

A person is ice fishing on a frozen lake at sunset. The person is sitting on a bucket, holding a fishing rod, and a motor is visible in the ice. The sky is a mix of orange, purple, and blue.

PURE ICE™

2016-2017 PRODUCT CATALOG

Abu Garcia
FOR LIFE

Berkley

fenwick

JOHNSON

MITCHELL

FLUEGER

Sebile
INNOVATIVE FISHING

Shakespeare

Ugly Stik



You have a passion for the sport and so do we. That's what's made us the world's leading fishing tackle company. Berkley is the premium brand of fishing tackle that fuels your passion for fishing, offering the broadest array of innovative solutions developed by anglers who share your commitment to the sport. At Berkley, our goal remains surprisingly simple - to make fishing fun and help anglers everywhere to Catch More Fish! Our leading edge technology has resulted in performance advances in fishing lines, soft baits, hard baits, fishing rods and terminal tackle.



BERKLEY® NANOFIL™
UNI-FILAMENT FISHING LINE
 THE ULTIMATE SPINNING REEL LINE

- Berkley's thinnest line
- Sheds water extremely well for low ice-buildup
- Ultra thin diameter and zero stretch gives you complete control of the tiniest baits
- Available in 2, 3, 4, 6, 8, 10 lb. test in Clear Mist
- Available in 4, 6, 8, 10 lb. test in Hi-Vis Chartreuse and Low-Vis Green



BERKLEY® TRILENE®
100% FLUOROCARBON ICE
 SPECIAL ICE FISHING PVDF FORMULA

- Low stretch formula for greater sensitivity and solid hooksets
- Thinner diameter for better lure control
- Ultimate sensitivity – The invisible fluorocarbon. Similar refractive index as water, so fish can't see it
- Excellent manageability – Lower memory for superior handling
- Available in Clear
- Available in 2, 3, 4, 5, 6 lb. test



BERKLEY® FIRELINE® MICRO ICE®
 THE SMOOTH HANDLING SUPERLINE

- Stronger and thinner than monofilament
- Small enough to work the tiniest micro bait, supple enough to handle the coldest weather
- Crystal Micro Ice is the thinnest, lowest-visibility braid ever!
- Available in 2, 3, 4, 6, 8, 10 lb. test in Smoke
- Available in 4, 6, 8, 10 lb. test in Crystal



BERKLEY® TRILENE® MICRO ICE® FOR QUICK HOOK-UPS

- Clear steel color stands out against ice and snow, yet hides underwater
- Low stretch design for solid hooksets and better control of your jig
- Outstanding strength-per-diameter
- Available in Hi-Vis Solar and Clear Steel
- Available in 2, 3, 4, 6, 8 lb. test



BERKLEY® VANISH® THE EASY CASTING FLUOROCARBON

- Remains clear underwater – 100% fluorocarbon refracts light similar to water
- Superior Wet Strength – Non-absorbing fluorocarbon maintains strength and abrasion resistance underwater
- Improved Flexibility – Other fluorocarbons are stiff, but Vanish is flexible
- Available in Clear
- Available in 2, 4, 6, 8, 10 lb. test



BERKLEY® TRILENE® COLD WEATHER FOR COLD WATER FLEXIBILITY

- Improved formula is as flexible at 32°F as regular mono is at 72°F
- Extraordinary flexibility and low-memory design resists twisting and tangles
- Available in Electric Blue color for maximum visibility
- Available in 2, 3, 4, 6, 8, 10, 12 lb. test



ICE REELS



NEW

BERKLEY® HERITAGE™ ICE SPINNING REEL

- 3 Bearing System
- Lightweight Ported Aluminum Spool
- Extended Ice Specific Reel Stem
- One Touch Collapsible Reel Handle
- Constructed with Cold Gear Lube

SAP #	MODEL #	CAPACITY MONO
1394570	BHICE500	110 YD /4 LB

GEAR RATIO#	BEARINGS	MAX DRAG	REEL SIZE
5.2:1	3	5.5LB	500

ICE RODS AND COMBOS



BERKLEY® HERITAGE ICE SPINNING ROD

- Durable 100% Fiberglass Blanks
- Smoked Full Cork Handles with Twist- Down Reel Seat
- Stainless Steel Guides and Inserts

BERKLEY® HERITAGE ICE COMBO

- 3 Bearing System
- One Touch Collapsible Reel Handle
- Lightweight Ported Aluminum Spool
- Cold Gear Lube
- Extended Ice Specific Reel Stem

SAP #	MODEL #	LENGTH	ACTION
ROD			
1365791	BHERICE26L	26"	L
1365792	BHERICE26M	26"	M
1365793	BHERICE28ML	28"	ML
1365794	BHERICE28M	28"	M
1365795	BHERICE30MH	30"	MH
COMBO			
1365796	BHICE26LCBO	26"	L
1365797	BHICE26MCBO	26"	M
1365798	BHICE28MLCBO	28"	ML
1365799	BHICE28MCBO	28"	M
1365800	BHICE30MHCBO	30"	MH



NEW

BERKLEY® AMP™ ICE SPINNING ROD

- Solid Glass Construction
- Stainless Steel Guides and Inserts
- Split Grip EVA Handles
- X-Posed™ Unlocking Reel Seat

SAP #	MODEL #	LENGTH	ACTION
1394211	BAMPICE24L	24"	L
1394212	BAMPICE28ML	28"	ML
1394213	BAMPICE28M	28"	M
1394214	BAMPICE32MH	32"	MH
1394215	BAMPICE38M	38"	M



ICE RODS AND COMBOS

1
BALL BEARING



BERKLEY® LIGHTNING ROD® ICE COMBO

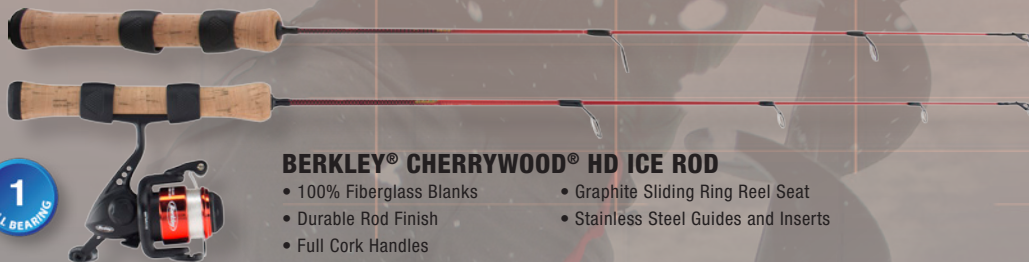
REEL

- 20 Size Spinning Reel
- Aluminum Ported Spool
- Pre-Spooled with Berkley® Trilene® Micro Ice (Clear Steel Color)

