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*Mepps Expert Angler Todd Plath knows the program is both rewarding and fun.*



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**Why Fish the SpinFlex™**

- Solid brass perfectly round head for precise balance**
- Computer age powder coating for a diamond hard finish**
- Articulating hook pivots to avoid hang-ups on wood rocks or rip-rap**
- Can be counted down to fish any depth**
- Mepps unsurpassed quality throughout**

The key to being a successful fisherman is being versatile and adapting to changing water and weather conditions through the use of the proper lures and techniques. This is why Mepps has introduced the SpinFlex™ spinner. This lure is the most versatile, easy to use spinner that Mepps has ever designed.

Available in five sizes and nine proven Mepps Color Technology colors, the SpinFlex can be cast, trolled, jigged, drifted, or dragged.

All SpinFlex spinners feature a perfectly round, forged solid brass head, and correctly balanced components. This means every SpinFlex, regardless of its



*Todd Plath, Mosinee, WI, shows off two colorful small-mouth bass that nailed his Mepps SpinFlex™ tipped with a Mister Twister® Curly Tail® Grub. Todd retrieved the lure slowly over a submerged reef.*

size, drops approximately one foot per second when cast. Depth control is extremely important when fishing, and, it's here the SpinFlex really shines. It excels at controlled depth count-down fishing.

In addition, all SpinFlex track true with a subtle side-to-side wobble that can turn the head of the most wary game fish.

Mepps used brass instead of lead in the design of the SpinFlex to achieve precise head design and a more durable, environmentally-friendly lure.

All SpinFlex also feature a rugged rust-resistant Sandvic stainless steel shaft and a water-activated, self-lubricating clevis for effortless blade spin. They also come equipped with solid brass Mepps Aglia blades, an extra strong colorful lathe-turned bead and an extra-sharp aberdeen or short-shank hook.

Another engineering design breakthrough incorporated into the SpinFlex is its articulating flexible hook. This flexibility not only gives the bait its name, but also makes this lure very snag resistant when worked in and around wood, rocks or rip-rap. In addition, the pivoting movement of the hook increases hooking percentages by providing hook penetration at several different angles.

What does all this mean to the fisherman? Simply put, a fish can attack the SpinFlex from any angle and the SpinFlex's unique pivoting hook will always be positioned perfectly for maximum hooking power.

Fish the SpinFlex just below the surface, right on the bottom, or anywhere in between. The SpinFlex's precise one foot per second fall makes it easy to fish any depth you choose.

To jig the SpinFlex, simply cast it and allow it to settle on the bottom. Then use a hopping, dragging, or slow-rolling retrieve. When vertically jigging, use a



*SpinFlex™ are very effective rigged with a Mister Twister® Curly Tail® Grub or live bait.*

lift-and-fall approach. The SpinFlex's precisely balanced blade will spin when raised vertically and helicopter as it drops.

Tipped with a Mister Twister® Curly Tail® Grub, Split Double Tail® or live bait, the versatile SpinFlex will catch a wide range of game fish. Bass, walleye, trout, salmon, northern pike, musky, catfish, panfish, and even some saltwater fish were caught during the extensive field testing of this lure. It has also been successful vertically jigged through the ice.

You just could become a much more versatile and successful fisherman. Tie on a SpinFlex and tie into action.



*Mark Plath, Mosinee, WI, hefts a dandy walleye he caught on a SpinFlex™ while fishing with his dad. Mark's fish weighed 8-pounds.*