	Handle Length	Blade Length
404	10 cm	10 cm
406	12 cm	15 cm
407	12 cm	19 cm

Handle: Molded Soft Grip.
Sheath: Genuine Tooled Leather.
Blade: Stainless Steel.



EZ GLIDE™ FILLET

Effortlessly fillet with scalloped blade and non-stick PTFE treated blade. Scallops introduce air between blade and fish to prevent sticking and tearing. A wide, easy-clean ventilated sheath.

Model No.	Handle Length	Blade Length
REZ7	12 cm	18 cm

Handle: Textured Thermoplastic.
Sheath: Easy-Clean Snap Sheath.
Blade: PTFE Coated Handground Stainless Steel.



FISH CAMP FILLET

The Rapala Fish Camp Fillet with a razor sharp stainless steel blade is the right tool for the wide variety of chores around the fish camp. Includes easy-clean ventilated sheath.

Model No.	Handle Length	Blade Length
FNC6	10 cm	15 cm

Handle: Soft Touch Thermoplastic.
Sheath: Easy-Clean Snap Sheath.
Blade: Handground Stainless Steel.



RAPALA® SPOON FILLET

The Rapala Spoon Fillet offers trout & salmon anglers a quick and easy way to fillet, then remove bloodline with one tool. Two sizes fill most needs. Includes easy-clean open sheath.

Model No.	Handle Length	Blade Length
RSPF6	12 cm	15 cm
RSPF9	12 cm	23 cm

Handle: Soft Touch Thermoplastic.
Blade: Stainless Steel.
Sheath: Easy-Clean Snap Sheath.



DELUXE FALCON FILLET

The Deluxe Falcon Fillet with a stainless steel blade has a multi-purpose sheath that protects the blade and user plus allows "in-the-field" sharpening via its built-in fine grade ceramic-sticks sharpener.

Model No.	Handle Length	Blade Length
BP134SH	10 cm	10 cm
BP136SH	12 cm	15 cm

Handle: High Strength Polymer.
Sheath: Molded Resin with Built-in Sharpener.
Blade: Stainless Steel. Actual blade length may vary slightly due to hand craftsmanship.



SPORTSMAN'S KNIFE

A rugged simple short bladed knife with super-sharp stainless steel blade makes short work of chores and the comfort grip handle provides a solid secure hold. Rugged sheath can be belted on your side for easy access.

Model No.	Handle Length	Blade Length
SNP4	13 cm	10 cm

Handle: Molded Soft-Grip.
Blade: Stainless Steel.
Sheath: Heavy Denier Nylon/Plastic Insert.



FISHERMAN'S UTILITY KNIFE

The all-around workhorse, this one is perfect for all cutting chores. Stainless steel blade with serrated heel cuts through just about anything. Positive lock clip, ventilated sheath and lanyard ready. Molded "comfort grip" handle.

Model No.	Handle Length	Blade Length
RUK4	12 cm	10 cm

Handle: Comfort Grip Cast Resin.
Blade: Stainless Steel.
Sheath: Easy-Clean Open Sheath.



FOLDING FISHING KNIFE

Stainless steel PTFE coated blade and serrated blade heel. One hand opening, liner lock secures blade for safety. Includes Rapala lure tuning tool, line cutter, sheath and lanyard.

Model No.	Handle Length	Blade Length
SFS	10.5 cm	7.5 cm
SFM	12 cm	8.5 cm

Handle: TPE Comfort Grip.
Blade: PTFE Coated Stainless Steel



POCKET FOLDING KNIFE

This handy knife will quickly become a full-time resident in your front pocket. From childhood there's no more used tool than a folding pocket knife. This 7.5 cm stainless steel blade model features textured handle and one-handed operation via built-in thumb knot. Sold in 36 piece bucket only.

Model No.	Handle Length	Blade Length
RPK	9 cm	7.5 cm

Handle: Textured Thermoplastic.
Blade: Stainless Steel.



FILLET FORK

The easiest way to hold slippery fish while filleting. Simply spearing through fish locks it to your fillet board making it the fastest, simplest way to fillet.

Model No.	Handle Length	Tongs Length
RFF2	10 cm	7 cm

Handle: Black Molded Comfort Grip.
Fork: Stainless Steel.

NEW
for
2018



CERAMIC BAIT KNIFE

A ceramic blade that's up to 2x sharper than steel with 15x the edge retainment. Will never rust. A great choice for all cutting purposes. Compression sheath.

Model No.	Handle Length	Blade Length
RCUKW4B	11.5 cm	10 cm
24 pieces, sold from a bucket display		
Handle: Molded Soft Grip		
Blade: Ceramic		
Sheath: Compression		

SALTWATER FILLET

White "Comfort Grip" handle resists heat and fatigue. Super sharp stainless steel blade for years of service. Flexible tip for delicate work. Easy-clean sheath.

Model No.	Handle Length	Blade Length
RSF7	12.5 cm	18 cm
Handle: White Comfort Grip.		
Sheath: Easy Clean Open Sheath.		
Blade: Stainless Steel.		

4" BAIT KNIFE

4"/10 cm blade with serrated upper and razor sharp blade is the preferred size for preparing bait and other boatside tasks. Ventilated sheath.

Model No.	Handle Length	Blade Length
RSB4	10 cm	10 cm
RSB4BX (24 pieces) 24 piece Retail Display Bucket		
Handle: White Comfort Grip.		
Sheath: Easy Clean Open Sheath.		
Blade: Stainless Steel.		