ROD

- Blanks designed with a unique combination of strength and sensitivity
- Full Cork Handles utilizing Hidden Thread Technology™ to reduce wear and tear on your fingers
- Skeleton reel seat provides increased sensitivity while helping to reduce the overall weight
- Smoke stainless steel guides and inserts are factory tested for durability

1
BALL BEARING



BERKLEY® CHERRYWOOD® HD ICE ROD

- 100% Fiberglass Blanks
- Graphite Sliding Ring Reel Seat
- Durable Rod Finish
- Stainless Steel Guides and Inserts
- Full Cork Handles

BERKLEY® CHERRYWOOD® HD ICE COMBO

- Prespooled ultralight graphite spinning reel
- Smooth Front Drag
- Right/Left Hand Convertible retrieve

SAP #	MODEL #	LENGTH	ACTION
1264487	LR24ULSCB0	24"	UL
1264488	LR28MLSCB0	28"	ML
1264489	LR28MSCB0	28"	M
1264490	LR32MHSCB0	32"	MH

SAP #	MODEL #	LENGTH	ACTION
ROD			
1323297	CWICE24UL	24"	UL
1323298	CWICE26ML	26"	ML
1323299	CWICE27L	27"	L
1323300	CWICE30M	30"	M
COMBO			
1290687	CWIS24UL	24"	UL
1290688	CWIS26ML	26"	ML
1290689	CWIS27L	27"	L
1290690	CWIS30M	30"	M



NEW

Berkley® Rope Handle 5 Gallon Bucket

- Perfect for transporting your gear
- Great for ice, surf, dock or pier, bank, and saltwater fishing
- UV and corrosion resistant rope handlesaltwater fishing

Case Pack	Model#	Material#
6	BA5RHBUCKET	1367528
168	BA5RBUCKETP	1367529



NEW

Berkley® Rope Handle

- Bucket accessory
- Great for ice, surf, dock or pier, bank and saltwater fishing
- UV and corrosion resistant

Model#	Material#
BAROPEHANDLE	1379711



Berkley® 5-Gallon Bucket

- Perfect for transporting your gear
- Great for: ice fishing, surf fishing, dock or pier fishing and bank fishing

Case Pack	Model#	Material#
6	BA5GFB	1292818
168	BA5GFBP	1316471



BERKLEY® MINNOW DIP NET

- One-piece steel wire frame and handle
- Fine nylon mesh netting
- D-shape design for easy use

Model#	Material#
BAMDN	1318325



BERKLEY® 6" WOODEN HANDLE FISH NET

- Durable construction. 8.5" diameter net
- Great for frogs, crabs and panfish

Model#	Material#
BAFNET	1318337



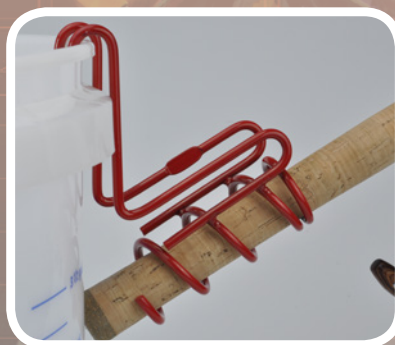
ICE



BERKLEY® ICE TIP-UP

- Durable and lightweight
- Large capacity spool
- Lubricated shaft prevents freeze up
- Has a highly visible positive trip mechanism

Model#	Material#
BITU	1061600



BERKLEY® BUCKET ROD HOLDER

- Holds rod upright for easy transportation
- Holds rod at angle for fishing
- Heavy duty steel construction with powder-coated finish

Model#	Material#
BABKRH	1236842



BERKLEY® ICE ROD HOLDER

- Provides stability in the snow
- Powder-coated steel

Model#	Material#
BAIRH	1259069



BERKLEY® ICE ROD ARMOR

- Best for Rods 24 in–32 in
- Mesh Nylon Material protects rod finish and components
- Adjustable strap for secured protection

RED (2PK)

Model#	Material#
BAICERARED	1323313

Black (2PK)

Model#	Material#
BAICERABLK	1323314



BERKLEY® ICE GEAR BAG

- Best for Rods and Combos up to 32"
- Durable 600 Denier Exterior for protection in extreme conditions
- Adjustable Shoulder Strap with Durable spring loaded clips

Model#	Material#
BAICERODBAG	1323315



BERKLEY® BOTTOM FINDER

- Spring Loaded Stainless steel clips
- ¾ oz weight

Model#	Material#
BAICEBF	1323319

100 Count PDQ

Model#	Material#
BAICEBF100	1323320



BERKLEY® METAL ICE SCOOP

- Solid Steel Construction includes Ice Chissel
- Engraved 15 in fish ruler

Model#	Material#
BAICEMSCP	1323318



BERKLEY® ICE SCOOP

- Flex Nylon construction with Aluminum Shaft
- Easy Storage Hook hanger

Model#	Material#
BAICESCP	1323317



Berkley® Power Pack Battery 2.4 Amp

- 12 volts with 2.4 amp hours
- Battery meter
- USB outlet to power phones, tablets, and other electronics
- Post for battery clips
- Vehicle plug outlet
- Includes AC charger



Model#	Material#
BAPAK12V	1337864

Berkley® Power Pack Battery 9 Amp

- 12 volts with 9 amp hours
- Battery meter
- USB outlet to power phones, tablets, and other electronics
- Post for battery clips
- Removable threaded terminal for a mechanical wire connection
- Includes battery pack and AC charger
- Dimensions - 7in x 5in x 5in
- Weight - 6.5lbs



Model#	Material#
BA12V9A BATTERY	1367524



BERKLEY® ANGLERS HEAD LAMP

- White LED's with 3 intensity settings
- Red LED's preserve night vision and provide working light for rigging or reading charts
- UV LED's illuminates fluorescent fishing lines for improved visibility
- Water resistant construction
- Battery meter
- includes 3 AAA batteries

Model#	Material#
BTAHL	1337869



BERKLEY® CLIP ON HAT LIGHT

- Cap clip-on light with white and red LED light
- Weather proof - great for hunting, fishing, or camping
- Includes (2) CR2032 batteries

Model#	Material#
BAFCOHL2	1318429



BERKLEY® ANODIZED ALUMINUM FISH RULER

- Measures up to 22"
- Durable and lightweight aluminum construction

Model#	Material#
BAAMB	1141174



BERKLEY® 37" BOAT RULER

- Measure fish up to 37 inches long
- Adheres to boat, camper or other recreation vehicle
- Includes species marker tabs
- Flexible to fit boat contours
- Includes marker tabs

Model#	Material#
BABR	1318333



BERKLEY® BELL LIGHTSTIK COMBO

- Nickel-plated steel bells
- See and hear strikes
- Includes two non-toxic light sticks and two harnesses

