

2015-2016

# Nils Master®

FROM FINLAND  
NILS MASTER

ORIGINAL

by Finlandia-uistin Oy

## BETE®



### Classical and catchy lures

Legendary Handcrafted Lures from Finland

5 cm | 6 g  
Colour 07



# INVINCIBLE FLOATING

Hottest of the hot and a cut above the rest. Simply the Best!

The Nils Master Invincible is a real catcher. Its unique swimming action and effective colour combinations have caught record amounts of big fish all over the world.

8 cm | 8 g  
Colour 07



12 cm | 24 g  
Colour 07



15 cm | 30 g  
Colour 07



18 cm | 40 g  
Colour 07



20 cm | 70 g  
Colour 07



25 cm | 120 g  
Colour 07



Jointed 25 cm | 120 g  
Colour 07



Excellent for  
PIKE, PIKEPERCH,  
SALMON, TROUT,  
BARRAMUNDI,  
BARRACUDA,  
BASS, SNOOK,  
TARPON and  
large variety  
of other fish  
species.

This prolific fish catcher invincible lure has a slightly arched shape which produces a revolutionary swimming action. The legendary Invincible model comes in a range of sizes from 5 cm right up to 'the grand master' 25-cm version. It is available in Floating, Deep Runner and Shallow models. The 5-cm and 8-cm models are made of balsa wood, while the 12-cm, 15-cm, 18-cm, 20-cm and 25-cm models are made of abache wood.

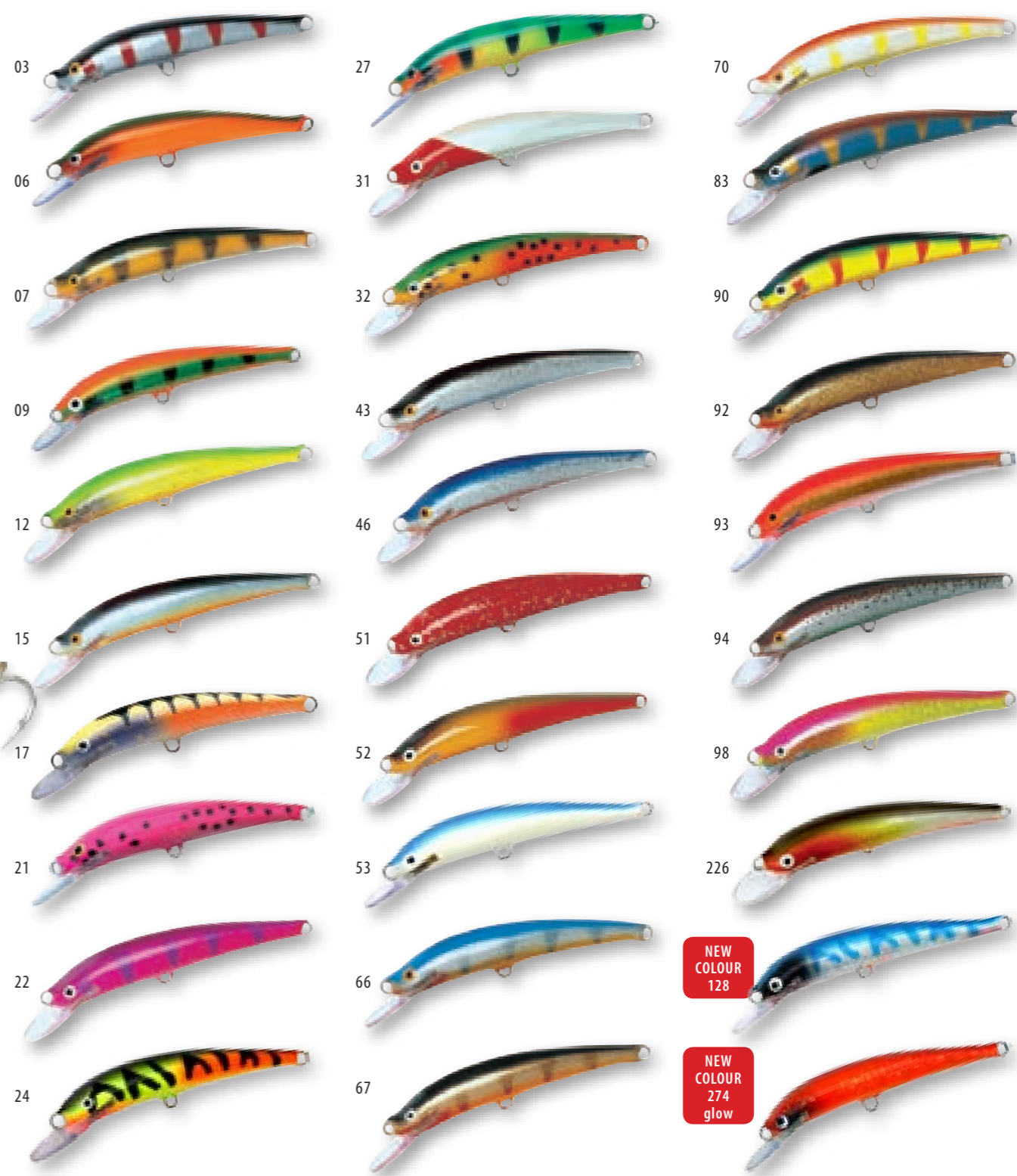
The Invincible wobbler floats on the surface but just a slight retrieve or pull gets it diving with a swimming action that imitates a bait fish. When the pulling stops the Invincible bobs back to the surface. The Invincible wobbler is easy to cast, and is great for trolling.



Size	Weight (appr.)	Swimming depth
5 cm	2"	6 g 1 m 3.5 ft
8 cm	3"	8 g 2 m 6.5 ft
12 cm	4-3/4"	24 g 2 m 6.5 ft
15 cm	6"	30 g 3 m 10 ft
18 cm	7"	40 g 3.5 m 11.5 ft
20 cm	8"	70 g 6 m 19.5 ft
25 cm	10"	120 g 6 m 19.5 ft
Jointed 25 cm	10"	120 g 6 m 19.5 ft

