



# BETTER BAIT THROUGH RESEARCH

**Mainline Baits continue to prove themselves on the hardest of waters,  
against the hardest of fish and against other baits.**

Why? Arduous testing, constant development, improvement, refining and perfecting have bred baits and additives with incredible pulling power and longevity that have continued to astonish our consultants; the best rods in the business.

**So if you're not considering Mainline Baits this season,  
maybe you should see the men in white coats?**

**ESSENTIAL  
CELL  
OUT NOW!**



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