Model#	Material#
BALSBC	1318412



BERKLEY® MICROFIBER TOWEL

- Anti-microbial, odor resistant and durable
- Soaks up water easily and dries quickly
- Machine washable
- Complete with belt attachment

Model#	Material#
CMT	1318304



BERKLEY® TOURNAMENT SCALE

- Extremely accurate 15 lb. scale
- Stores and ranks fish weights
- Water resistant
- Adjustable safety lanyard
- Displays weight in lbs or kg

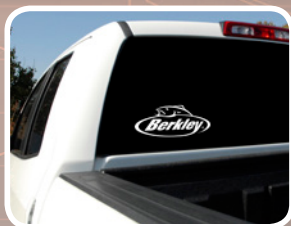
Model#	Material#
FS15	1318301



BERKLEY® NEOPRENE FISH GRIP GLOVES

- No-slip grip construction
- Easy-access to index finger and thumb
- Secure Velcro wrist closure
- Keep hands dry and warm

Model#	Material#
BTNFGG	1318406



BERKLEY® BRAND DECAL

- Durable die-cut vinyl
- Easy to apply

Available in Multiple Sizes:

12" White

Model#	Material#
BERSW12	1264642

12" Red

Model#	Material#
BERSR12	1264641

5" White

Model#	Material#
BERSW5	1264640



BERKLEY® 6" WOODEN HANDLE FILLET KNIFE

- 6 inch length is perfect for cleaning most medium gamefish
- Ten stroke sharpener maintains knife sharpness
- Corrosion resistant 440 stainless steel provides sharpness and strength
- Includes sheath

Model#	Material#
BCFFK-6IN	1318359



BERKLEY® 9" FILLET KNIFE WITH SHEATH & SHARPENER

- Precision fillet knife is perfect for cleaning larger species
- Corrosion resistant stainless steel provides sharpness and strength
- Ergonomic, comfort design
- Includes safety sheath and sharpener

Model#	Material#
BC9FK	1318314



BERKLEY® STAINLESS STEEL CLIPPER SET

- PVC coating on the thumb grip
- 420 stainless steel is corrosion resistant
- Includes multifunctional blade, pick/jig buster and lanyard
- Suitable for fresh or saltwater use

Model#	Material#
BTSSC	1141209



BERKLEY® SUPERLINE SHEARS

- Stainless steel blades prevent corrosion
- Serrated blade design cuts all types of lines - braid, mono, flouro
- Small compact design for easy storage

Model#	Material#
BTSLS	1318413



BERKLEY® 6" SOFT TOUCH HEMOSTAT PLIERS

- Comfort non-slip grips
- Corrosion resistant stainless steel
- Ideal for removing hooks or tying flies

Model#	Material#
BTSTLP6	1318346



BERKLEY® PRECISION GRIP PLIERS

- 8" Precision Grip Pliers
- Strong serrated jaws for a steady, firm grip
- Side cutting component for hooks and wire
- Double leaf spring for smooth operation
- Comfort non-slip grips keep pliers steady

Model#	Material#
BTGP8-8IN	1318358



BERKLEY® FISHING MULTI-TOOL

- Spring loaded for easy one hand use
- Corrosion resistant stainless steel
- Needlenose pliers, crimper, wire cutters, hook file with v-groove, jig-eye cleaner, crankbait tuner, 2 in ruler, scissors, fish scaler, phillips head screwdriver, can opener, flathead screwdriver, knife

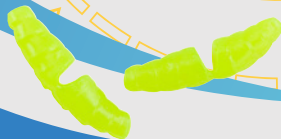
Model#	Material#
BTFTMT	1318396



FISH HOLD ON
18X LONGER



Berkley PowerBait Ice uses the same irresistible scent and flavor that took scientists over 25 years to perfect. Fish love PowerBait Ice so much it will entice the most wary fish and get them to hold on 18 times longer. Giving you the time and confidence to Feel More Bites - Set More Hooks and Catch More Fish!



Chartreuse - 1398940



Chartreuse Shad - 1398946



Natural - 1398942



Natural White - 1398941



Pearl White - 1398945



Pink - 1398943



Pink Shine - 1398947



Red - 1398944

NEW

PowerBait® Ice Action Waxies - .75"

- Cut design and extra soft for increased movement and life-like action
- Rig cut-side up for more bait action or cut-side down for less bait action
- Designed for horizontal rigging through one side of the bait
- Rip at the hinge point if two smaller bait pieces are preferred



Black Gold - 1398955



Black Shad - 1398954



Chartreuse Shad - 1398952



Glow White - 1398950



Natural - 1398948



Pearl White - 1398951



Pink Shine - 1398953



Red - 1398949

NEW

PowerBait® Ice Mayfly - .75"

- Small appendages for life-like movement
- Imitates natural panfish prey
- Designed for a horizontal presentation
- Small enough for picky panfish yet large enough for perch and crappie



FISH HOLD ON
ICEX LONGER

Berkley **ICE**
PowerBait
Fish Bite and Won't Let Go!



Black Gold - 1398963



Black Shad - 1398962



Chartreuse Shad - 1398960



Glow White - 1398958



Natural - 1398956



Pearl White - 1398959



Pink Shine - 1398961



Red - 1398957



Black Gold - 1398979



Black Shad - 1398978



Chartreuse Shad - 1398974



Emerald Shiner - 1398977



Fathead - 1398976



Glow White - 1398972



Pearl White - 1398973



Pink Shine - 1398975



Natural - 1089417



Red - 1089416



Yellow - 1089418

NEW

PowerBait® Ice Swordtail - 1.25"

- Thin tapered tail designed for high action with minimal jig movement
- Subtle tail flicking and/or undulating action
- Designed for a horizontal presentation
- Bug shape imitates natural fish prey

NEW

PowerBait® Ice Snake-Tongue Minnow - 1.5"

- Unique tail design for increased action
- Small enough for ice, large enough for open water
- Designed for a horizontal presentation
- Minnow shape imitates natural fish prey

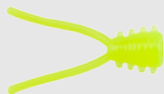
NEW

PowerBait® Power® Honey Worm - 1"

- Formulated for all panfish species
- Emulates insect larvae on which many fish feed
- Great for ice fishing and open water bobber fishing



Black - 1366826 (.75") & 1398964 (1.25") **NEW**



Chartreuse

- 1366827 (.75")
- 1398965 (1.25") **NEW**



Glow White

- 1398939 (.75") **NEW**
- 1398971 (1.25") **NEW**



Natural

- 1366828 (.75")
- 1398967 (1.25") **NEW**



Natural White

- 1366829 (.75")
- 1398966 (1.25") **NEW**



Pink

- 1366830 (.75")
- 1398968 (1.25") **NEW**



Purple

- 1398938 (.75") **NEW**
- 1398970 (1.25") **NEW**



Red

- 1366831 (.75")
- 1398969 (1.25") **NEW**

PowerBait® Ice Wishbone - .75" & 1.25" **NEW**

- Thin tapered legs designed for high action with minimal jig movement
- Ideal for perch and crappie
- Designed for a horizontal presentation
- Large body for easy rigging



Black - 1366820



Chartreuse - 1366821



Natural - 1366822

NEW COLOR!