Heavy-duty corrosion-resistant saltwater hooks

## Invincible Floating colour chart:



NEW COLOUR 128

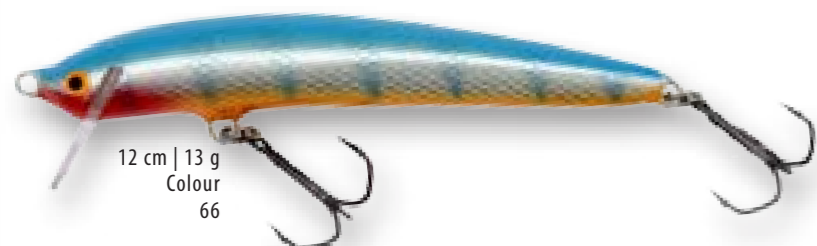
NEW COLOUR 274 glow

# INVINCIBLE SHALLOW

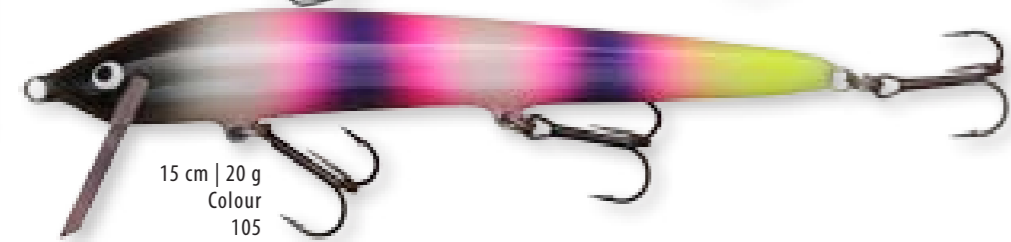
For casting or trolling shallow water.

The Invincible Shallow is a floating lure designed for use in extremely shallow waters, with a trolling depth of only 0-1 metre. Suitable for a large variety of freshwater and saltwater species.

Excellent for  
PIKE, PIKEPERCH,  
SALMON, TROUT,  
BASS.



12 cm | 13 g  
Colour  
66



15 cm | 20 g  
Colour  
105

Size	Weight (appr.)	Swimming depth
12 cm	4.7"	13 g 0-1 m 0-3 ft
15 cm	5.8"	20 g 0-1.5 m 0-4.5 ft



Invincible Shallow colour chart:



NEW COLOUR 24

NEW COLOUR 66



# INVINCIBLE DEEP RUNNER

Deep Runner dives to deep waters.

The Invincible Deep Runner wobbler is a floating wooden model that dives steeply immediately when you start to retrieve. The 12 cm version has a longer bib enabling it to reach a greater depth. A lifelike swimming action is excellent for deep water fishing. Proven to catch a wide range of fish species around the world.

Excellent for  
PIKE, PIKEPERCH, SALMON, TROUT,  
BARRAMUNDI, BARRACUDA  
and large variety of other  
fish species.



5 cm | 6 g  
Colour  
17



8 cm | 8 g  
Colour  
17



12 cm | 24 g  
Colour  
17

Size	Weight (appr.)	Swimming depth
5 cm	2"	6 g 2 m 6.5 ft
8 cm	3"	8 g 3 m 10 ft
12 cm	4.7"	24 g 7 m 22 ft

Saltwater hooks



Invincible Deep Runner colour chart:



NEW COLOUR 128

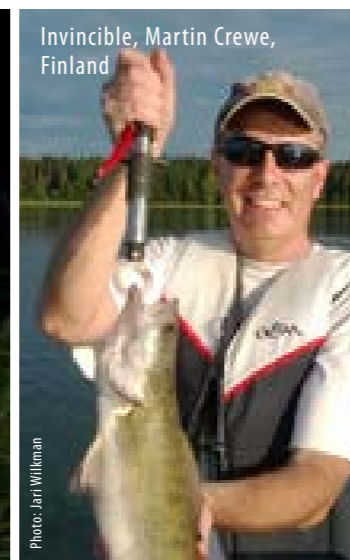
NEW COLOUR 274 glow



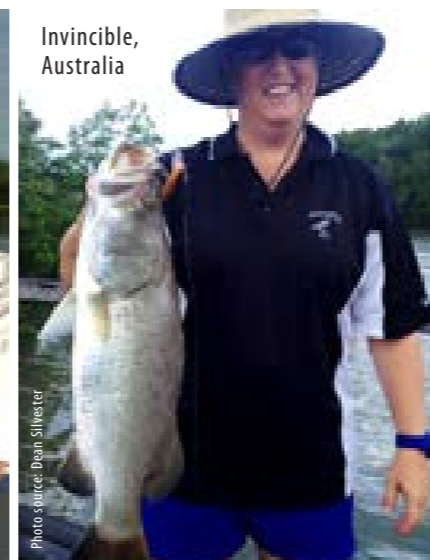
Invincible, Norway



Invincible, Dalibor Domanicky, Slovakia



Invincible, Martin Crewe, Finland



Invincible, Australia



8 cm | 14 g  
Colour  
128



# SPEARHEAD

The Ultimate Predator with a deadly shimmer.

The original Nils Master Spearhead is the famous catcher and one of the unique shape and weight design combinations in the Nils Master lure range. It has a tight swaying swimming action and it darts from side to side as if searching for prey fish. It is a real shark for catching many fish species and has caught numerous record fish. Excellent for casting to the river for Salmon and large trout. Suitable for casting or trolling.

Attracts e.g.

BARRAMUNDI, PIKE, PIKEPERCH, SALMON  
among many other fish species.

Size	Weight (appr.)	Swimming depth
8 cm	3.1"	14 g
		2.5 m
		8 ft



Spearhead colour chart:



NEW COLOUR  
128

NEW COLOUR  
248

NEW COLOUR  
274  
glow



7 cm | 8 g  
Colour  
31

# HAKA Deep Diving

Dives fast and deep.

The Haka Deep Diving is a wooden lure that dives fast and deep to follow the bottom contours of steep-sloping shorelines with lifelike swimming action. Proven to catch a large variety of fish species around the world.

Haka is excellent for

BASS, PERCH, PIKEPERCH, PIKE, TROUT, WALLEYE  
and many other fish species  
around the world.



Size	Weight (appr.)	Swimming depth
7 cm	2.7"	8 g
		0-5 m
		0-16 ft



Haka DD colour chart:

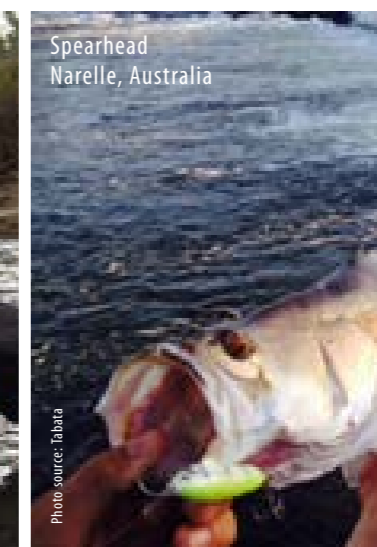


NEW COLOUR  
274  
glow



Photo: Narelle Emery

Selection colours of model Stalwart, lure for Australian market



Spearhead  
Narelle, Australia

Photo: Hannu Kangas



Haka,  
Finland

Photo: Hannu Kangas



12 cm | 68 g  
Colour  
66

## DartMaster

Designed for spinning anglers.