HAWK FILLET KNIFE

Contoured hard plastic handle with textured finish for sure grip and substantial finger guard to protect against slips. Stainless steel blade is flexible enough for the most delicate filleting projects yet stout enough for steaking. 36 piece display bucket makes this an affordable, impulse item. Also 10 & 20 cm blades options. Each knife is protected by easy clean open sheath.

Model No.	Handle Length	Blade Length
126SP	12 cm	15 cm
126BX (36 pieces)	12 cm	15 cm
124BX (36 pieces)	12 cm	10 cm
128BX (36 pieces)	12 cm	20 cm



FILLET GLOVE

Made of stainless steel material woven inside the yarn that protects against slice injury during filleting. Unique, comfort flex design fits either hand. 3 sizes to ensure perfect fit. Machine washable.

Model No.	Item Description
BPFGS	Fillet Glove - Small
BPFGM	Fillet Glove - Medium
BPFGL	Fillet Glove - Large

DIAMOND STEEL SHARPENER

Micro-diamond chips permanently adhered to stainless steel provide the most efficient way to maintain a razor-sharp cutting edge. Comfort grip handle with safety guard. Dishwasher safe. Built to provide years of service in the field and kitchen.

Model No.	Handle Length	Steel Length	Description
RDS8	10 cm	19 cm	19 cm Diamond Steel Sharpener



TWO-STAGE SHARPENER

A sharpener that is simple to use. Ceramic wheels hold the knife at correct angle to quickly restore a coarse edge, while fixed ceramic sticks put a fine razor sharp edge to just about any knife.

Model No.	Description
RMKS	Two Stage Sharpener



CERAMIC SHARPENERS

Keep all your knives in “razor-sharp” condition with the handy Ceramic Sharpeners from Rapala. Single-Stage with fine honing sticks or Two-Stage sharpener also has coarse ceramic honing sticks.

Model No.	Item Description
SH1	Single-Stage Sharpener (fine)
SH2	Two-Stage Sharpener (coarse & fine)
RSKD-136	piece SH2 Retail Display Bucket

URBAN SERIES

A full range of technical, fishing specific bags designed for urban street fishing. Sleek designs feature multiple tackle storage options for the mobile angler.

Rapala®

URBAN

SERIES FOR SERIOUS STREET FISHING.

URBAN CLASSIC SLING BAG

Revolutionary bag for mobile fisherman.

- Two main compartments for 3600 size tackle boxes
- The bag swings to the front for easy access
- Both main compartments open to form a work tray
- Internal mesh pocket
- Secondary compartment for large accessories
- Retracting tool holder
- Easy access pocket on shoulder
- Quick draw plier holster
- Adjustable across the shoulder strap
- 3D back panel on shoulder sling

Model No.	Dimensions (WxHxD)	Capacity	Color
RUCSB	31 cm x 23 cm x 11 cm	8 liters	Digi-camo/Black



URBAN BACKPACK

25 liter backpack with detachable hip belt.

- Main compartment opens fully for easy access
- Multiple organizer pockets inside main compartment
- Zippered padded back pocket fits 14" laptop or 2 liter hydration bladder
- 3D mesh ventilating back support
- Molded EVA hard case pocket for sunglasses
- Numerous external attachment points for tools and other accessories
- Rod holder system on both sides
- Expandable front pocket for extra gear
- Detachable supportive hip belt can be used separately as a full-featured hip pack
- Adjustable chest and waist straps for comfortable wear

Model No.	Dimensions (WxHxD)	Capacity	Color
RUBP	40 cm x 32 cm x 20 cm	25 liters	Digi-camo/Black



Detachable hip belt

URBAN MESSENGER BAG

20 liter messenger style shoulder bag.

- Main compartment fits 3700-sized tackle boxes
- Padded inside sleeve fits 14" laptop or 3600-sized tackle box
- Quick draw plier pockets
- Molded EVA hard case pocket for sunglasses
- Numerous external attachment points for tools and other accessories
- Rod holder system on both sides
- 3D mesh ventilating back panel
- Adjustable waist strap can be stowed away when not in use
- Adjustable padded shoulder strap



Model No.	Dimensions (WxHxD)	Capacity	Color
RUMB	36 cm x 29 cm x 18 cm	20 liters	Digi-camo/Black



URBAN SLING BAG

Technical soft-sided sling bag .

- Main compartment fits 3600-sized tackle box
- Zippered padded back pocket fits 10" tablet
- Quick draw plier pocket
- Molded EVA hard case pocket for sunglasses
- Rod holder and transport system
- Touch screen compatible, flexible window on shoulder strap pocket
- Additional pockets and attachment points
- 3D mesh ventilating back panel



Model No.	Dimensions (WxHxD)	Capacity	Color
RUSB	40 cm x 28 cm x 14 cm	15 liters	Digi-camo/Black



URBAN HIP PACK

Compact tackle organizer pack worn on the hip.

- Main compartment fits 3500-sized tackle boxes
- Quick draw plier pockets
- Molded EVA hard case pocket for sunglasses
- Rod holder system on both sides
- 3D mesh ventilating back panel
- External attachment points for tools and other accessories
- Thigh strap secures pack for comfortable wear on the go
- Compatible for left and right hand use

Model No.	Dimensions (WxHxD)	Capacity	Color
RUHP	36 cm x 36 cm x 15 cm	9 liters	Digi-camo/Black



URBAN VEST PACK

Full-featured fishing vest with integrated back pack.

