



HAVE YOU TRIED THE NED RIG?

THE NED RIG: UNMATCHED FISH-CATCHING ABILITY, EASY TO USE, UNIVERSAL APPLICATION

As fishing pressure continues to escalate on bodies of water the country over, anglers are increasingly searching for ways to stay competitive and continue catching fish. Enter the Midwest finesse rig, a.k.a. 'The Ned Rig,' an ultra-finesse technique that's rapidly gaining momentum as a go-to bass presentation for both numbers and size. The Ned Rig can be employed on lakes, rivers, and ponds nationwide in a variety of conditions and can be fished with a number of different baits and retrieves, each shining when the conditions dictate a particular presentation.

THE RIG

FINESSE SHROOMZ[™]



WEIGHTS 1/20 oz, 1/15 oz, 1/10 oz, 1/6 oz, 1/5 oz | **MSRP** \$4.99

5 JIGHEADS PER PACK | WEEDLESS MODELS AVAILABLE

5 AVAILABLE COLORS RED (SHOWN)

HULA STICKZ[™]



SIZE 4 INCHES | **6** BAITS PER PACK | **MSRP** \$4.49

10 AVAILABLE COLORS PB&J (SHOWN)

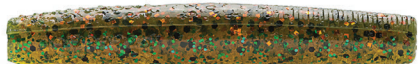
FINESSE SHADZ[™]



SIZE 4 INCHES | **8** BAITS PER PACK | **MSRP** \$4.49

9 AVAILABLE COLORS BLUE STEEL (SHOWN)

FINESSE T.R.D.[™]



SIZE 2.75 INCHES | **8** BAITS PER PACK | **MSRP** \$4.49

12 AVAILABLE COLORS NEW MONEY (SHOWN)

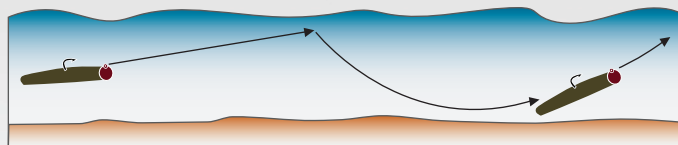
**PRO
TIP**

10X TOUGH ELAZTECH[®] BAITS ARE CRITICAL TO THE NED RIG SYSTEM. THEIR BUOYANCY PROVIDES A SLOW, HORIZONTAL FALL AND CAUSES THE BAITS TO STAND UP OFF THE BOTTOM AT REST.

THE TECHNIQUE

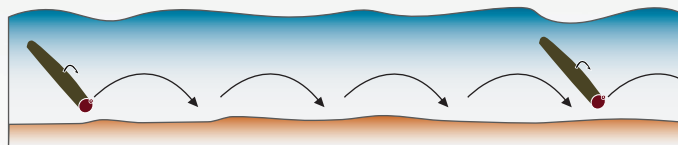
SWIM & GLIDE

SWIM THE BAIT BY REELING SLOWLY, THEN PAUSE TO ALLOW THE BAIT TO GLIDE TO THE BOTTOM



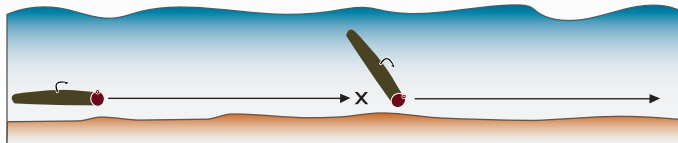
HOP & BOUNCE

HOP THE BAIT OFF THE BOTTOM WITH SHORT SNAPS OF THE ROD, REEL UP THE SLACK, PAUSE, AND REPEAT



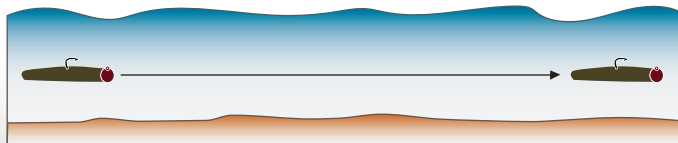
DRAG & DEADSTICK

DRAG ALONG THE BOTTOM WITH A LONG, SLOW SWEEP OF THE ROD, THEN PAUSE



STRAIGHT SWIM

REEL SLOWLY ON A STRAIGHT RETRIEVE TO IMPART A NATURAL SWIMMING ACTION



ON THE DROP, SHAKE THE ROD TO PROVIDE ADDED ACTION AND ENTICE MORE STRIKES.

**PRO
TIP**