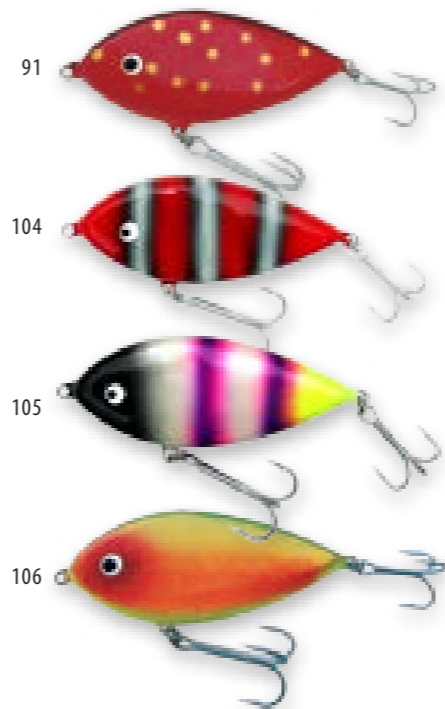
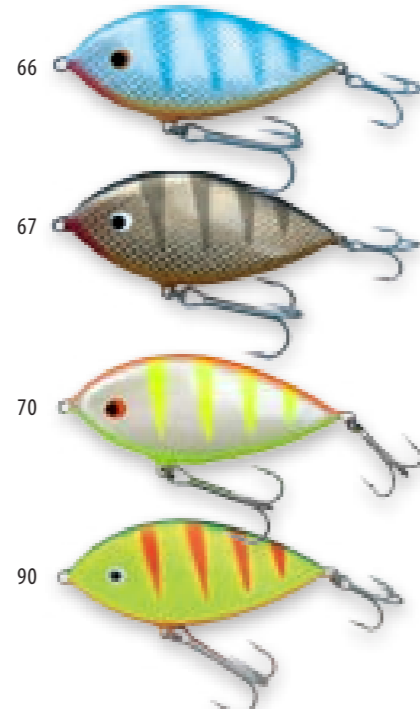
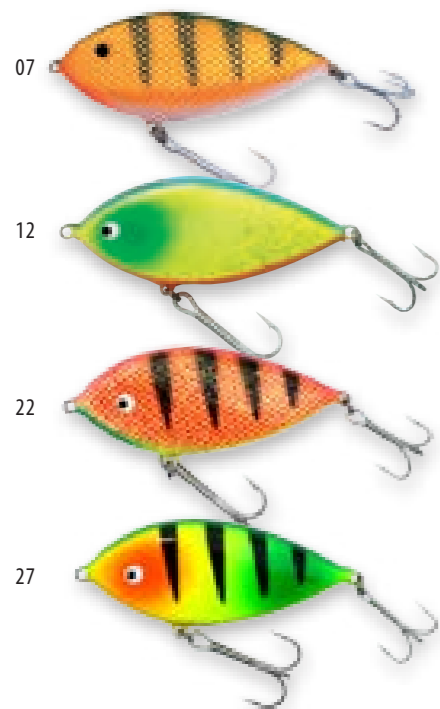
The DartMaster is a wooden jerk lure which glides from side to side, flashing its colourful flanks. It is cast and then allowed to sink in peace, after which it is jerked and the slack reeled in. The ideal place to use DartMaster is in waters under 4 metres. At the edge of the reeds or near by steep sided shorelines, ledges, rocks, in small bays where the big fish feed.

Size	Weight (appr.)	Swimming depth
12 cm	4.7"	68 g
		4 m ideal depth
		6 ft



Attracts especially PIKE, when trolling also PIKEPERCH, TROUT.

DartMaster colour chart:



## JUMBO Deep Diving

Strongest in the Sea.

Even at first glance you can tell that the Jumbo is a strong rock-solid lure. This wooden lure is excellent when searching for monster fish. It won't back down from anything, taking on any predator coming its way. It can withstand exceptionally fast trolling speeds. Because the biggest fish usually lurk in the deep the Jumbo is also an outstanding diver, reaching depths down to six meters in a blink of an eye.



12 cm | 32 g  
Colour  
90

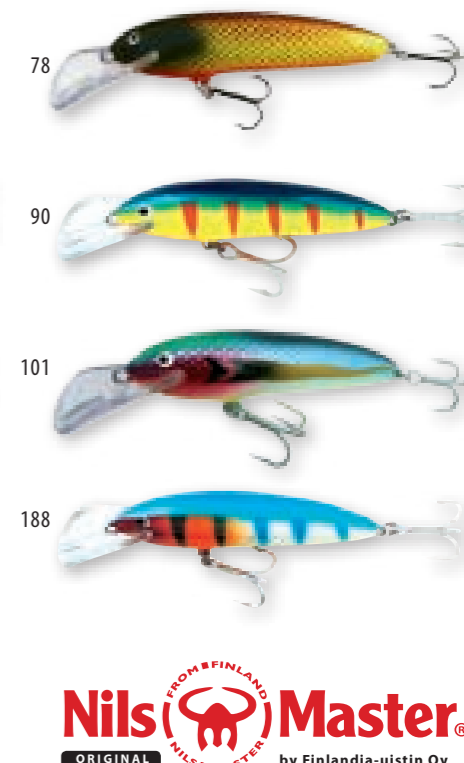
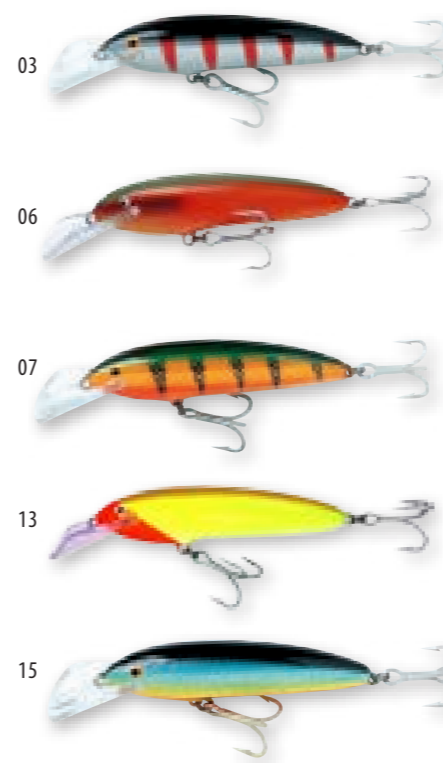
Size	Weight (appr.)	Swimming depth
12 cm	4.7"	32 g
		0-6 m
		0-19.5 ft