- Large front pocket for small tackle box
- Quick draw plier pockets
- Flip-down mobile phone pocket with touch screen compatible, flexible window
- Additional pockets and attachment points
- Rod holder system on both sides
- Compact expandable back pack with compression strap
- Hydration bladder compatible with suspension system and tube routing
- 3D mesh lining for comfortable wear
- Four way adjustable design fits all

Model No.	Size	Color
RUVP	One size fits all	Digi-camo/Black



LIMITED EDITION SERIES



SLING BAG PRO

The popular Sling Bag design with added features. The volume of the main compartment is easy to adjust with the expansion gusset. Inner compartment has a pocket for a hydration pack with a feed-through access point for the hydration tube. The waterproof pocket on the shoulder strap features a touch screen compatible, flexible window.

- Two 3600 size tackle boxes included
- Adjustable volume: the main compartment is expandable
- Pocket for hydration pack/water bladder
- Water proof pocket on shoulder strap for valuables with a touch screen compatible window
- Made of strong 600D Nylon Oxford



Model No.	Dimensions (WxHxD)	Color	
46034-1 Sling Bag Pro	31 cm/23 cm/13-16 cm	Green/Black	Two 3600 size tackle boxes included



SLING BAG

Revolutionary bag for the mobile fisherman. The bag swings to the front and the main compartments open up as a work tray together with the 3600 tackle boxes that fit inside. Two main compartments with double pullers. Includes two 3600 tackle boxes. On the padded shoulder strap: Spiral retractor, D-ring, a zippered pocket on the back and front side and a plier pocket.

Model No.	Dimensions (WxHxD)	Color
46006-1	31 cm/23 cm/11 cm	Green/Black



MAGNUM SLING BAG

Also available in King Size model. Same features as the original Sling Bag, with the larger 3700 sized tackle boxes for additional tackle. On the padded Shoulder Strap: Spiral Retractor • D-ring • Zippered pocket on the back and front side. Main Body: Two main compartments with double pullers • Waterproof 600D fabric • Two 3700 size tackle boxes included

Model No.	Dimensions (WxHxD)	Color
46006-LK	42 cm/28 cm/11 cm	Green/Black



LURE BAG

- Easy to accommodate different Rapala lures
- Open top lure boxes inside with total 16 slots
- Zippered front pocket with mesh compartment
- Embossed Rapala logo on the lid

Model No.	Dimensions (WxHxD)	Color
46028-1	18 cm/21 cm/14 cm	Green/Black



TACKLE BAG

A great all-around size tackle bag with capacity of four 3700 size tackle boxes. Constructed of waterproof 600D fabric. Molded waterproof bottom with Rapala logo embossed protects from water. Inside an adjustable divider with hook & loop attachment lets user customize to their needs. Multiple pockets hold everything from accessories to snacks. Comes with two 3700 size tackle boxes.

Model No.	Dimensions (WxHxD)	Color
46016-1	50 cm/26 cm/30 cm	Green/Black



MAGNUM TACKLE BAG

Limited Edition design has up to eight 3700 size tackle box capacity. Definitely enough room for every serious angler. Molded waterproof bottom with embossed Rapala logo protects your tackle even in the bottom of a wet boat. Multiple organizer pockets inside the front with several pockets for fishing accessories on the outside. D-rings for tool attachment. Sturdy handles and padded shoulder strap for comfortable transport. Three 3700 size tackle boxes included.

Model No.	Dimensions (WxHxD)	Color
46015-1	54 cm/39 cm/32 cm	Green/Black



LITE TACKLE BAG

Light in weight not features. Designed to hold up to four 3600 size tackle boxes. Big enough to hold all your essential tackle, yet light enough to carry to the "hike-in" hot spots. Molded waterproof bottom emblazoned with the Rapala logo protects your gear from the elements. Waterproof 600D fabric shrugs off rain and spray. Shoulder strap for ease of transport. Comes with one 3600 size tackle box.

Model No.	Dimensions (WxHxD)	Color
46017-1	30 cm/22 cm/25 cm	Green/Black



TOOL ORGANIZER

- Keeps your gear organized on the boat
- Side railing attachment
- Adjustable space dividers and organizer pockets inside
- 4 drain holes to keep the gear dry
- D-loop attachment points

Model No.	Dimensions (WxHxD)	Color
46038-1	31 cm/23 cm/16 cm	Green/Black



ROLLER DUFFEL

A big bag that has a place for all your gear. Designed for transport with wheels and retractable handle. Zippered pocket segregates dirty and wet gear with a mesh top for ventilation.

- A retractable handle and wheels for easy transport.
- Sturdy handles on top for carrying and a separate removable shoulder strap.
- Compression straps with side release buckles on both sides work well for attaching rod-tubes.
- Zippered side pockets.
- Big opening on top with double pullers takes the chore out of packing.
- End of the bag features a zippered pocket to store wet or dirty stuff separate from other gear with a mesh top for ventilation.
- On the top end a roomy end pocket with a hook-and-loop closure mesh pocket on top.

Model No.	Dimensions (WxHxD)	Color
46003-1	71 cm/39 cm/35 cm	Green/Black

3-IN-1 COMBO BAG

A daypack and a traditional tackle bag that combine to create a perfect weekend fishing combo. The connection is easy with a zipper and two side release buckles. Padding on the back of both bags makes carrying comfortable.

TOP

- Easy access to both main compartment and front pocket with double puller zippers.
- Padded shoulder straps with adjustments and D-rings for tool attachment.
- Quick release top doubles as a perfect daypack.

