

NISHINE LURE WORKS®

Hiroshi Nishine is the founder of Nishine Lure Works. His reputation precedes him as one of the most talented lure designers by lure carvers and those in the fishing industry in Japan. His fans from Japan have bestowed upon him the title of being the "Legendary lure craftsman with the hands of God." For nearly 30 years, Hiroshi has been crafting lures by hand. Meticulous and methodical, every step is driven by the prospect of perfection.



Hiroshi Nishine's first company was "Dream Rush" that he founded in Japan in 1996. In 1998, Nishine abandoned his fame and success in Japan and relocated to British Columbia, Canada. His dream was to introduce his lures to North American anglers and he knew that he had to move his company to Canada to be able to test them. There, he established his current company "Nishine Lure Works" .

To be closer to such diverse fisheries as Lake Erie, Lake Ontario, and the Niagara River that divides them, he moved business to St. Catharines, Ontario. Today, he is able to constantly test and perfect his lures when chasing such species as bass, pike, salmon, trout, and walleye.

Hiroshi Nishine's mission is simple- to stop at nothing and develop the most effective fishing lures in the world. His obsessive attention to detail, precision engineering, and endless testing ensure that nothing is left to chance. Even in mass production, Hiroshi still hand-carves the master prototype from which each mold is made.

At ICAST 2018, Nishine Lure Works proudly unveils the "Chippawa Crankbait System" . The crankbait has the appearance of a hand-carved bait but can be mass produced with an injection mold that will enable us to keep a well-stocked inventory ready to meet the demands of our retailers and customers. We hope you will discover the artistry, craftsmanship, and perfection when you fish lures produced by Nishine Lure Works.

Nishine Lure Works
St. Catharines, ON, Canada
<https://www.nishinelureworks.com>