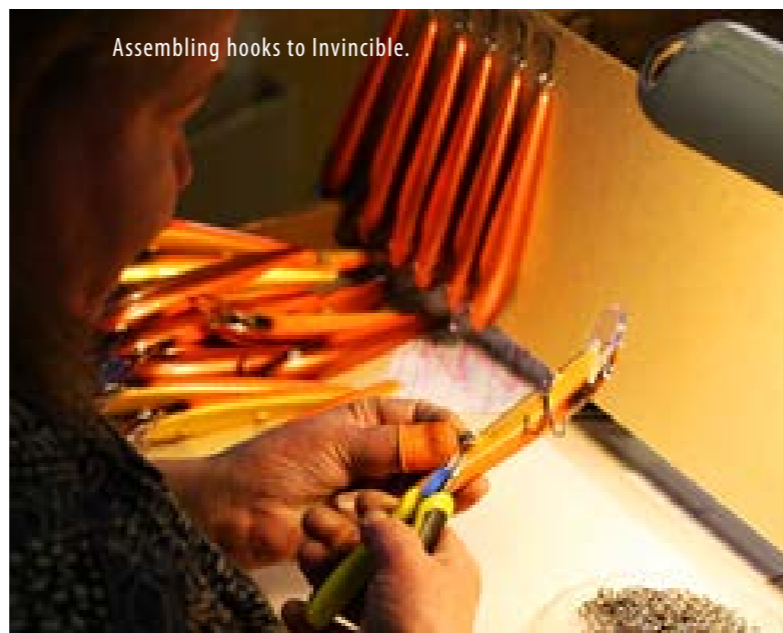
Excellent for

BASS, PIKE, PIKEPERCH, BARRAMUNDI.

Jumbo colour chart:



DartMaster, Finland



Assembling hooks to Invincible.



Adjusting lure after test swim.





5.5 cm | 9 g  
Colour  
137

7.5 cm | 17 g  
Colour  
146

# JÄPITTÄJÄ

The river beckons this lure.

"Jäpittäjä" swims with a fluttering motion. Suitable for casting and trolling.

In running water e.g. **TROUT, SALMON, GRAYLING.**  
In calm standing water e.g. **PERCH, PIKE.**



Size	Weight (appr.)	Swimming depth
5.5 cm	2.1"	9 g sinking
7.5 cm	2.9"	17 g sinking

Jäpittäjä colour chart:



NEW COLOUR  
274  
glow



7.5 cm | 6 g  
Colour  
673

11 cm | 22 g  
Colour  
652

# BIG MOUTH

Body language and sound forces predators to strike.

The Big Mouth has an open channel reaching through its exceptional structure. Hydrodynamics is the key word: the hydrodynamic force of the water passing through it makes the lure move in a manner, which imitates a live fish exceptionally well. It is precisely this lifelike swimming motion coupled with the 'sound' of water passing its body that makes Big Mouth the champion lure it is.

Excellent for **BASS, PIKE, SALMON, WALLEYE.**  
attracts also **PIKEPERCH** and **TROUT.**



Size	Weight (appr.)	Swimming depth
7.5 cm	2.9"	6 g 1 m when casting 2 m when trolling
11 cm	4.3"	22 g 2 m when casting 3-4 m when trolling

Big Mouth colour chart:



8 cm | 7 g  
Colour  
189

# NIRHA floating

Works especially in running water.

Nirha is a lure transforming from between fishing flies and wobblers. Nirha is very suitable for casting in rapids and rivers and running water. The movement of Nirha has its own moving personality and irregular swimming pattern. The fisherman can influence this movement by reeling and jerking. Nirha can best be used fishing from spring to autumn especially. Try it in running water with a rowing boat.

Especially for **TROUT, SALMON.**

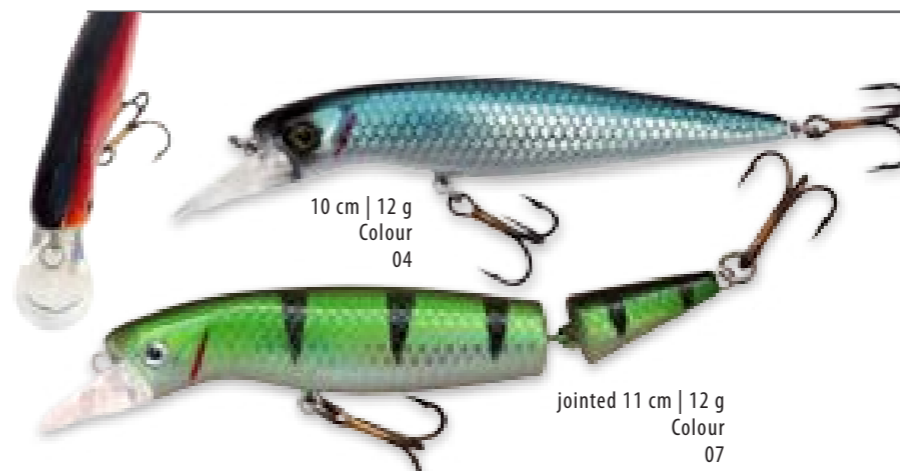


Size	Weight (appr.)	Swimming depth
8 cm	3.1"	7 g floating

Nirha colour chart:



NEW COLOUR  
274  
glow



10 cm | 12 g  
Colour  
04

jointed 11 cm | 12 g  
Colour  
07

# BeteZAP

Minnow imitating wobbler that seduces fish to Bite!  
Swimming action is so lifelike...

In 1962, Hannu Kangas carved a lure out of pine bark that has since then evolved into the Nils Master family of fishing lures. In 2009, he applied more modern techniques to design the BeteZap lure. The BeteZap is made out of polymer and its shape resembles that of a small fish. Its form colours and swim motion provide an irresistible combination for many game fish species. The lure is suitable for both casting and trolling.

Excellent for **BASS, PIKEPERCH, PIKE, TROUT** and many other fish species.

Size	Weight (appr.)	Swimming depth
10 cm	4"	12 g 3-4 m 10-12 ft
jointed 11 cm	4.3"	12 g 3-4 m 10-12 ft



BetZAP & jointed colour chart:



# LOTTO Spinner

Pure pocket dynamite.