BOTTOM

- Main compartment accommodates four 3600 size tackle boxes.
- Inside a zippered see-thru pocket on the lid.
- Removable shoulder strap.
- Rod-tube attachment straps for attaching rod tubes to the combination on both sides.
- Front pocket opens as a tray with two inside zippered organizer pockets and an on-top mesh pocket.

Model No.	Dimensions (WxHxD)	Color
46002-1	31cm/67 cm/26 cm	Green/Black



HIP PACK

- Two removable holsters store 3450 size tackle boxes
- Pliers holder
- Adjustable fit with durable side release buckle
- Main compartment features zippered lid
- Lure tray with mesh pocket and built-in work station
- Custom retractor pocket for line clipper
- Padded bottle pocket

Model No.	Dimensions (WxHxD)	Color
46005-1	76 cm/15 cm/8 cm	Green/Black

WATERPROOF SERIES



WATERPROOF DUFFEL BAG

- 100 liter duffel bag
- Inside removable 15 cm x 20 cm velcro pocket for valuables
- Zippered mesh pocket outside

Model No.	Dimensions (WxHxD)	Color
46021-1	65 cm/29 cm/53 cm	Red/Black



WATERPROOF BACKPACK

- 50 liter backpack
- 15 cm x 20 cm removable pocket for valuables inside
- Cushioned back support with hook & loop attachment

Model No.	Dimensions (WxHxD)	Color
46022-1	41 cm/60 cm/19 cm	Red/Black



BOAT AND TACKLE COOLER BOX

Storage box / Beach & boat seat / Cooler box

Easy access storage for fishing tackle, food and drink. The Boat and Tackle Cooler Box comes with five removable dividers to keep gear organized. The dividers have slotted top for hanging large lures from the tail hook and keeping the lures organized. Made of light but strong styrofoam and plastic construction with adjustable and removable shoulder strap.

Good companion in both cold and warm weather, keeping food and beverage cold on a warm day and providing a warm seat on a cold day. Works also as an extra seat on a boat. Max weight on top 150 kg. Capacity 25 liters.

Model No.	Dimensions (WxHxD)	Color
T70072	41 x 28 x 45 cm	Red/Black

SPORTSMAN'S COLLECTION



SPORTSMAN'S 25 BACKPACK

Waterproof fabric construction protects your tackle and gear on any excursion. Adjustable D-Ringed shoulder straps. Cushioned support back adds comfort even on the longest hauls. Compression straps with side release buckles secure load.

Model No.	Dimensions (WxHxD)	Capacity	Color
46014-2	35 cm/45 cm/19 cm	25 liters	Grey/Black



SPORTSMAN'S 10 TACKLE BELT

This tackle belt is the epitome of portable. Small in size yet packed with features for a well outfitted tackle set. Zippered main compartment is complimented by two smaller pockets. Rod attachment straps for hands free travel. Waterproof fabric construction. Additional attachment points for tools and accessories.

Model No.	Dimensions (WxHxD)	Color
46007-2	74 cm/14 cm/11 cm	Grey/Black



All Sportsman's Series bags come **PACKED IN A RETAIL BOX.**



SPORTSMAN'S 13 SATCHEL

Roomy and practical fishing bag, the Sportsmans 13 features a removable PVC liner in the main compartment, two pockets in front for accessories. Two side release buckles act as a secure closure for main pocket. Waterproof fabric. Adjustable shoulder strap.

Model No.	Dimensions (WxHxD)	Capacity	Color
46010-2	36 cm/30 cm/11 cm	13 liters	Grey/Black



SPORTSMAN'S 12 SHOULDER BAG

The Sportsmans 12 Shoulder Bag is perfect for daytrips. Removable PVC liner lines the cavernous main compartment. Three additional pockets are perfect for tools and accessories. Adjustable shoulder strap.

Model No.	Dimensions (WxHxD)	Capacity	Color
46008-2	34 cm/28 cm/15 cm	12 liters	Grey/Black



SPORTSMAN'S 31 TACKLE BAG

Big main compartment with roomy front pocket. Built for the water of tough waterproof fabric. Adjustable shoulder strap. Removable PVC liner in the main compartment.

Model No.	Dimensions (WxHxD)	Capacity	Color
46012-2	40 cm/30 cm/21 cm	31 liters	Grey/Black

RAPALA[®] CLOTHING

Any angler who has spent an afternoon fishing in a cold, blowing rain knows the value of premium gear. The designers at Rapala have a first hand knowledge of these values. Their time spent on the water yields a knowledge for the needs of anglers in the elements. Built into every piece of gear are the features that are there when you need them most, providing safety, protection and comfort.





TACTICS DENIM WADING JEANS

Bring your swag to the water. Tactics Denim Wading Jeans offer a modern take on waders. Waist high with a comfort fit and relaxed jeans cut design, the waders are as comfortable as they are technical. The wading jeans have articulated knees, neoprene stocking feet and built-in gravel guards. A supportive wading belt that fits the oversized belt loops on the wading jeans is included. Jeans-style pockets in the front and back have drain holes at the bottom.

- Waterproofness 15 000 mm
- Breathability 3 000 g / m²

Model No.	Size	Color
RTJG	S-XXL	Dark Grey



Rapala EcoWear® Waders are manufactured with a unique, ecological technology by Dupont: DuPont™ Cerenol® Polyol. Cerenol® offers a unique combination of uncompromising product performance with the benefit of being renewably sourced, resulting in a reduced environmental footprint and lowering the dependence on petroleum. DuPont™ Cerenol® technology is applied as part of the EcoWear Waders' manufacturing process where the fabric is given its waterproof and breathable qualities, resulting in excellent numbers of waterproofness and breathability with 30% smaller fossil energy use and 35% smaller greenhouse gas emissions.