Natural White - 1366823



Pearl White - 1398937



Pink - 1366824

NEW COLOR!



Purple - 1398936



Red - 1366825

PowerBait® Ice Mite - .75"

- Mimics the common and abundant zooplankton forage
- Features appendages and legs with a natural subtle action
- Fish simply can't resist the Mite



Berkley **ICE**
PowerBait
Fish Bite and Won't Let Go!



Black - 1366814



Chartreuse - 1366815



Natural - 1366816



Natural White - 1366817



Pearl White - 1398935



Pink - 1366818



Purple - 1398934



Red - 1366819

PowerBait® Ice Fry - .75"

- Resembles small darting fish fry
- Tail quivers and pulses with the smallest jigging techniques
- Fish simply find it irresistible
- Designed for a horizontal jigging presentation



Black - 1366798



Chartreuse - 1366809



Natural - 1366810



Natural White - 1366811



Pearl White - 1398932



Pink - 1366812



Purple - 1398932



Red - 1366813

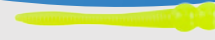
PowerBait® Ice Dogbone - .75"

- Mimics small aquatic insects
- High action tail to entice finicky fish
- Fish can't resist the unique shape and tail design
- Try rigging it with the tail oriented vertically and horizontally for different actions



Black - 1366792

NEW COLOR!



Chartreuse - 1366793



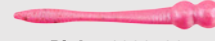
Glow White - 1398931



Natural - 1366794



Natural White - 1366795



Pink - 1366796



Purple - 1398930



Red - 1366797

PowerBait® Ice Whipworm - 1.25"

- When moved aggressively the Whipworm has a high action undulating tail to attract fish
- Less aggressive movement produces a subtle tail flick for finicky fish
- Designed for a horizontal jigging presentation
- Small enough for picky Panfish yet large enough for Perch and Crappie



CATCH MORE FISH!



Berkley Gulp! Ice! outfishes live bait in head to head field tests, truly making Gulp! Ice the next generation in soft bait. The extreme scent dispersion expands the strike zone by 400 times, which draws in even the wariest of fish. Stop messing around with the hassles of live bait and those other plastics and simply grab a convenient bag of Gulp! Ice!



Black - 1366832



Bloody - 1366837



Chartreuse - 1366833



Natural - 1366834



Natural White - 1366835



Pink - 1366836

Gulp!® Ice Euro Larvae

- Lifelike detail imitates popular natural prey
- Comes in string of five for multiple tipping options
- Outfishes all other baits



Black - 1366838



Chartreuse - 1366839



Natural White - 1366841



Bloody - 1366843



Natural - 1366840



Pink - 1366842

Gulp!® Ice Waxies

- Panfish favorite - ideal bait for tipping ice jigs
- Soft yet more durable than live waxies
- Outfishes and outlasts live bait in field tests



Chartreuse Shad
- 1366844



Pearl White
- 1366846



Smelt
- 1366848



Fathead
- 1366845



Pink Shine
- 1366847



Watermelon Pearl
- 1366849

Gulp!® Ice Minnow Head

- Perfect for tipping spoons and jigs
- Lifelike gill and eye detail with entrails extending from the head
- More convenient, durable and less mess than cut minnows



Black - 1366850



Bloody - 1366855



Chartreuse - 1366851



Natural - 1366852



Natural White - 1366853



Pink - 1366854

Gulp!® Ice Fish Fry - 1"

- Tail designed for nonstop fish enticing action
- More durable and effective than live bait
- Choose colors to "match the hatch" of live fish fry



Chartreuse Shad - 1366856



Fathead - 1366857



Pearl White - 1366858



Pink Shine - 1366859



Smelt - 1366860



Watermelon Pearl - 1366861

Gulp!® Ice Minnow - 1"

- Lifelike imitation works well for all panfish
- Soft yet more durable than live minnows and way easier to care for
- Features Gulp! Ice extreme cold water scent dispersion



Black Gold
- 1375345 (1/4")
- 1375333 (1/2")



Black Silver
- 1375339 (1/4")
- 1375327 (1/2")



Blue Silver
- 1375347 (1/4")
- 1375335 (1/2")



Sexier Shad
- 1375343 (1/4")
- 1375331 (1/2")



Yellow Perch
- 1375344 (1/4")
- 1375332 (1/2")

NEW

Berkley® Warpig - 1/4" & 1/2"

- Aggressive action perfect for vertical jigging
- Two sizes and a variety of colors for all situations and locations
- Maximum sound and vibration
- Lipless sinking bait
- More colors available at: www.Berkley-fishing.com



NEW

Sebile[®] Vibrato[®]

1 1/2" (1/8oz), 1 3/4" (1/4oz), 2" (3/8oz), 2 1/4" (1/2oz), 2 1/2" (3/4oz), 2 5/8" (1oz)

- Perfect center of gravity gives the best control and action to the lure even in the lightest models
- Slow flutter rate on the fall creates lot of flash and disturbance which allows the angler to target pressure and suspended predators by letting the Vibrato drop, popping occasionally
- Flutters on the fall and vibrates on the pull to mimic a wounded baitfish
- Upper back full wire extends from front hook to rear hook allowing the angler a strong tie point



BLUE GLOW TIGER-BGLT



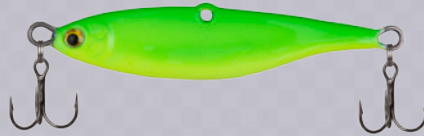
FIRE TIGER GOLD-FTG



GHOSTESCENT-GHE



HOLO GREENIE-HGR



HOT LIME-HL



NAT GOLDEN SHINER-NGS



NAT SHINER-NSH



NAT WHITE PERCH-NWP



PINKESCENT-PKS



NEW Johnson™ Rattlin' Scout Spoon Ice
1/8oz, 3/16oz, 3/8oz, 1/2oz

- Equipped with a brass rattle and red treble hooks attracting fish from far away
- Realistic fish patterns with 3D eyes, gill plate, and scale texture
- Compact body ideal for getting deep quickly and efficiently targeting schooling fish