Lotto Spinner's specially fish shaped and weighed body is plastic molded and hand painted for the best possible finish. The body of the Lotto Spinner will not rotate thus preventing line from twisting. Lotto Spinner is an excellent choice when only a spinner bait will do the job. Suitable for casting and trolling in flowing water, smaller lakes and ponds. Lotto spinner colour chart: available in many attracting colours.

Proven excellent for  
GRAYLING, PERCH, PIKE,  
SALMON, TROUT,  
WHITEFISH.



Size	Weight (appr.)	
25 mm	0.9"	6 g
35 mm	1.4"	9 g
45 mm	1.7"	12 g
60 mm	2.3"	15 g
75 mm	4.7"	24 g



Lotto Spinner colour chart, size 75 mm:



Lotto Spinner colour chart, size 25 mm:



Lotto Spinner colour chart, sizes 35–60 mm:





# NM TROLLING SPOON

Flashes in the water.

15 cm | 45 g  
Colour 05



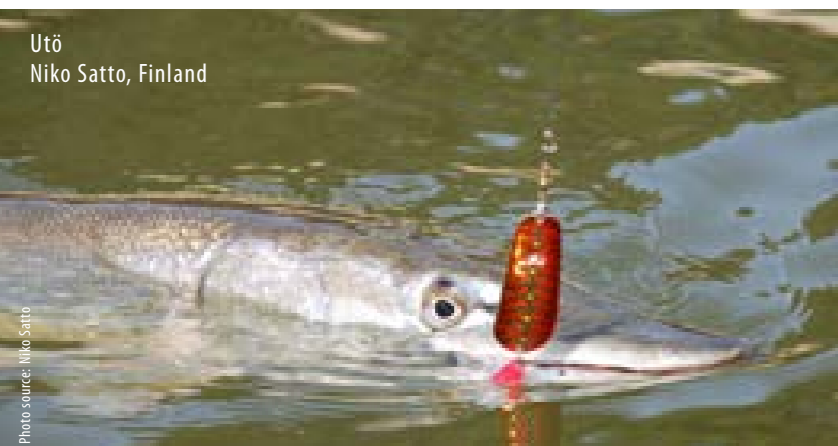
Made in Finland

Size	Weight (appr.)
15 cm	45 g

The top quality high gloss Nils Master Trolling Spoon has proven as a superior spoon in its metal spoon range category. It flashes in the water by turning from side to side thus attracting fish to strike.

Proven excellent for PIKE, PERCH.

NM Trolling Spoon colour chart:



75 mm | 23 g  
Colour XRS-08 silver

75 mm | 23 g  
Colour YP-07 brass  
With red bead

95 mm | 34 g  
Colour Z-05 brass

# UTÖ spoon

One of the best saltwater spoons.

The Utö spoon is available in three sizes from a light version to a heavy weight design for long casting. It has a lively wobbling action. Utö is without doubt one of the best salt water spoons in Scandinavia.

Utö colour chart:



Size	Weight (appr.)
75 mm	23 g
95 mm	34 g



Made in Finland



Also with red bead

60 mm | 12 g  
Colour VH-137

70 mm | 18 g  
Colour EH-189  
With red bead

80 mm | 23 g  
Colour BSF-01 Silver

Size	Weight (appr.)
60 mm	12 g
70 mm	18 g
80 mm	23 g



Made in Finland



Also with red bead

# KROKODIL

Legendary lure.

The Krokodil is a very effective spoon and continues to be one of the most popular lures in the Bete range. The blue Krokodil BSF which has now earned a reputation as a legend for catching fish in the Gulf of Finland. It has an irresistible intense swimming action, turning from side to side showing both glossy sides to the predator fish.

Krokodil & Turku colour chart:



90 mm | 33 g  
Colour XRS-08 Silver

Size	Weight (appr.)
90 mm	33 g



Made in Finland



# TURKU spoon

Reliable and steadfast.

The spoon is named after a very old Finnish town Turku, which is situated on the coast of the gulf of Finland and Turku archipelago. It's swimming action is as reliable and steadfast. By changing the retrieve speed the spoon will swim like a live bait fish.



**BABY SHAD**  
5 cm | 8 g  
Colour  
07



**JUNIOR SHAD**  
6 cm | 16 g  
Colour  
46



**JIGGING SHAD**  
7 cm | 23 g  
Colour  
93



Popular  
in  
America

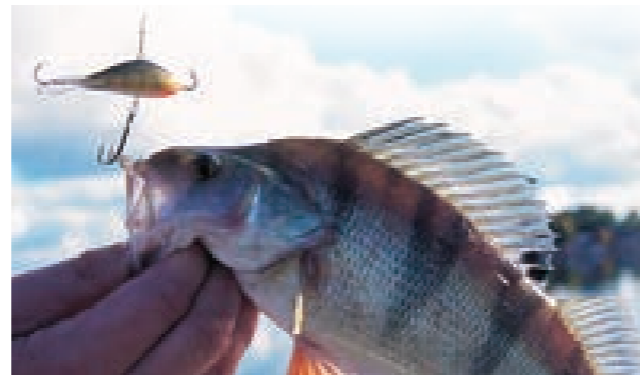


	Size	Weight (appr.)
Baby Shad	5 cm	2" 8 g
Junior Shad	6 cm	2.4" 16 g
Jigging Shad	7 cm	3" 23 g

# SHAD

Proven to catch monster walleyes and jumbo perch.

The Nils Master jigging shad series is specifically designed for vertical jigging through ice or in open waters. Also available in glow-in-the-dark colours which are more visible in murky water conditions. These aggressive colour schemes provoke fish to strike.



Shad colour charts:



GLOW COLOURS:



# ROTINKAINEN

One brilliant and catchy idea.

Two-in-one 5 cm Rotinkainen serves both as a balance jigger in the horizontal position and by attaching the line to the tail hook it can be used in a vertical position. For use in the vertical position leave the line attached to the body eyelet and then simply wrap the line 2-3 times around the tail hook. -When fishing using horizontal and vertical lure positions use a light jerk to activate the swimming action, says Kalevi Kangas who designed The Rotinkainen. The Rotinkainen 7 cm & 9 cm are best used in the horizontal position.