ECOWEAR® WADERS

- Features the new Rapala proprietary digi-camo design
- Ergonomic, back supportive belt
- Zippered hand warmer pockets
- Articulated knees
- 3D mesh shoulder straps
- Waterproofness 19 000 mm
- Breathability 4 000 g / m²

Model No.	Size	Color
ECOG	S-XXL	Grey/Black/Digi-camo



TACTICS WADING JACKET

- Water and windproof and breathable
- 3-layer laminated construction with waterproof zippers
- Tool and accessory attachment points
- Multiple organizer pockets with magnetic or waterproof zipper closure
- Jacket length designed for multipurpose use
- Digi-camo pattern details
- Waterproofness 8 000 mm
- Breathability 3 000 g / m²

Model No.	Size	Color
RTWJG	S-XXL	Charcoal/Digi-camo



Waterproof
Breathable
Fabric



Freedom Of
Movement



Adjustable
Hood with
Visor



Hand
Warmer
Pockets



Splash
Proof
Pockets



D-Ring(s)



Water
Repellent
Zipper

X-PROTECT CHEST WADERS

- New color to match the Rapala digi-camo series
- Welded front pocket with YKK zipper
- Abrasion resistant gravel guards
- Elastic shoulder straps and articulated knees
- Waterproofness 18 000 mm
- Breathability 3 000 g / m²

Model No.	Size	Color
XPCWG	S-XXL	Steel/Grey





X-PROTECT® CHEST WADERS

Economical comfort for the wading fisherman. Breathable waders are cool in the summer and remain warm in winter, as all the perspiration evaporates from inside and your thermal layer stays dry and warm. Elastic shoulder straps and articulated knees for added comfort and neoprene socks for durability and warmth. Abrasion resistant gravel guards at ankles to fit over boots. Internal flip out chest pocket. Welded front pocket with YKK zipper.

- Waterproofness 17 000 mm
- Breathability 3 000 g / m²

Model No.	Size	Color
23702-2	S-XXL	Soil/Charcoal



X-PROTECT® WAIST WADERS

Adjustable elastic waist with a 40 mm wide belt and pre-bent knees for a comfortable fit. Special design with no inseam on the legs. Neoprene socks and abrasion resistant gravel guards with elastic strap.

- Waterproofness 17 000 mm
- Breathability 3 000 g / m²

Model No.	Size	Color
23703-2	S-XXL	Soil/Charcoal



MONTAUK WADERS

Simple yet effective, these 4 mm neoprene waders keep you dry and warm. Bootfoot style with felt sole and rubber heel for optimal traction.

Model No.	Size	Color
23707-2	40-41, 42-43, 44-45, 46-47	Olive

WADING SHOES



NEW
for
2018

TACTICS WADING BOOTS

These durable, synthetic leather wading boots will keep your feet dry and safe when matched to an appropriate pair of waders. A wide fit accommodates thick neoprene socks, and additional layering keeps you comfortable in cold water. The easy-on loop and corrosion-proof brass lace rings make getting in and out of your Tactics Wading Boots a simple task. Reinforced toe & heel boxes guard your feet. Vibram® rubber sole with specialist wading tread.

Model No.	Size	Color
RTVWB	41-47	Gunmetal Grey

TACTICS R GRIP STUDS

Specially designed to fit perfectly to the Tactics Wading Boots for added grip. Each pack comes with 20 studs and the tool to attach them.

Model No.	Size
RTRGS20	20 pieces pack



X-EDITION WADING SHOES

Lightweight wading shoes for all-round use. Soft nylon upper and padded cuff for comfort. Sturdy inner sole, toecap and heel for protection. Felt sole provides non-slip footing. Stainless steel eyelets won't rust even in extended use. Classic look is a perfect match with the Tactics Wading Jeans.

Model No.	Size	Color
23605-1	41-47	Grey



WET WADING SHOES

Super lightweight wading shoes for warm weather and wet wading. The upper part of the booties is made of neoprene for comfortable fit. Rubber soles are light and flexible yet give good traction and protection for your feet. Zipper closure on the inside ankle for easy on and off.

- Super light wet wading shoes for warm weather wading
- Made of neoprene (main material)
- Rubber soles
- Zipper closure

Model No.	Size	Color
23726-1	41-47	Black



WADING SHOES

Crafted from synthetic leather, these durable wading shoes won't absorb water or crack even in cold conditions. The fit is wide to accommodate neoprene socks and additional layers for comfort in cold water. The shoes are easy to put on and take off. Brass lace loops make lacing fast and easy and are totally corrosion proof. Reinforced toe and heel boxes guard your feet. Felt sole with rubber tip guarantees a safe grip on all surfaces.

Model No.	Size	Color
23602-1	41-47	Brown



TACTICS GUIDE VEST

- Modern technical vest designed for lure fisherman
- Strategically placed custom-designed pockets
- 4-way adjustable construction
- Comfortable weight distributing shoulder straps and mesh back panel
- D-ring and webbing loop attachment points

Model No.	Sizes	Color
RTGV	S-XXL	Charcoal/Digi-camo



SHALLOWS VEST

This vest organizes everything for you. On the chest two neoprene sleeves hold small tackle boxes, and on top zippered security pockets stash gear. Below another set of zipper pockets eats up even more gear and behind them cozy hand warmer pockets warms up your fingers in no time. Neoprene shoulders distribute the weight evenly, and a rod holder system frees your hands while changing lures. The back has a big kangaroo style pocket accessible from both sides, which can be removed together with the entire back for more ventilation when hot.