Black Gold

Black Silver

Chartreuse Glow Tiger



Firetiger

Nickel Chartreuse



Nickel Nickel Blue

Pink Glow Tiger

Purple Pearl



NEW Johnson™ Salix™ Spoon Ice
1/8oz

- Super thin spoon ideal for ultra slow trolling and vertical fluttering action
- Super strong material resists bending unlike other thin spoons
- Off-center bend and slender body causes spoon to dart and roll wildly



Antifreeze Perch

Bumblebee

Chicken Wing



Chrome

Gold

Purple Highlight



Sunrise

Tennessee Shad



NEW

Johnson™ Snare™ Spoon Ice 1/16oz, 1/8oz, 1/4oz, 3/8oz

- Realistic fish patterns with 3D eyes, gill plate, and scale texture
- Compact body ideal for getting deep quickly and efficiently targeting schooling fish
- Sold with a single hooked dropper chain ideal for finesse fishing on finicky fish



Black Gold



Black Silver



Chartreuse Glow Tiger



Firetiger



Nickel Chartreuse



Nickel Nickel Blue



Pink Glow Tiger



Purple Pearl



Black



Chartreuse



Gold



Orange



Pearl Glow



Pink



Rainbow



Silver

CRAPPIE BUSTER® SHAD SCALES

- Reflective micro "scales" are visually appealing and mimic descaling prey
- Shad flavor emulates real shad, top prey for Crappie
- Enough attractant in each tube for ~150 applications and will stay on/in a tube 15-30 minutes
- Ideal to use in conjunction with Berkley Crappie Nibbles.



SLIMFISH™ ICE 1/16oz, 1/8oz, 1/4oz, 1/2oz

- Built in fins alter the water flow and make the spoon stutter during retrieve
- Black nickel hooks are more rust resistant and stay sharper longer



Chrome

Chrome Trout

Firetiger

Gold-Gold Red

Gold



Goldlocks



Hot Pink



Nickel-Nickel Blue



Pearl Red Dot



Perch



Racy Shad

*Available in only 1/16oz, 1/8oz sizes

**Available in only 1/4oz, 1/2oz sizes



SPLINTER™ ICE 1/12oz, 1/8oz, 1/4oz, 1/2oz

- A more rhythmic darting action due to its asymmetric flat-sided design
- Black nickel hooks are more rust resistant and stay sharper longer

NEW COLOR! NEW COLOR! NEW COLOR! NEW COLOR!



UV Blue-Glow

UV Green-Glow

UV Orange Dots-Glow

UV Orange-Glow

Chrome



Chartreuse Pearl



Gold



Firetiger



Nickel-Nickel Blue



Perch



SPRITE™ ICE 1/16oz, 1/8oz, 1/4oz

- Sprite comes equipped with red teaser tab adding attraction for predatory fish as it oscillates back and forth
- Additional fluorescent orange teaser tube is sold with each Sprite and can be added to the shank of the treble hook for added attraction



Chrome

Chrome Trout

Firetiger

Fluorescent Orange-Nickel

Gold



Copper

Goldilocks

Hot Pink

Nickel-Nickel Blue

Perch

Red Head Pearl

*Available in only 1/16oz size

**Available in only 1/8oz, 1/4oz sizes



THINFISHER™ ICE 3/16oz, 1/4oz, 1/2oz

- Built in sonic rattle chamber attracts predatory fish as the ThinFisher vibrates
- Three Tow Points:
 1. High speed retrieve, light vibration
 2. Medium speed retrieve, medium vibration
 3. Slow speed retrieve, wide vibration
- ThinFisher comes equipped with easy change snap and black nickel hooks

NEW COLOR!



Black Silver

Blue Silver

UV Purple Tiger Glow

Chartreuse Pearl

Chrome



Firetiger

Gold

Perch

Pink Shine



Our products are world famous for their innovation, dependability & attention to detail. Pflueger continues to combine pride in craftsmanship and commitment to new technology to create a line of superior fishing products. Pflueger has produced quality fishing products for over 120 years & quality remains our #1 priority. Simply put, Pflueger products perform even in the harshest freezing conditions.

NEW

Monarch

- 5 Bearing System - Corrosion resistant stainless steel ball bearings
- Graphite Body and Rotor - Lightweight graphite reel construction
- Aluminum Bail - Thick aluminum bail wire design, rigid to prevent mis-shaping



Model #	SAP #	Capacity: Mono	Max Drag	Gear Ratio
MONICE8	1394571	110/6	6lb	4.2:1

Purist[®]

- 9 stainless steel ball bearings
- On/Off instant anti-reverse bearing
- Lightweight Hybrid construction provides the strength of an aluminum body without the weight
- Machined ported and double anodized aluminum spool
- Smoothed sealed carbon fiber drag system
- Solid Aluminum Bail Wire
- Sure-click bail provides an audible signal when bail is fully opened and ready to cast
- Anti-twist titanium line roller
- Convertible Left and Right hand retrieve



Model #	SAP #	Capacity: Mono	Capacity: Braid	Max Drag	Gear Ratio	Weight
1325	1265678	115 yards / 4 lb.	145 yards / 6 lb.	6 lb.	5.2:1	7.3 oz.
1330	1265679	115 yards / 6 lb.	150 yards / 8 lb.	9 lb.	5.2:1	8.6 oz.

Trion®

- 6 stainless steel ball bearings (20 size has 4 ball bearings)
- On/Off instant anti-reverse bearing
- Machined and double anodized aluminum spool
- Aluminum handle with soft touch knob
- Threaded main gear design eliminates play in the handle
- Smooth multi-disc drag system with stainless steel and oiled felt washer
- Sure-click bail provides an audible signal when bail is fully opened and ready to cast
- Anti-twist titanium line roller
- Convertible Left and Right hand retrieve



President®

- 6 stainless steel ball bearings (20 size has 4 ball bearings)
- On/Off instant anti-reverse bearing
- Machined and double anodized aluminum spool
- Aluminum handle with soft touch knob
- Threaded main gear design eliminates play in the handle
- Smooth multi-disc drag system with stainless steel and oiled felt washer
- Sure-click bail provides an audible signal when bail is fully opened and ready to cast
- Anti-twist titanium line roller
- Convertible Left and Right hand retrieve



Model #	SAP #	Capacity: Mono	Capacity: Braid	Max Drag	Gear Ratio	Weight
TRI20	1292357 Box / 1292358 Clam	100 yards / 4 lb.	125 yards / 6 lb.	6 lb.	5.2:1	5.9 oz.
TRI25	1292369 Box / 1292370 Clam	110 yards / 4 lb.	140 yards / 6 lb.	6 lb.	5.2:1	7.1 oz.
TRI30	1292371 Box / 1292372 Clam	145 yards / 6 lb.	190 yards / 8 lb.	9 lb.	5.2:1	8.6 oz.