5 cm | 4 g  
Colour  
02



7 cm | 12 g  
Colour  
45



9 cm | 42 g  
Colour  
174 glow

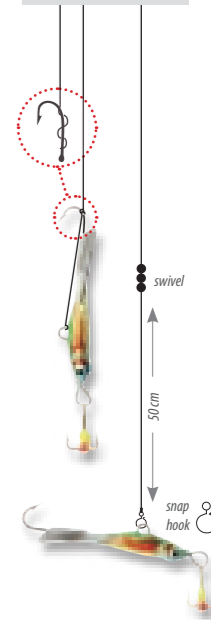
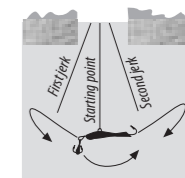


Designed by  
*Kalevi Kangas*

Size	Weight (appr.)
5 cm	2" 4 g
7 cm	2.7" 12 g
9 cm	3.5" 42 g



Rotinkainen colour charts:



GLOW COLOURS:





Jigger-0

Jigger-1

Jigger-1.5

Jigger-2

Jigger-3

Jigger-4

For the bigger fish

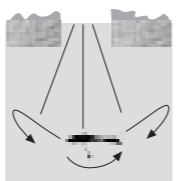
Hook attachment same as in Jigger-4 for the bigger fish

# BALANCE JIGGER

Most versatile, deadly and proven lure ever developed for vertical jigging.

In the 1970's the Kangas brothers designed this jigger from their own ice fishing experiences. It has become a legend amongst fishing enthusiasts all around the world.

The Nils Master balance jigger has a special body design that is made for ice fishing or jigging in open waters. This Jigger swims in such a way that it appears to be searching for prey fish by turning back and darting through the starting point thus attracting fish to strike. Available in 6 sizes – proven to catch a large variety of fish species.



Attracts especially BASS, PERCH, PIKE, SALMON, TROUT, WALLEYES.

Jigger	Size	Length	Weight (appr.)
Jigger-0	3 cm	1.2"	4 g
Jigger-1	4 cm	1.6"	6 g
Jigger-1.5	5 cm	2"	8 g
Jigger-2	7 cm	2.8"	10 g
Jigger-3	8 cm	3.2"	25 g
Jigger-4	12 cm	4.8"	45 g

● Long shank gold hook



## Balance Jigger colour charts:



Balance jigger, Dean Silvester, Australia

## GLOW COLOURS:



NEW COLOUR 174 glow



5 cm | 12 g  
Colour  
172



Made in Finland

# NISÄ

Calm & Seductive Hunter.

The aerodynamic shape of the Nisä with two distinctive side fins and its sharp tapered under belly give it a calm, seductive swimming motion and stealth like appearance. The best time for fishing with the Nisä is December, January & February when the fish are most sensitive.

Nisä when jigged from a stationary start point will first move in one direction before turning on itself and returning to the start point where it will stop. Then when jigged again it will dart in the other direction tantalizing the fish and turn on itself before returning back to the start point where it will stop again.



Size	Weight (appr.)
5 cm	2" 12 g

Especially for PERCH, PIKE.

Nisä colour charts:



The fisherman controls the repeated jigging motion. It is known that perch, pikeperch & pike most often strike when the jigger is at a stop. The lure has hooks at both ends and is also equipped with a clasp which allows the central coloured hook to be changed easily.



# New model

# LOVIISA

Widens the strike zone.

The specially shaped body of the Loviisa allows it to fall diagonally away from the vertical line. Its movement & behavior in the water widens the striking zone for attracting predator fish to strike. The slow fluttering action created in water resembles a small bait fish in distress.

When ice-fishing in winter time allow the Loviisa jig to free fall to the bottom and then make long, gentle upward pulls to raise the jig and then allow it to free fall back-down and repeat this motion.

When fishing in summer time in open water it is recommended to reel completely in from time to time and allow it to free fall to the bottom again and repeat this motion.

The Loviisa jig is named after the famous fishing town in Finland known for the big fish. Designed by Hannu Kangas.

65 mm | 11 g

Available in  
BASE METAL  
COLOURS

S= silver  
C= copper  
B= brass



Loviisa colour chart: 001-S/B, 002-S/C, 004-S/S, 003-C/B, 006-C/C, 005-B/B

Size	Weight (appr.)
65 mm	2.6" 11 g



Made in Finland

Designed by Hannu Kangas

New size



65 mm | 8 g

Available in  
BASE METAL, PAINTED and  
GLOW COLOURS

Quick  
Clip  
Chain

75 mm | 12 g

Available in  
BASE METAL,  
PAINTED and  
GLOW COLOURS



Made in Finland



Size	Weight (appr.)
65 mm	2.6" 8 g
75 mm	3" 12 g

# JALO

Winged-like body shape creates a unique movement.

The winged-like body shape of the Jalo creates a unique movement in water and instinctively attracts fish from near and far.

When using Nils Master jigs it is easy to change hooks because of the quick clip chain it comes with. In winter when the water is cold fish are known to eat little. The small hook is like a bait that looks tempting to fish and will attract them to catch it.

In warmer water time the bigger hook tempts a bigger catch.

Jalo colour charts:

BASE METAL COLOURS:

PAINTED COLOURS:

GLOW COLOURS:



S= silver  
C= copper  
B= brass

Available in  
BASE METAL COLOURS

Colour chart:  
011-S/S  
012-S/C  
013-B/B  
014-C/C  
015-C/B  
017-S/B

S= silver  
C= copper  
B= brass



50 mm | 8 g

60 mm | 13 g

75 mm | 20 g



Made in Finland



Size	Weight (appr.)
50 mm	2" 8 g
60 mm	2.4" 13 g
75 mm	3" 20 g

# SNUB-HEAD

Lures them in.

The new shape of the Nils Master Snub-Head has a tapered body. It is spoonlike in appearance and comes with a two coloured treble hook. When lowered into water it sinks in a shimmering manner. The bright shining effect of the body will arouse interest from near by fish and together with the colourful treble hook will tantalize fish to strike.

It is said that there are many techniques for jigging with the snub-head – and that each fishing enthusiast will soon develop his own style. What's yours?

The snub-head is available in 6 colour variations and 3 sizes.

It is easy to use and highly effective for catching perch and pike and many other fish species.



Photo source: Finlandia-uistin Oy



Photo source: Finlandia-uistin Oy

# DUELER

Easy-to-use.

New Dueler is conical and spoonlike. This vertical jig wobbles almost horizontally during freefall. Swim the Dueler with long and relaxed pulls, lightly shaking the end of the rod once in a while. Its bright glitter and coloured treble hook are guaranteed to goad fish into action. The easy-to-use and steady Dueler is available in new colours and sizes.



