



HEADBANGER®

Headbanger Lures Now Available in North America

June 7, 2017

Following incredible success on European pike, and dramatic testimonials following US and Canadian dealer and consumer trials for big muskie, Headbanger Lures is proud to announce the formal launch of our patented muskie lure line, the "Headbanger Tail", in the United States and Canada. Production will be increased to accommodate a limited number of retailers in 2017, with additional capacity dedicated for distributors and chain retailers in late 2017 and early 2018.

Our competitive consumer trials in the premium muskie fisheries in Wisconsin at Shay Creek Outdoors, and in Ontario at North Bay Outfitters, have made it clear that the patented Headbanger Tail is one of the next viral innovations for casting and slow-trolling muskie. The Headbanger Tail's concave lip, double jointed rattling body, thru-wire construction, and fully secured grub tail result in an entirely erratic and irregular retrieve that incites massive strikes from big muskie and pike. The volatile action of the Headbanger Tail is unprecedented in muskie lures, unlike anything else in the industry. Available in three styles (floating, suspending, and sinking), in six patterns, the 9 inch Headbanger Tail covers every inch of the water column with an erratic and irregular presentation that big muskie have never experienced, and can't resist. Click [here](#) to see our viral 90-second social media video that received over 1.5 million views.



Experienced muskie anglers are both passionate and pointed about their personal experiences with the Headbanger Tail. Jason Horner from Eagle River, Wisconsin says "These lures are frickin' AWESOME! I'm from Eagle River, WI and I must see every damn new lure on the market used up here. This lure is the real deal no bullshit lure. They do exactly as it says they do. If you're any kind of Musky fisherman you had better have the net ready!" After an impressive 47" fish, Nick Erickson from Eau Claire, Wisconsin says "I purchased a couple of your lures from Shay Creek Sports in Medford, Wisconsin, in October. I went into the shop seeking an alternative to throwing huge rubber lures like

every other muskie hunter does during the cold water months. The results of this change-up were unbelievable. The only regret I have was waiting so late in the year to discover your lures. I know I would have put more fish in the boat if I would have tried them sooner." Based on our feedback from anglers in markets in Europe and our new markets in the United States and Canada, we expect your experience to be just as remarkable.

Headbanger Lures has chosen Robinson Wholesale, in Genoa City Wisconsin, as their first distribution partner. Robinson Wholesale is the dominant muskie tackle distributor in the Midwest. "I'm incredibly proud of the Headbanger team for making this happen, and incredibly pleased that muskie anglers are enjoying the product so passionately.

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www.headbangerlures.com



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We're really looking forward to serve the needs of our North American anglers, and looking forward to see pictures of big muskie and pike coming from our new community in the United States and Canada," says Dan Lestander, CEO and founder of Headbanger Lures. US Dealers interested in product can contact Robinson Wholesale by email at info@robinsonwholesale.com, or by phone at (262)-279-6464.

Headbanger Lures, with global headquarters in Sweden, is an innovative company dedicated to providing passionate anglers with awesome experiences by offering unique lures that move like nothing else. For more information about the Headbanger Tail, or other products in development, visit us online at www.headbangerlures.com, or follow us on [Facebook](#) and [Instagram](#). If you're a distributor, dealer, guide, angler, or media contact who wants a more personal experience with our products please send a note to info@headbangerlures.com for an immediate reply.

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