Model #	SAP #	Capacity: Mono	Capacity: Braid	Max Drag	Gear Ratio	Weight
6920	1236618 Box / 1236649 Clam	100 yards / 4 lb.	125 yards / 6 lb.	6 lb.	5.2:1	5.9 oz.
6925	1236650 Box / 1236651 Clam	110 yards / 4 lb.	140 yards / 6 lb.	6 lb.	5.2:1	7.2 oz.
6930	1236652 Box / 1236653 Clam	145 yards / 6 lb.	190 yards / 8 lb.	9 lb.	5.2:1	8.3 oz.

MITCHELL® 300 PRO

- 10 Bearings with an instant Anti-Reverse for smooth operation
- Innovative Bail Halo for superior strength-Extremely strong advanced polymeric body, aluminum spool and handle with a EVA knob
- Smooth hybrid carbon fiber drag

10
BEARING
SYSTEM



MITCHELL® 300

- 8 Bearings with an instant Anti-Reverse for smooth operation
- Innovative Bail Halo for superior strength
- Extremely strong advanced polymeric body, Aluminum handle and spool for added strength
- Multi-Disk System for consistent drag pressure

8
BEARING
SYSTEM



Mitchell® Avocet® RZT Reel

- 8 Bearings with instant anti-reverse for smooth operation
- Multi disc drag system for reliability
- Aluminum handle and spool for added strength
- Neverfail™ ball spring system

8
BEARING
SYSTEM



REEL

MODEL #	SAP #	MONO CAPACITY	BRAID CAPACITY	GEAR RATIO	IPT	MAX DRAG
300PRO						
310PRO	1294205 BOX / 1317113 CLAM	100 LB/4 YD	110 LB/6 YD	5.2:1	20.5	6.4
300						
310	1294208 BOX/ 1294241 CLAM	100 LB/4 YD	110 LB/6 YD	5.2:1	20.5	6.4
AVOCET® RZT						
AVRZT-500UL	1337331 BOX/ 1337332 CLAM	100 LB /4 YD	110 LB/6YD	5.4:1	22	9
AVRZT-1000	1337333 BOX/ 1337334 CLAM	110 LB /6 YD	150LB/6YD	5.4:1	22	9

Mitchell® Avocet® RZ Reel

- 4 Bearings with instant anti-reverse for smooth operation
- Multi disc drag system for reliability
- Aluminum spool for added strength
- Neverfail™ bail spring system

4 BEARING SYSTEM

NEW

Mitchell® Avocet® RZ Ice Combo

Rod Features

- Solid Glass Blank Construction
- Stainless Steel Guides and Inserts for Reduced Weight and Increased Durability
- EVA Split Grip Handle for a Comfortable Grip

REEL & COMBO						
MODEL #	SAP #	MONO CAPACITY	BRAID CAPACITY	GEAR RATIO	IPT	MAX DRAG
AVOCET® RZ						
AVRZ-500UL	1337351 BOX/ 1337352 CLAM	100 LB /4 YD	110 LB/6YD	5.4:1	22	9
AVRZ-1000	1337353 BOX/ 1337354 CLAM	110 LB /6 YD	150LB/6YD	5.4:1	22	9
MODEL #	SAP #	ROD LENGTH	ACTION			
AVOCET® RZ ICE COMBO						
1394216	MRZICE26ULCBO	26"	ULTRA LIGHT			
1394217	MRZICE26MCBO	26"	MEDIUM			
1394218	MRZICE28LCBO	28"	LIGHT			
1394569	MRZICE28MCBO	28"	MEDIUM			

NEW SILVERMAX™

- 5 ball bearings + 1 roller bearing provides smooth operation
- Lightweight graphite body and rotor
- Machined aluminum spool provides strength without adding excess weight
- Everlast™ bail system for improved durability
- Slow Oscillation provides even line lay with all types of line
- Rocket line management™ system provides better control for all types of lines
- Rocket Spool Lip Design™ allows better control of line coming off the spool



NEW BLACKMAX™

- 3 ball bearings + 1 roller bearing provides smooth operation
- Lightweight graphite body and rotor
- Machined aluminum spool provides strength without adding excess weight
- Everlast™ bail system for improved durability
- Slow Oscillation provides even line lay with all types of line
- Rocket line management™ system provides better control for all types of lines
- Rocket Spool Lip Design™ allows better control of line coming off the spool

MODEL #	SAP #	MONO CAPACITY	BRAID CAPACITY	MAX DRAG	GEAR RATIO
SMAXP5	1398060	100/4	160/4	6lb	5.2:1
SMAXP5-C	1398061	100/4	160/4	6lb	5.2:1



NEW ICEMAX™

- 3 ball bearings + 1 roller bearing provides smooth operation
- Cold gear lube for top performance in extreme cold weather conditions
- Lightweight graphite body and rotor
- Machined aluminum spool provides strength without adding excess weight
- Everlast™ bail system for improved durability
- Slow Oscillation provides even line lay with all types of line
- Rocket line management™ system provides better control for all types of lines
- Rocket Spool Lip Design™ allows better control of line coming off the spool
- Extended reel stem provides clearance when wearing gloves
- One touch collapsible reel handle design for easy storage and transportation



MODEL #	SAP #	MONO CAPACITY	MAX DRAG	GEAR RATIO
BMAXSP5	1398071	100/4	6lb	5.2:1
BMAXSP5-C	1398072	100/4	6lb	5.2:1

MODEL #	SAP #	MONO CAPACITY	BRAID CAPACITY	MAX DRAG	GEAR RATIO
ICEMAX	1394572	100/4	160/4	6.6lb	5.2:1



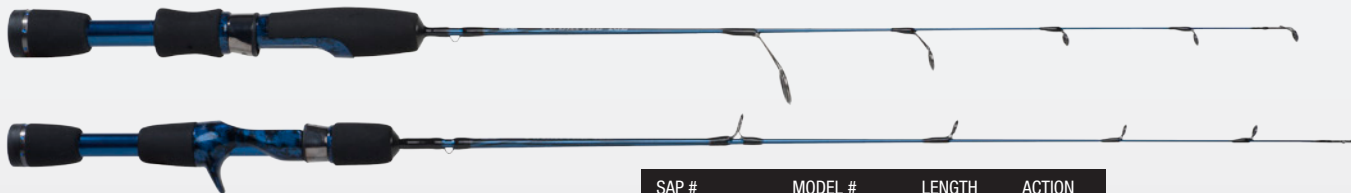
Veritas^{2.0} Ice Spin Rod

- 24 Ton Graphite Blank
- Split Grip High Density EVA Handle Design
- Micro Click Reel Hood
- Smoked SS Guide Frames with Aluminum Oxide Inserts

Veritas^{2.0} Ice Combo

- 3+1 Bearing System
- Machined Aluminum Spool
- Everlast™ Bail System for Improved Durability

