



*High Roller*TM

FISHING LURE COMPANY, L.L.C.

PRODUCT CATALOG



2.75" PopRoller™

Series - SKU: #	PR 275
Product Name:	2.75" PopRoller™
Dimensions:	L 2 3/4" x W 3/4" x H 3/4"
Weight:	4/10 Ounce
Suggested Retail:	\$9.99
Available sizes	2 3/4"

Product Description

This spitting surface popper is characterized by its splash and schooling bait-fish characteristics. A great finesse lure and a must for river Smallmouth Bass and Spotted Bass fisherman. The PopRoller™ also shines in small ponds and for saltwater fisherman where a subtle lure produces. Physical attributes: solid wood, 4/10 ounce, custom lacquer paint job, brilliant 2 part epoxy coating, stainless steel saltwater ready hardware, and hand-tied genuine buck tail on VMC "X" Strong saltwater ready hooks.

Colors





3.25" HighRoller™

Series - SKU: #	HR 325
Product Name:	3.25" HighRoller™
Dimensions:	L 3 1/4" x W 3/4" x H 3/4"
Weight:	4/10 Ounce
Suggested Retail:	\$9.99
Available sizes	3 1/4"

Product Description

Our company's core lure and most versatile lure. The 3.25" HighRoller™ is characterized by its extremely long casting ability and highly active back-and-forth jumping motion. The 3.25" HighRoller™ is a must for bank fisherman and boaters stalking hard to reach schooling fish. Physical attributes: solid wood, 4/10 ounce, custom lacquer paint job, brilliant 2 part epoxy coating, stainless steel saltwater ready hardware and #4 VMC "X" Strong Saltwater ready hooks.

colors



Black Orange
-BL-



Blue Shad
-BS-



Bone
-BO-



Electric Trout
-ET-



Fire Tiger
-FT-



Florida Special
-FS-



Frog
-FG-



Golden Shiner
-GS-



Green Back
-GB-



Gulf Coast Special
-GCS-



Pearl Chartreuse
-PCHT-



Perch
-PCH-



Red Head
-RH-



Steel Shad
-SS-



Tequila Sunrise
-TS-



4.25" HighRoller™

Series - SKU: #	HR 425
Product Name:	4.25" HighRoller™
Dimensions:	L 4 1/4" x W 9/16" x H 9/16"
Weight:	6/10 Ounce
Suggested Retail:	\$10.99
Available sizes	4 1/4"

Product Description

Our company's core lure and most versatile lure. The 4.25" HighRoller™ is characterized by its extremely long casting ability and highly active back-and-forth jumping motion. The 4.25" HighRoller™ is a must for bank fisherman and boaters stalking hard to reach schooling fish. Physical attributes: solid wood, 6/10 ounce, custom lacquer paint job, brilliant 2 part epoxy coating, stainless steel saltwater ready hardware and #2 VMC "X" Strong Saltwater ready hooks.

colors



Black Orange
-BL-



Blue Shad
-BS-



Bone
-BO-



Electric Trout
-ET-



Fire Tiger
-FT-



Florida Special
-FS-



Golden Shiner
-GS-



Green Back
-GB-



Gulf Coast Special
-GCS-



Pearl Chartreuse
-PCHT-



Perch
-PCH-



Red Head
-RH-



Steel Shad
-SS-



Tequila Sunrise
-TS-



3.0" ChugRoller™

Series - SKU: #	CR 300
Product Name:	3.0" ChugRoller™
Dimensions:	L 3" x W 3/4" x H 3/4"
Weight:	5/10 Ounce
Suggested Retail:	\$10.99
Available sizes	3"

Product Description

This custom made surface chugger is characterized by its aggressive echoing chug and splash that calls fish from great distances creating "Bone Jarring" hits. Specifically designed for Largemouth and Smallmouth Bass, the ChugRoller™ is deadly for Redfish, Sea Trout and Snook. Physical attributes: solid wood, 5/10 ounce, custom lacquer paint job, brilliant 2 part epoxy coating, stainless steel saltwater ready hardware and hand-tied, natural buck tail on VMC "X" Strong Hooks.

colors





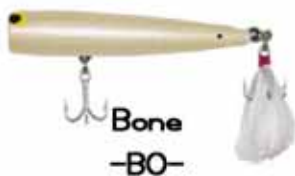
5.0" chugRoller™

Series - SKU: #	CR 500
Product Name:	5.0" ChugRoller™
Dimensions:	L 5" x W 7/8" x H 7/8"
Weight:	1 1/10 Ounce
Suggested Retail:	\$13.95
Available sizes	5"

PRODUCT DESCRIPTION

This large surface chugger is characterized by its aggressive echoing chug and splash that calls fish from great distances enticing "Bone Jarring" strikes. Originally designed to endure the unyielding punishment of the ill-tempered South American Peacock Bass, the 5" ChugRoller™ is deadly for Tarpon, Speckled Sea Trout, Mackerel, Bluefish and big Stripers. Physical attributes: solid wood, 1 1/10 ounce, custom lacquer paint job, brilliant 2 part epoxy coating, stainless steel saltwater ready hardware and hand-tied, natural buck tail on VMC "X" Strong Hooks.