45 mm | 4 g

Available in  
BASE METAL  
COLOURS

55 mm | 5 g

Available in  
BASE METAL, PAINTED  
and GLOW COLOURS

75 mm | 9 g

Available in  
BASE METAL, PAINTED  
and GLOW COLOURS

Size	Weight (appr.)	
45 mm	1.7"	4 g
55 mm	2.2"	5 g
75 mm	3"	9 g



Dueler colour charts:

BASE METAL COLOURS:



S= silver  
C= copper  
B= brass

001-S/B  
002-S/C  
004-S/S

003-C/B  
006-C/C

005-B/B

PAINTED COLOURS:



179/  
Copper

586/  
Silver

591/  
Silver

GLOW COLOURS:



088/  
Silver

180/  
Brass

NEW  
COLOUR  
592/  
Brass

# RAPTOR

Radiant Raptor with Team Nils Master selected colour patterns.

The Raptor is a jig with special swim characteristics. For example, if you give the jig a long upward pull, the Raptor will swim with a slight wobble when sinking back down. A coloured treble hook provides additional stimulus. Available in fabulous colours and four sizes.

*New size*



40 mm | 4 g

Available in  
BASE METAL,  
PAINTED 591,  
HOLOGRAPHIC 588, 589  
and GLOW COLOURS

60 mm | 6 g

Available in  
BASE METAL, PAINTED,  
HOLOGRAPHIC and  
GLOW COLOURS

75 mm | 12 g

Available in  
BASE METAL, PAINTED,  
HOLOGRAPHIC and  
GLOW COLOURS

90 mm | 18.5 g

Available in  
BASE METAL, PAINTED,  
HOLOGRAPHIC and  
GLOW COLOURS

Size	Weight (appr.)	
40 mm	1.6"	4 g
60 mm	2.4"	6 g
75 mm	3"	12 g
90 mm	3.5"	18.5 g



Raptor colour charts:

BASE METAL COLOURS:



S= silver  
C= copper  
B= brass

001-S/B  
002-S/C  
004-S/S

PAINTED COLOURS:



009/  
Copper

179/  
Copper

586/  
Silver

591/  
Silver

HOLOGRAPHIC COLOURS:

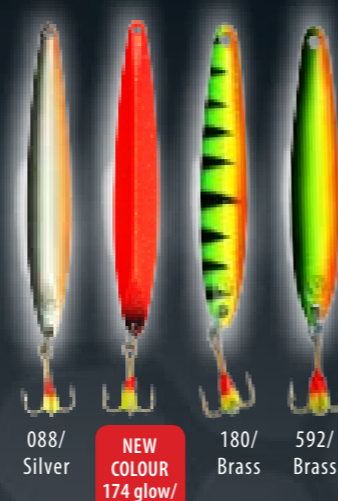


008/  
Silver

588/  
Silver

589/  
Silver

GLOW COLOURS:



088/  
Silver

NEW  
COLOUR  
174 glow/  
Copper

180/  
Brass

592/  
Brass



Niilo Putkonen,  
Nauvo,  
Finland

Photo source: Niilo Putkonen



Photo source: Finlandia-uistin Oy

New size



35 mm | 3 g

Available in  
BASE METAL,  
PAINTED 586, 591,  
HOLOGRAPHIC  
and GLOW COLOURS



50 mm | 4 g

Available in  
BASE METAL,  
PAINTED, HOLOGRAPHIC  
and GLOW COLOURS



60 mm | 10 g

Available in  
BASE METAL,  
PAINTED, HOLOGRAPHIC  
and GLOW COLOURS



75 mm | 16 g

Available in  
BASE METAL,  
PAINTED, HOLOGRAPHIC  
and GLOW COLOURS

# HANSKI

Quick clip chain.

When using Nils Master jigs it is easy to change hooks because of the quick clip chain it comes with. In winter when the water is cold fish are known to eat little. The small hook is like a bait that looks tempting to fish and will attract them to catch it. In warmer water time the bigger hook tempts a bigger catch. The Hanski swims lightly and the shimmering movement instinctively attracts fish.

Size		Weight (appr.)
35 mm	1.4"	3 g
50 mm	2"	4 g
60 mm	2.4"	10 g
75 mm	3"	16 g



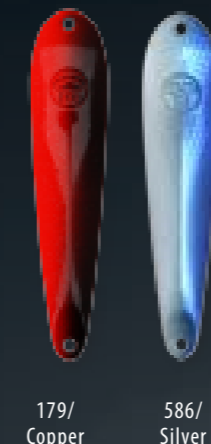
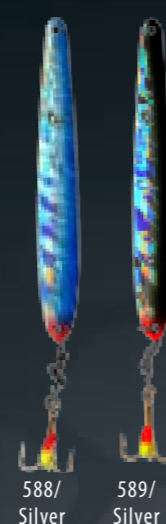
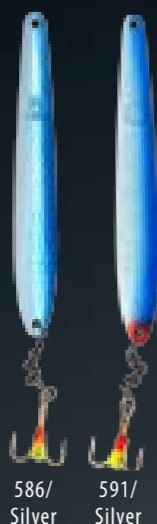
Hanski colour charts:

BASE METAL COLOURS:

PAINTED COLOURS:

HOLOGRAPHIC COLOURS:

GLOW COLOURS:



Norjig colour charts:

BASE METAL COLOURS:

PAINTED COLOURS:

GLOW COLOURS:

10 cm | 74 g  
Colour  
586/  
Silver



# NORJIG

For fishing big fish in deep water.

Ideal for jigging from a boat in summer time and winter ice-fishing. When jigging from a boat the Norjig will drop quickly to the bottom and by re-peating big upward pulls and allowing it to drop back down the Norjig falls with a fluttering motion which will arouse the fish to strike. Also can be cast away from the boat and retrieved. For casting method: Cast Norjig into a good-looking location and let it settle to the desired depth before starting to retrieve. It is recommended to use a slow retrieve which allows the Norjig to make a slight flutter action and flashing of its sides. Suitable for a large variety of fresh and salt water fish species.

Size		Weight (appr.)
10 cm	4"	74 g



## Original Nils Master - the finest catches all over the world

Finlandia-uistin Oy is a family business cherishing handicraft and traditions of high quality. Hannu and Kalevi Kangas established the business in 1963 manufacturing fishing lures under the trade name Nils Master. In 1978 the legendary Bete lures joined on the product palette of Finlandia-uistin.