Model No.	Sizes	Color
22003-1	S-XXL	Forest Green

INSULATED SOFTSHELL SHIRT

What says outdoor fun more than a comfortable flannel shirt? The Insulated Softshell Shirts take the concept one step further by introducing modern technical materials without giving in an inch on comfortability and good looks. The outer softshell has a 4 way stretch laminated membrane which is windproof and water resistant yet breathable for comfort. The insulated quilted liner adds warmth.

- Waterproofness 3 000 mm
- Breathability 3 000 g / m²
- 40 g insulation

Model No.	Size	Color
BSS	S-XXXL	Rapala Bait Shack Insulated Shirt - Red



INSULATED VEST

- Durable outer fabric
- 3M Thinsulate™ insulation
- Chest pocket and interior pocket
- 100% windproof and breathable

Model No.	Sizes	Color
RIV	M-XXXL	Black

3M
Thinsulate
INSULATION

3M Scotchlite™
Reflective Material





ULTRA-LITE RAIN SUIT

- Packs small, pouch included
- Light weight weather protection
- Waterproofness 8 000 mm
- Breathability 2 000 g / m²
- Windproof
- Adjustable hood and hem on jacket
- Elastic cuffs on wrists and ankles

Model No.	Sizes	Color
RULRS	S-XXXL	Steel/Grey



Waterproof
Breathable
Fabric



Adjustable
Hood with
Visor



NORDIC JACKET & PANTS

Designed for long-term endurance in Nordic winter conditions, the Nordic Jacket and Pants are ideal for cold weather outings – be it on open or hard water. The waterproof and windproof fabric is breathable to allow high exertion pursuits without dampening you down, yet gives full water and windproof protection from the elements. The suit is insulated to withstand winter conditions down to -30 degrees centigrade. The cut is generous to allow for layering and to guarantee comfort and warmth but still form-fitting enough to not interfere with your fishing. The Jacket features reflective piping on front and back.

- Waterproofness 5 000 mm
- Breathability 5 000 g / m²
- Windproof
- Insulated for cold conditions (-30°C)
- Field tested in Finnish Lapland
- Reflection piping on the jacket front & back

Model No.	Size	Color
Jacket 25101-1	S-XXXL	Black
Pants 25102-1	S-XXXL	Black

CLOTHING ACCESSORIES

5 LED CAP

- Fish-camo design
- 5 L.E.D. lights built into the bill
- One size fits most



Model No.	Size	Color
RLEDH	One Size	Lure-camo



RAPALA STRETCH GRIP GLOVES

- Water resistant / breathable design
- Stretch material provides dexterity in cold weather
- Textured rubberized palm for increased grip
- Hook and loop cuff closure
- Sublimated artwork on the back of hand

Model No.	Item Description	Size	Color
RPG	Rapala Stretch Grip Gloves	M, L, XL	Olive /Black

3M
Thinsulate
INSULATION



BEAUFORT GLOVES

Neoprene gloves with grippy dot palms. Shaped and crafted for maximum fit; Curved fingers for good grip and Amara synthetic leather on sides of fingers to reduce bulk. Made of high quality 2 mm neoprene that keeps fingers warm even on a cold day out fishing.

Model No.	Size	Color
24405-2	M, L, XL	Olive Leaf



INDEX GLOVE

- Protects index finger from abrasion
- Excellent for fishing sea bass, pike & other predators with heavy lures
- Super thin neoprene with rubber cuff wrist adjustment
- Available in three sizes, M, L & XL
- For right hand only

Model No.	Size	Color
24409-1	M, L, XL	Black



FISHERMAN'S GLOVES

Non-slip fish handling gloves that are designed to float.

- Durable Latex Coating
- Cotton/Polyester Shell
- Machine Washable, Drip Dry
- Fresh or Saltwater
- Not for use as a fillet glove

Model No.	Item Description
RFSHGL	Large Fisherman's Gloves
RFSHGXL	Extra Large Fisherman's Gloves



TITANIUM GLOVES

Tight fitting ultra thin neoprene gloves. The inside is coated with special titanium coating that reflects and traps body warmth to keep your hands warm. Thumb, index and middle finger are exposed for good dexterity. Stretch hook-and-loop adjustable cuff to support and keep your wrists warm. Ultrathin 0.5 mm neoprene main material for nimble fishing action.

Model No.	Size	Color
24403-1	M, L, XL	Black



TRAPPER HAT

- Traditional cold weather design
- Wind proof & water repellent strong outer material
- Warm padded insulation & fur imitation
- Adjustable "One size fits all"

Model No.	Size	Color
RTH	One Size	Black
RTH-W	One Size	White

NEW


REVERSIBLE BEANIE

- Snug fit with comfortable micro fleece lining
- Stylish reversible design with lure pattern and solid black options
- Warm two-layer construction for cool weather

Model No.	Size	Color
RRB-BG	One Size	Black/Lure Camo



BLUETOOTH BEANIE

- Knitted thick and warm winter beanie with Bluetooth feature for music and hands-free calls
- Stereo speakers and built-in microphone
- 4 hour battery life in continuous use
- Transmission distance approx. 10 m

Model No.	Size	Color
RBTB-1	One Size	Grey



RIBBED BEANIE

Classic, ribbed look.

Model No.	Size	Color
RST	One Size	Grey/Dark Grey



BILLED BEANIE

Billed version of the beanie for style and performance.

