

BENEFIT

“It means you can catch it.”
BOZLES – an uncompromising commitment to tungsten.



FEATURE 01

Committed to finding the shape of small fish that the big ones go for.

SMALL SILHOUETTE

Tungsten – with a specific gravity 1.6 times more than lead. Tungsten in a small silhouette elicits biting in the targets that prey on small fish. Left and right like a spoon used for trout fishing.

FEATURE 02

Rapid sinking, even in turbulent waters.

FALL SPEED

These use the heaviest material in metal jigs that are readily available, so they also sink fastest. They perform well even in fast currents, when you want to sink them all the way down as quickly as possible.



FEATURE 03

Going farther! Hitting where you want.

CASTING DISTANCE

You can count on tungsten's specific gravity not just in the water, but in the air as well. These are resistant to winds when casting, and are ideal for shore casting when you want distance.



But despite tungsten's effectiveness in catching fish, it does also have drawbacks. It's a rare metal, which means it's expensive. Its melting point of 3,422 degrees Celsius is the highest of any metal, so forming it requires special equipment. It doesn't hold coating well, so applying paint is difficult.

At BOZLES, our aims are to improve our procurement capabilities and offer products at low prices, improve our technical strengths and plan products based on novel ideas, and carry on technical innovations and improve painting, and are pressing ahead toward manufacturing the world's best-catching lures.