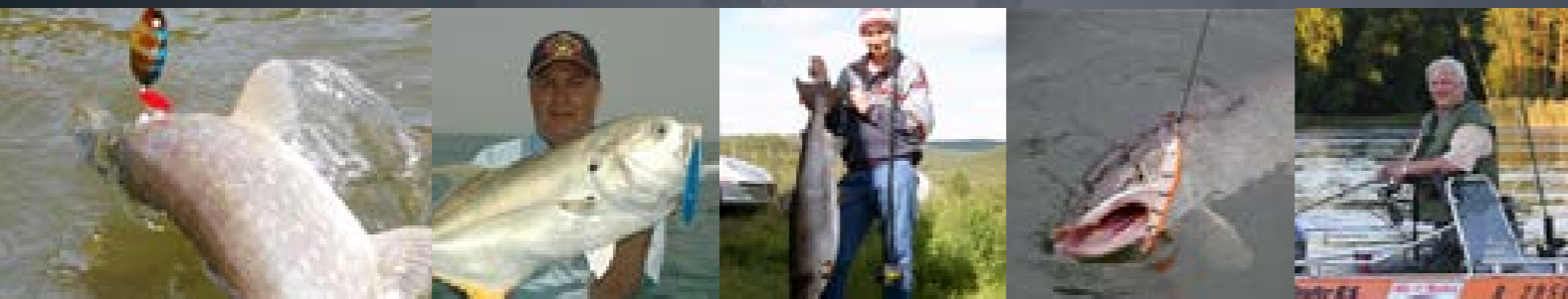
For fifty years the Nils Master lures have proved that the effect that the lure creates is more important than the external imitation. "The attraction of a lure is a compromise between movement and colours. Or a conflict. It's something you can't fully explain", say the brothers from experience. The brothers sense of colour is regarded as a real strength. Nils Master brought colour to lures in a revolution of stripes and parrot colouring.

A Finlandia-uistin lure is a combination of professional handicraft and the latest technology. Manufacturing top-end lures is a labour-intensive process. Before one is ready for packaging, it has gone through over 22 different work stages by hand. Each lure made by Finlandia-uistin is individually quality controlled, hand tuned and swim tested before packaging.

The Kangas family pays careful attention to feedback from fishing enthusiasts from all around the world and hints are

always applied in product development. Finlandia-uistin actively strives to develop new products to meet wishes of anglers and each year brings new models and colour options to the market.

The Nils Master product range is extensive. Trolling spoons, wobblers, spinners and jigs have not been the same since Nils Master lures came on the market with their vertical stripes and parrot colouring. Nils Masters were the first fishing tackles to use unusual colours and their fishing results were excellent. "In 1965 we started designing a line of lures decorated with a world of colours totally unseen before. After one year development work we presented the line, which was named Nils Master, to our cooperation partners in the United States." Today Invincible, Spearhead, Stalwart, Haka, Jumbo, Nils Master Trolling Spoon, Big Mouth, Dart Master, Nils Master Jiggers, Bete spoons and Lotto Spinners are names familiar to fishermen around the world.



## Fresh or salty water, Bete bites

In 1978 the legendary Bete lures developed by Tage Tysklind in the 1940s joined Nils Master on the product palette of Finlandia-uistin.

The Bete spoons is a brilliantly designed metal spoon range. Its quality and effectiveness is supreme. Made from the finest quality materials. These superbly finished, long casting spoons are available in three different type and many sizes.



# COLOURS



### Colours of lures

Every colour illustrated in the lure colour charts of Finlandia-Uistin Oy are proven colours known to catch fish. Hannu & Kalevi Kangas have created many of the Nils Master colours from their own fishing experiences.

Colour samples are sent to fishing experts all around the world for testing and trialing in real fishing circumstance and their feedback is key to developing colours that suit to all kinds of fishing waters and fish species. From the words of Hannu & Kalevi Kangas - The attraction of a lure is a compromise between movement and colours. Or a conflict. It's something you can't fully explain, say the brothers from experience.

The brothers sense of colour is regarded as a real strength having brought colour to lures in a revolution of stripes and parrot colouring. From my own fishing experiences I know that when I'm fishing for Zander with 15 cm Invincible Floating model for example there are many factors in the fishing

that will improve my catch success. One important factor is making sure that I'm geared-up with a wide selection of Nils Master Invincible colours in my tackle box as the fish biting colours can change at different times and it is often trialing with different colours that makes the difference between catching that fish or not.

You can increase your success by having more colours of a lure model at hand don't just rely on one colour. My fishing buddy had a brown colour Nils Master 25 cm Invincible Floating and he was always saying to me he has never caught anything with this colour. It became a bit of a joke between us but one day he put it out on the water last Autumn and landed his personal record size Pike. I've never seen such a happier fisherman.

Martin Crewe  
Intl sales/marketing manager, Finlandia-Uistin Oy



### Sales promotionals:



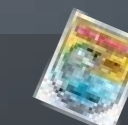
Nils Master cap



Nils Master badges



Nils Master woodboard 58 x 22 cm



Nils Master sticker



Nils Master reflector



Boat sticker with 60 cm measure



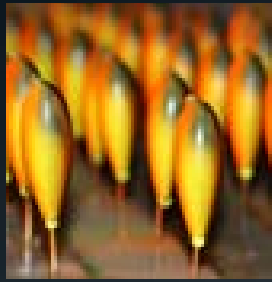
Nils Master keyring



Nils Master fish club + bottle opener



Get company logo on your lures.



Finlandia-uistin Oy is a family business cherishing handcraft and traditions of high quality. Hannu and Kalevi Kangas established the business in 1963 manufacturing fishing lures under the trade name Nils Master. Trade name Bete joined the family 1978.

Today Invincible, Spearhead, Stalwart, Haka, Jumbo, Nils Master Trolling Spoon, Big Mouth, DartMaster, Nils Master Balance Jiggers, Bete spoons and Lotto Spinners are names familiar to fishermen around the world.

The trends of the future shows in manufacturing as using environmentally friendly materials.



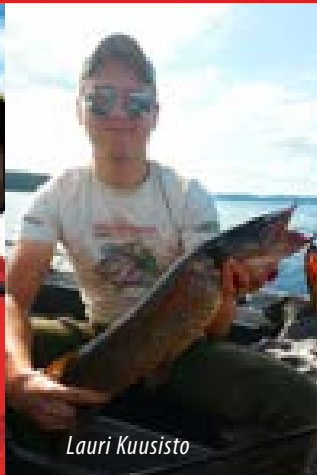
We reserve the right to make changes. Due to technical reasons the colors may not exactly match the real colors.



Hannu Kangas



Hannele Kangas



Lauri Kuusisto



Miia Kangas



Martin Crewe

# finlandia-uistin Oy

The Creator of Classic Lures

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[www.nilsmaster.fi](http://www.nilsmaster.fi)