Model No.	Size	Color
RBT	One Size	Grey/Dark Grey



BEANIE

Warm and comfortable, basic sleek design.

Model No.	Size	Color
RTQ-B	One Size	Grey/Dark Grey



STRETCH GLOVES

- 40 g 3 M Thinsulate™ insulation
- Water resistant and breathable
- Textured rubberized palm for optimal grip
- Neoprene cuff
- Extremely comfortable

Model No.	Size	Color
RSG	M, L, XL	Black



STRETCH GLOVES HALF FINGER

- Warm 3 M Thinsulate™ insulation
- Textured rubberized palm for better grip
- Neoprene cuff
- Perfect match with Ice Shell Mittens

Model No.	Size	Color
RSGHF	M, L, XL	Black



ICE SHELL MITTENS

- Protective shell mittens
- Insulated finger sections
- Textured rubberized palm for protection and custom fit
- Perfect match with Half Finger Gloves

Model No.	Size	Color
RISM	L/XL, XXL	Black



VARANGER HALF FINGER GLOVES

- Knitted light half finger gloves for winter and cool open water conditions
- Stretchy and easy to wear
- Rubber-dot palm part for optimal grip

Model No.	Size	Color
RVHFG	M, L, XL	Grey



ARCTIC NECK GAITER

- Long and warm neck gaiter for cold conditions
- Optimal protection from wind and cold
- Comfortable micro fleece lining
- Grey and black Rapala logo print pattern

Model No.	Size	Color
RANG	One Size	Grey/Black

RAPALA® FLOTATION



AUTOMATIC LIFE VEST

The life vests are light and comfortable to wear, allowing improved motion and ventilation. The Automatic Inflatable Vest provides 150 N buoyancy for adults when fully inflated and are CE approved, certified under ISO 12401.

The life vests include a 33 g gas cylinder, 3M reflective strips and attachment point for accessories.

Model No.	Item Description	Color
15ISCL14020	Automatic Life Vest 150N	Classic Red
15ISCL05020	Automatic Life Vest 150N	Classic Navy
RS330201	Re-arming Kit 33 g Cylinder	

Inflatable vests require user checks and maintenance on a regular basis by an authorized service station.



PREMIUM AUTOMATIC LIFE VEST

The premium vest provides 180 N buoyancy for adults when fully inflated. Comes with a 38 g gas cylinder and 3M reflective strips. Vest is CE approved, certified under ISO 12401. The Premium model also feature warm, removable fleece collar lining for added user comfort.

Model No.	Item Description	Color
18ISPREZ240	Premium Automatic Life Vest 180N	Black

Inflatable vests require user checks and maintenance on a regular basis by an authorized service station.





RAPALA[®] VISION GEAR

With an unwavering commitment to functionality and a true sense of design, Rapala[®] Vision Gear's apparent value is seen clearly.

As always, function is first. With input from pro anglers and optical designers alike, Rapala[®] Vision Gear[®] is designed to deliver true optical performance without distortion at the edges. Polarized lenses, 100% UV protection that provides up to 99% polarization, with the perfect amount of light transmittance to provide a view into the underwater world regular sunglasses can't provide. Non-slip nose pads add comfort and security.

The classic to modern designs reinforce our commitment to style and functional design.



VISION GEAR® COLLECTION

Comprehensive design selection, premium optics with highly functional features.



URBAN VISION GEAR®

- Urban design for modern angler
- Polarized, UV protective lenses
- Multiple lens colors with mirror finish
- Lightweight and impact resistant frame



UVG-287A



UVG-293A

URBAN VISION GEAR®

Model No.	Frame Color	Lens Color
UVG-282A	Matte Blue/Orange	Ocean Blue Mirror
UVG-287A	Matte Black/Red	Cherry Red Mirror
UVG-293A	Matte Black/Urban Camo	Jungle Green Mirror

VISION GEAR® SPORTSMAN'S COLLECTION



SPORTSMAN'S MAGNUM

- Lightweight TAC polarized lenses
 - Oversize head width
- Anti-slip rubber nose pads and co-molded rubber tips
 - Extended side coverage



RVG-006A



RVG-006B



RVG-202B



RVG-202A

MAGNUM

Model No.	Frame Color	Lens Color
RVG-006A	Matte Metallic Gun	G15 Grey
RVG-006B	Shiny Tortoise	Brown
RVG-202A	Black with Stripes	Grey
RVG-202B	Brown with Stripes	Brown

VISION GEAR® SPORTSMAN'S COLLECTION

Premium quality with classic to rugged modern styles.



SPORTSMAN'S

Lightweight and Impact Resistant • Custom Designed Bows • Internal Spring Hinge
Multiple Lens Colors • Rubber Nose Pads • Rubber End Tips



RVG-001AS



RVG-001BS



RVG-001C



RVG-002A



RVG-002B



RVG-002P
Photochromatic



RVG-004A



RVG-004B



RVG-004C



RVG-037B



RVG-037C

SPORTSMAN'S

Model No.	Frame Color	Lens Color
RVG-001AS	Black Matte	G15 Gray
RVG-001BS	Demi-Tortoise	Brown
RVG-001C	Black Matte	Yellow
RVG-002A	Gray Metallic Matte	G15 Gray
RVG-002B	Black Metallic Matte	Brown
RVG-002P	Black	Photo Yellow

Model No.	Frame Color	Lens Color
RVG-004A	Pearl Gray Matte	G15 Gray
RVG-004B	Demi Amber Matte	Amber
RVG-004C	Blue Matte Rubberized	Yellow
RVG-037B	Matte Tortoise	Brown
RVG-037C	Matte Gun Metal	Gray

All include safety strap and protective pouch to keep glasses in optimum condition.
Passes European Standard EN1836.