SAP #	MODEL #	LENGTH	ACTION
Rod			
1365801	AVRTICE25UL	25"	UL
1365802	AVRTICE27ML	27"	ML
1365803	AVRTICE29UL	29"	UL
1365804	AVRTICE29M	29"	M
Combo			
1365818	AVRTICE25ULCBO	25"	UL
1365819	AVRTICE27MLCBO	27"	ML
1365820	AVRTICE29ULCBO	29"	UL
1365821	AVRTICE29MCO	29"	M

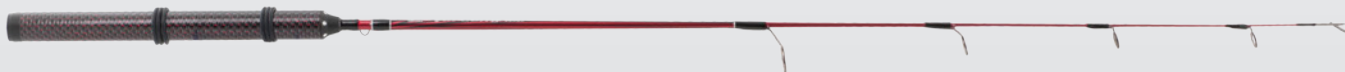


VOLATILE™

- 24 Ton Graphite Blank
- High Density EVA Handles for Greater Sensitivity and Durability
- Uplocking Comfort Reel Seat
- Stainless Steel Guides with Titanium Oxide Inserts

SAP #	MODEL #	LENGTH	ACTION
1365805	AVOLICE21L	21"	L
1365806	AVOLICE23UL	23"	UL
1365807	AVOLICE25M	25"	M
1365808	AVOLICE27ML	27"	ML
1365809	AVOLICE27M	27"	M
1365810	AVOLICE29MH	29"	MH
1365811	AVOLICE29M-C*	29"	M
1365812	AVOLICE31MH-C*	31"	MH

**Casting Model*



Veracity™

- 24 Ton Graphite Fast Action Blanks
- Carbon Fiber Tennessee Style Handle with 6 Securing O'Rings
- Stainless Steel Guide Frames and Inserts

SAP #	MODEL #	LENGTH	ACTION
1365813	AVERICE23UL	23"	UL
1365814	AVERICE27M	27"	M
1365815	AVERICE27ML	27"	ML
1365816	AVERICE29M	29"	M
1365817	AVERICE29MH	29"	MH





For over 50 years, the Fenwick name has been a legend among fishermen all over the world. Today, Fenwick's tradition of technology continues to meet the specialized needs of avid anglers. Contemporary fishermen are no longer generalists. They're specialists – bass fisherman, walleye fisherman, fly fisherman, and of course ice fisherman. In response, Fenwick's tradition of technology continues to drive its designers, engineers and pro staffers to develop sophisticated fishing rods specifically designed for specialized applications. Its why, for over half a century, Fenwick rods have been known, and will always be known, in the words of one of our founders, as "the most thought-out fishing rods in the world."

NIGHTHAWK



FENWICK® NIGHTHAWK™ ICE COMBO

REEL

- 3+1 Bearing System
- Machined Ported and Double Anodized Aluminum Spool
- Extended Reel Stem
- Soft Touch Handle Knob

ROD

- Durable Solid Glass Construction Blank
- TAC and EVA Handle Design for Solid Grip
- Smoked Stainless Steel Frames with Stainless Steel Inserts

SAP	MODEL	LENGTH	POWER
1365828	FNHICE24ULCBO	24"	ULTRA LIGHT
1365829	FNHICE26LCBO	26"	LIGHT
1365830	FNHICE26MLCBO	26"	MEDIUM LIGHT
1365831	FNHICE28MCBO	28"	MEDIUM
1365832	FNHICE28MHCBO	28"	MEDIUM HEAVY

AETOS™



FENWICK® AETOS™ ICE RODS

- High modulus solid graphite blanks
- Hidden Handle Design reel seats with carbon fiber hoods
- Combination of TAC and cork handle construction
- Stainless steel guides with stainless steel inserts

SAP	MODEL	LENGTH	POWER	ACTION	HANDLE
1365827	AICE18ULXFS	18"	ULTRA LIGHT	EXTRA FAST	A
1292503	AICE21LXFS	21"	LIGHT	EXTRA FAST	A
1292504	AICE25MXFS	25"	MEDIUM	EXTRA FAST	B
1292505	AICE25ULXFS	25"	ULTRA LIGHT	EXTRA FAST	B
1292506	AICE28MLXFS	28"	MEDIUM LIGHT	EXTRA FAST	B
1292507	AICE28MXFS	28"	MEDIUM	EXTRA FAST	B
1292529	AICE30MHXFS	30"	MEDIUM HEAVY	EXTRA FAST	B



ELITE TECH™ Ice

FENWICK® ELITE™ TECH ICE RODS

- 100% High Modulus Graphite Blanks
- Smoked Stainless Steel Guides with Zirconium Oxide Inserts
- Ergonomically Shaped Full Cork Handles
- Down Locking Reel Seat

SAP	MODEL	LENGTH	POWER	ACTION
1323285	ETICE23UL	23"	ULTRA LIGHT	FAST
1323286	ETICE24ML	24"	MEDIUM LIGHT	FAST
1323287	ETICE25UL	25"	ULTRA LIGHT	FAST
1323288	ETICE26ML	26"	MEDIUM LIGHT	FAST
1323289	ETICE27M	27"	MEDIUM	FAST
1323290	ETICE28ML	28"	MEDIUM LIGHT	FAST
1323291	ETICE28MH	28"	MEDIUM HEAVY	FAST
1365823	ETICE36M	36"	MEDIUM	FAST
1365824	ETICE36MH	36"	MEDIUM HEAVY	FAST
1365825	ETICE42M	42"	MEDIUM	FAST
1365826	ETICE42MH	42"	MEDIUM HEAVY	FAST
1365822	ETICE30M-C*	30"	MEDIUM	FAST

*Casting Model

H M G™



FENWICK® HMG™ ICE RODS

- High modulus graphite blanks
- Ergonomically shaped high density EVA with TAC™ inlay handles
- Stainless Steel Guides with aluminum oxide inserts

SAP	MODEL	LENGTH	POWER	ACTION
1323292	HMGICE23UL	23"	ULTRA LIGHT	MODERATE
1323293	HMGICE25L	25"	LIGHT	MODERATE
1323294	HMGICE26ML	26"	MEDIUM LIGHT	MODERATE
1323295	HMGICE27M	27"	MEDIUM	MODERATE
1323296	HMGICE28MH	28"	MEDIUM HEAVY	MODERATE

Shakespeare®

Since 1897, Shakespeare has been the leader in quality, affordable fishing tackle. Our inspiration comes from 117 years of passion and experience. From Ugly Stik to our Catch More Fish kits, to our best in class line of licensed kid's product. Shakespeare offers something for the whole family and all levels of experience. Shakespeare also has a good selection of ice gear for all your hard water needs. Be sure to check out the NEW Glacier combos that feature a reel specifically designed for Ice fishing.