COLORS





3.25" RipRoller™

Series - SKU: #	RR 325
Product Name:	3.25" RipRoller™
Dimensions:	L 3 1/4" x W 3/4" x H 3/4"
Weight:	4/10 Ounce
Suggested Retail:	\$9.99
Available sizes	3 1/4"

Product Description

This loud rowdy lure is characterized by its aggressive propeller. The 3.25" RipRoller™ is ideal for fishing the edges of hydrilla lined shorelines, bull rushes and stump fields. The 3.25" RipRoller™ is deadly for Largemouth and Smallmouth Bass, as well as Redfish, Speckled Sea Trout, and Snook. Physical attributes: solid wood, 4/10 ounce, custom lacquer paint job, brilliant 2 part epoxy coating, stainless steel saltwater ready hardware and #4 VMC "X" Strong Saltwater ready hooks.

colors



Black Orange
-BL-



Blue Shad
-BS-



Bone
-BO-



Electric Trout
-ET-



Fire Tiger
-FT-



Florida Special
-FS-



Frog
-FG-



Golden Shiner
-GS-



Green Back
-GB-



Gulf Coast Special
-GCS-



Pearl Chartreuse
-PCHT-



Perch
-PCH-



Red Head
-RH-



Steel Shad
-SS-



Tequila Sunrise
-TS-



4.25" RipRoller™

Series - SKU: #	RR 425
Product Name:	4.25" RipRoller™
Dimensions:	L 4 1/4" x W 9/16" x H 9/16"
Weight:	6/10 Ounce
Suggested Retail:	\$10.99
Available sizes	4 1/4"

Product Description

This loud rowdy lure is characterized by its aggressive propeller. The 4.25" RipRoller™ is ideal for fishing the edges of hydrilla lined shorelines, bull rushes and stump fields. The 4.25" RipRoller™ is deadly for Largemouth and Smallmouth Bass, as well as Redfish, Speckled Sea Trout, and Snook. Physical attributes: solid wood, 6/10 ounce, custom lacquer paint job, brilliant 2 part epoxy coating, stainless steel saltwater ready hardware and #2 VMC "X" Strong Saltwater ready hooks.

colors



Black Orange
-BL-



Blue Shad
-BS-



Bone
-BO-



Electric Trout
-ET-



Fire Tiger
-FT-



Florida Special
-FS-



Golden Shiner
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Green Back
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Gulf Coast Special
-GCS-



Pearl Chartreuse
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Perch
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Red Head
-RH-



Steel Shad
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Tequila Sunrise
-TS-



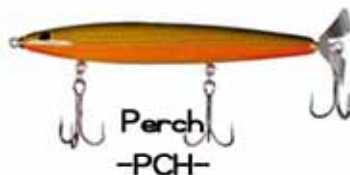
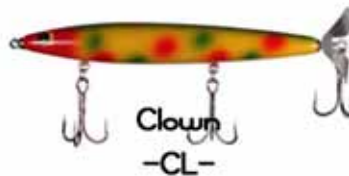
6.25" RipRoller™

Series - SKU: #	RR625
Product Name:	6.25" RipRoller™
Dimensions:	L 6 1/4" x W 9/16" x H 9/16"
Weight:	1 4/10 Ounce
Suggested Retail:	\$16.95
Available sizes	6 1/4"

Product Description

Specifically designed to endure the vicious, top-water attacks of one of the world's most aggressive fish: the ill tempered, lure crunching, South American Peacock Bass. Whether casting and ripping or "slow" trolling, the 6.25" RipRoller™ is a serious lure for World Class Fisherman and a must for trophy fish. A great lure for Big Stripers, Massive Musky, Bull Reds and Big Sea Trout. Physical attributes: solid wood, 1 4/10 ounce, custom lacquer paint job, brilliant 2 part epoxy coating, saltwater ready hardware and VMC "X" Strong hooks.