VISION GEAR® SPORTSMAN'S COLLECTION

Contemporary styling with sport detailing offer anglers leading edge optics with a true fashion sense.



SPORTSMAN'S MIRROR

Revo-mirror coating on TAC lens for extra filtering of strong light • Removable side-shields with ventilation to block side rays
Removable center piece to block overhead light and outdoor elements • Anti-slip nose pads and temple tips
Adjustable temple tip for customized fit • Snap-on lanyard compatible



RVG-022E



RVG-022F



RVG-232A



RVG-232C



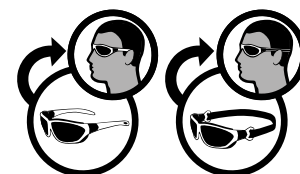
RVG-026D



RVG-026F



RVG-221A



2-in-1 Wearing Options

- Standard frames
- Adjustable head strap



RVG-031A



RVG-031C



RVG-203B



RVG-206A

SPORTSMAN'S MIRROR

Model No.	Frame Color	Lens Color
RVG-022E	Gun Metal	Blue Mirror Gray
RVG-022F	Tortoise	Green Mirror Amber
RVG-026D	Gun Metal	Blue Mirror Gray
RVG-026F	Tortoise	Green Mirror Amber
RVG-031A	Matte Black	Silver Mirror Gray
RVG-031C	Matte Blue	Blue Mirror Gray
RVG-203B	Tortoise Matte	Silver Mirror Brown

Model No.	Frame Color	Lens Color
RVG-206A	Matte Black	Blue Revo Gray
RVG-232A	Graphite Matte	Silver Mirror
RVG-232C	Gray Matte	Silver Mirror Gray
RVG-221A	White/Black	Silver Mirror

VISION GEAR® SPORTSMAN'S COLLECTION

Premium quality with classic to rugged modern styles.



SPORTSMAN'S FLOATER

- Built-In Buoyancy
- Featherlight Weight
- TR90 Memory Plastic Frame
- Rubber Nose Pads
- Rubber End Tips

SPORTSMAN'S FLOATER

Model No.	Frame Color	Lens Color
RVG-008A	Shiny Metallic Grey	Gray
RVG-008B	Shiny Tortoise	Brown
RVG-008C	Shiny Black	Gray
RVG-008P	Shiny Black	Photo Yellow
RVG-036C	Shiny Metallic	Gray

All include a safety strap and protective pouch to keep glasses in optimum condition. Passes European Standard EN1836.



RVG-008A



RVG-008B



RVG-008C



RVG-008P
Photochromatic



RVG-036C



VISION GEAR® DOUBLES

Adjustable 2-in-1 lanyard and headband • Flexible sides in TR-90 material for comfort • Polarized side window for panoramic vision • Ventilation Slot • Designed to be worn over prescription eyeglasses

SPORT FIT

Medium front size covers most contemporary optical frames styles.

SPORT FIT

Model No.	Frame Color	Lens Color
RVG-098C	Matte Metallic Grey	Grey



VISION GEAR®

Each pair of sunglasses include a storage case or protective pouch and selected models also have a safety strap to keep sunglasses from going overboard. A microfiber cleaning cloth is included with certain models to maintain clear vision.

VISION GEAR® SPORTSMAN'S COLLECTION

Form meets function and discovers supreme function.



SPORTSMAN'S CAP FLIP-UP & CLIP-ON

- Clip To All Types of Caps
- Adjustable in All Directions
- Fit Over Eyeglasses or Use as Sun-shield
- Easy Flip-Up
- Wrap and Wide Vision
- 99% Polarization
- Lightweight Polarizer
- UV Protection
- Scratch Resistant
- Works with Most Frame Styles
- Plastic Storage Case

All include plastic case to keep glasses in optimum condition.
Passes European Standard EN1836.

RVG-085A



RVG-085B



RVG-091A



RVG-092A



SPORTSMAN'S CAP FLIP-UP

Model No.	Frame Color	Lens Color
RVG-085A	Black	Gray
RVG-085B	Silver	Brown

SPORTSMAN'S CLIP-ON

Model No.	Frame Color	Lens Color
RVG-091A	Clip-On	G15 Gray
RVG-092A	Clip-On	G15 Gray



EVA SPORT CASE WITH BUCKLE

- Light Weight, Floatable EVA
- Sport Buckle
- Scratch-free Protective Inner Layer

Model No.	Item
RVG-090A	EVA Sport Case



ANTI-FOG GEL

- Works on All Lenses Including Multi-Coated
- Defog and Clean At The Same Time
- Last 24 Hours
- High-Tech Cleaning Cloth Included

Model No.	Item
RVG-089A	Anti-Fog Gel



FLOATING LANYARD

- Rubber Ring Connector
- Fits Most Temple Sizes
- Slim EVA Floater
- Adjustable Length

Model No.	Item
RVG-093A	Floating Lanyard

MICROFIBER CLOTHS

- New cleaning cloth with Rapala Pin-up Girls graphics (3 versions)
- Expanded size for easy cleaning (15 cm x 15 cm)
- Washable and reusable

Model No.	Size	Color
49002-1	15 cm x 15 cm	White







RESPECTED RAPALA BRANDS

BLUE FOX

WILLIAMSON

Rapala

STORM

Sulix

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