Shakespeare® Wild Series® Ice Spinning Rod

Live on the Wild side with the Shakespeare® Wild Series. The Wild Series Ice Rod is Shakespeare's premium ice rod series.

- Solid Fiberglass Moderate Action Blanks
- Lightweight Stainless Steel Guides
- Comfortable HTG - Hybrid Tech Grips

SAP #	Model #	Length	Action
1365526	SWSICE23UL	23"	UL
1365527	SWSICE25L	25"	L
1365528	SWSICE26ML	26"	ML
1365789	SWSICE27M	27"	M
1365790	SWSICE30MH	30"	MH

LADY GLACIER™

GLACIER™



Shakespeare®

LADY GLACIER™

GLACIER™

SHAKESPEARE® GLACIER™ ICE COMBOS

Reel Features:

- Extended Stem for more clearance
- 15 degree tilted orientation creates optimum line flow
- Cold Gear Lube for extreme conditions

Rod Features:

- Durable Solid Fiber Glass
- Stainless Steel Guides and Inserts
- EVA handle with Graphite Sliding Rings

SAP #	Model #	Length	Action
1323305	GLAICE24ULCBO	24"	UL
1323306	GLAICE26LCBO	26"	L
1323307	GLAICE28MLCBO	28"	ML
1323308	GLAICE30MCBO	30"	M
1323309	LADYGICE26MLCBO	26	ML
1323310	LADYGICE28MCBO	28	M



SAP #	Model #
1323311	GLAICEB



SAP #	Model #
1323312	LADYGLAICEB

SHAKESPEARE® GLACIER™ ICE REELS

- Full Body Graphite Reel Frame
- Aluminum Spool
- Extended Stem for more clearance
- 15 degree tilted orientation for optimum line flow
- Cold Gear Lube for extreme conditions

Shakespeare®

Noodle™ ICE



Shakespeare® Noodle Ice Spinning Rod

The Shakespeare® Noodle Ice Rod is designed with a reactive high-vis tip allowing anglers to detect light fish bites before the fish detects rod pressure.

- Solid fiberglass blank
- Stainless Steel Guides and Inserts
- Full Cork Tennessee Style Handle

SAP #	Model #	Length	Action
1365523	SNDLICE24L	24"	L
1365524	SNDLICE27L	27"	L
1365525	SNDLICE30L	30"	L

STURDYSTIK® ICE



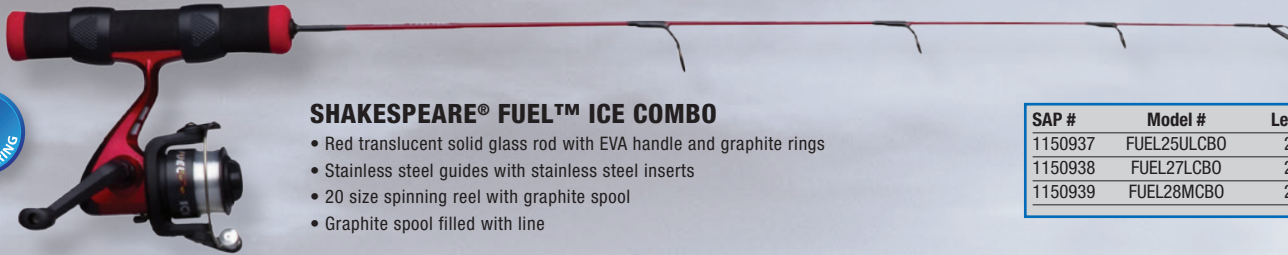
SHAKESPEARE® STURDYSTIK® ICE RODS

- Solid fiberglass blank
- Durable double footed stainless steel guides and inserts
- Full EVA handles
- Graphite Sliding Ring Reel Seat

SAP #	Model #	Length	Action	Color
1323301	SSICE24UL	24"	UL	Red
1323302	SSICE24ML	24"	ML	Green
1323303	SSICE28ML	28"	ML	Orange
1323304	SSICE28M	28"	M	Yellow

FUEL™

1
BALL BEARING



SHAKESPEARE® FUEL™ ICE COMBO

- Red translucent solid glass rod with EVA handle and graphite rings
- Stainless steel guides with stainless steel inserts
- 20 size spinning reel with graphite spool
- Graphite spool filled with line

SAP #	Model #	Length	Action
1150937	FUEL25ULCBO	25"	UL
1150938	FUEL27LCBO	27"	L
1150939	FUEL28MCBO	28"	M

ALPHA®

SHAKESPEARE® ALPHA®

- Smooth drag system
- Durable Graphite body and rotor
- Right or left hand retrieve
- Graphite spool filled with line

1
BALL BEARING



SAP #	Model #
1324281	ALPHA20B
1324282	ALPHA20X
1324283	ALPHA25B
1324285	ALPHA30B
1324286	ALPHA30X

AGILITY™

SHAKESPEARE® AGILITY™

- Machined aluminum ported spool
- 4+1 instant anti-reverse bearing
- Right or left hand retrieve
- Smooth multi-disc drag

5
BEARING SYSTEM



SAP #	Model #
1292276	AG25X
1292277	AG25B
1292278	AG30X
1292279	AG30B

CONTENDER®

SHAKESPEARE® CONTENDER®

- Instant anti-reverse
- Cold Forged Aluminum™ spool
- Oversized magna bail wire for extra durability
- Graphite body and rotor

4
BEARING SYSTEM



SAP #	Model #
1366982	CONT220X
1366983	CONT220B
1366984	CONT225X
1366985	CONT225B
1366986	CONT230X
1366987	CONT230B



UGLY STIK® GX2™ ICE ROD

- Genuine Ugly Stik blank with Clear Tip® design
- Twist-lock reel seat with EVA handles
- One-piece stainless steel guides

SAP #	Model #	Length	Action
1290671	USGXICE26L	26"	L
1290672	USGXICE28M	28"	M
1290673	USGXICE30MH	30"	MH



UGLY STIK® GX2™ ICE COMBO

- Size 20 Spinning Reel suited for ICE applications
- Ported Aluminum Spool

SAP #	Model #	Length	Action
1290606	USGXICE26LCBO	26"	L
1290607	USGXICE28MCBO	28"	M
1290608	USGXICE30MHCBO	30"	MH



UGLY STIK® GX2™ LADIES ICE COMBO

- Size 20 Spinning Reel suited for ICE applications
- Ported Aluminum Spool

SAP #	Model #	Length	Action
1290669	LUSGXICE26LCBO	26"	L

Ugly Stik® GX2™

PURE ICE™

2016-2017 PRODUCT CATALOG



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Pure Fishing, Inc.,
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Corporation (NYSE: JAH)