Colors





4.25" WiggleRoller™

Series - SKU: #	WR 425
Product Name:	4.25" WiggleRoller™
Dimensions:	L 4 1/4" x W 9/16" x H 9/16"
Weight:	6/10 Ounce
Suggested Retail:	\$10.99
Available sizes	4 1/4"

Product Description

Uniquely designed with the bulk of the wood at the rear, the WiggleRoller™ catapults toward the surface in a rearward motion when stopped or paused. Trailing fish instinctively strike with tenacious veracity at this great 'twitch' bait and trolling lure; it's ideal for targeting rising and falling reservoirs, creek channels, boat docks and oyster bar channels. Physical attributes: solid wood, 6/10 ounce, custom lacquer paint job, brilliant 2 part epoxy coating, stainless steel saltwater ready hardware and #2 VMC "X" Strong Saltwater ready hooks.

colors



Black Orange
-BL-



Blue Shad
-BS-



Bone
-BO-



Electric Trout
-ET-



Fire Tiger
-FT-



Florida Special
-FS-



Frog
-FG-



Golden Shiner
-GS-



Green Back
-GB-



Pearl Chartreuse
-PCHT-



Perch
-PCH-



Red Head
-RH-



Steel Shad
-SS-



Tequila Sunrise
-TS-



3" Fingerling™

Series - SKU: #	HG314, HG338
Product Name:	3" Fingerling™
Dimensions: (incl. Head)	L 3 3/4" x W 7/16" x H 3/4"
Weight:	1/4 oz. or 3/8 oz.
Suggested Retail:	\$5.49
Available sizes	1/4 oz. or 3/8 oz.

Product Description

The 3" Fingerling Holographic Jig is a great subsurface bait for both saltwater and freshwater fishing. Their unmatched quality and wounded baitfish characteristics give you the competitive advantage to land that trophy of a lifetime. The realistic head designs are accompanied by razor sharp Mustad hooks to ensure extraordinary catch rates. Head sizes are available in 1/4 and 3/8 ounces and are matched beautifully to the vibrant colors of the bodies. Each lure is packaged with one head and 3 replacement bodies.

Colors



Black Gold
-BG-



Chartreuse Bandit
-CB-



Dolphin
-DO-



Pinfish
-PF-



Red Flake
-RF-



Trout
-TRT-



5" Fingerling™

Series - SKU: #	HG538, HG558, HG510
Product Name:	5" Fingerling™
Dimensions: (incl. Head)	L 5 7/8" x W 5/8" x H 1"
Weight:	3/8 oz. or 5/8 oz. or 1 oz.
Suggested Retail:	\$6.49
Available sizes	3/8 oz. or 5/8 oz. or 1 oz.

Product Description

The larger size of the 5.0" Fingerling Holographic Jig makes it a favorite among the saltwater species and some of the larger fresh water species. Whether casting or trolling, these professional grade plastics with vibrant colors give you the ultimate fish catching combination. The innovative head design comes equipped with razor sharp Mustad hooks and is available in three different weight sizes - 3/8, 5/8 and 1 ounce. The lures come in 6 attractive colors. Each lure is packaged with one head and 3 replacement bodies.

Colors



Black Gold
-BG-



Chartreuse Bandit
-CB-



Dolphin
-DO-



Pinfish
-PF-



Red Flake
-RF-



Trout
-TRT-



accessories

Hats & Visors - 100% brushed cotton. Adjustable back strap; raised embroidered logo with striking accent trim. One size fits most. Hats available in Red or Pale Khaki. Visors available in Pale Khaki. *Retail pricing \$12.99*

Key chains - High quality key chains made from authentic HighRoller lures. Available colors: Fire Tiger, Golden Shiner, Steel Shad or Greenback. *Retail pricing \$5.99*



HighRoller Wooden Gift Boxes - The HighRoller Gift Box is manufactured out of select Canadian birch veneer and is surprisingly strong, yet soft and flexible. These natural wood boxes are finished with a wood button and leather tie closure. Comes with your choice of lure. *Retail pricing \$14.99 - \$15.99*

T-Shirts - 100% cotton. Classic short sleeve T's feature HighRoller's signature logo in vibrant color on the front and back. *Retail pricing \$12.99*

Long Sleeve T's feature our signature logo, front and back, and has "High Roller" boldly scripted on the right arm. *Retail pricing \$14.99*



PO BOX 790 - CRESTVIEW, FL 32536 - P (877) 205-1764 - F (850) 682-8290
WWW.HIGHROLLERLURES.COM



Fish-n-Drinks



Fish-N-Drinks was designed by two fishermen from Florida. The idea originated from the lack of a place to put a beverage while trolling in center console boats. As a solution to this problem, they came up with the idea of trading a rod holder for an adjustable drink holder in the leaning post while trolling, or placing it in the gunnels while bottom fishing.

Today people use Fish-N-Drinks in all types of boats ranging from flats boats to large ocean charter vessels. Fish-n-drinks adjusts to any angle rod holder and can hold bottles or cans with or without a koozie. The most common uses are for holding drinks, weights, hooks, lures, as well as cut bait.

*Adjust to any rod holder from vertical to 60 degrees

*Replace, readjust or remove in seconds

*Cleans up with soapy water and is easily stowed away

The absolute convenience makes Fish-N-Drinks the perfect multi-purpose drink holder that every fishing boat and every fishing person should have.

Holds on to your drink while you hold on to the big one!

Retail pricing \$12.99

