



Toss.



Wait.



Fish!

# BaitCloud

The Multi-Sensory Attractant



Product  
Catalog

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# BaitCloud™

What if you could make your fishing spot more productive by attracting baitfish and gamefish to your fishing area?



At  
**BaitCloud**  
we love to fish!  
Our vision is to help every angler have a more fun and successful day on the water.



BaitCloud has created these species specific formulas using science and innovation to mimic nature. By studying the feeding behaviors of these species, we have engineered a multi-sensory product to trigger the instinctive feeding and hunting behaviors in sportfish.

# How to use BaitCloud™

Our product works whether you fish on the dock, at the shore, in your ice hut, or from a boat.

Toss a BaitCloud in the water and bring the fish to you. Continue to the next page for more detail.





## Toss.

When choosing a spot, think about the character of the lake; consider season and conditions to try and figure out where the fish should be. Pick a general area you believe should hold fish, and approach it by fishing different types of structure such as docks, grassy areas, bridges or dams. Now, toss a BaitCloud ball into that area or fasten to your line to control the activation area in deeper water or stronger currents.



## Wait.

Once in the water, BaitCloud reacts creating sound, vibrations and a visual cloud, all while releasing our proprietary scents, basically mimicking bait. This is called biomimicry, an innovation that seeks sustainable solutions that emulates nature's time-tested patterns.

Fish obtain food in a variety of ways and have evolved and developed hunting and foraging skills based on their environment. They detect their target primarily by sight and water vibrations through special cells called their lateral line. The last sense activated is smell. When a fish hears or feels the presence of BaitCloud, it comes over to investigate the movement or sound. As the fish moves closer to the BaitCloud, it is expecting the final stimulus, smell. BaitCloud uses this multi-sensory approach to attract the fish to your area. Now it's up to you.



## Fish!

Because BaitCloud does not contain fish parts, live or prepared bait, your ability to mimic what it's searching for is the key. Knowing how to choose the right fishing lure or bait is anything but an exact science. There are many variables that come into play such as target species, fish size, water color and temperature. Choosing the right lure is about making educated decisions and presenting the most likely lure to have success. Remember, as the fish strikes and crushes the bait, it is looking for the bait or BaitCloud that drew them in.

Cast into the area where you dropped BaitCloud and fish!

BaitCloud is engineered to change the odds. Bring the fish to YOU.

# Bass

USA SKU: BC3P-BASS  
Canada SKU: IL3P-BASS

Bass feed primarily by targeting through sound and sight. They can detect even the smallest vibrations or sound caused by BaitCloud or other nearby prey.



# Catfish

USA SKU: BC3P-CAT

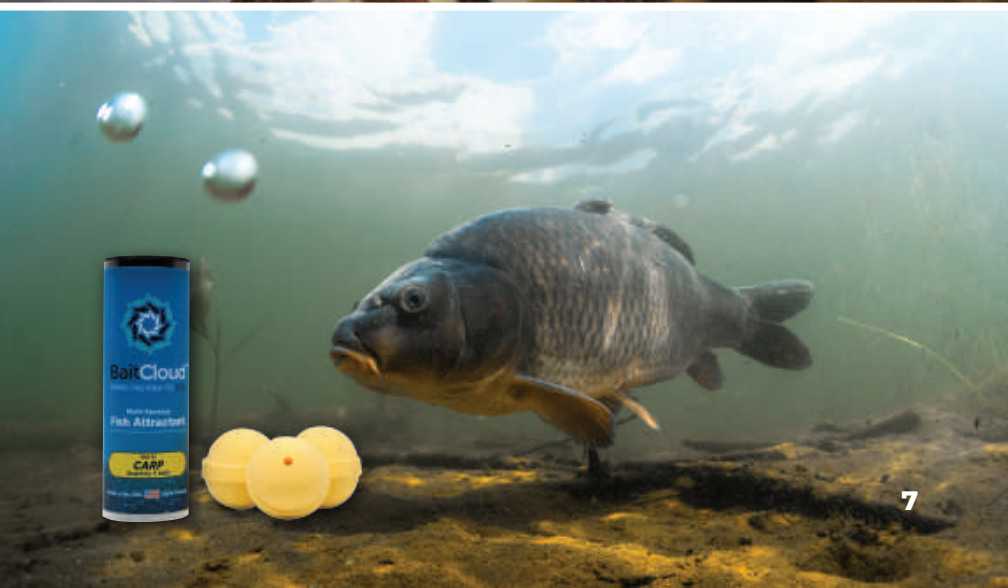
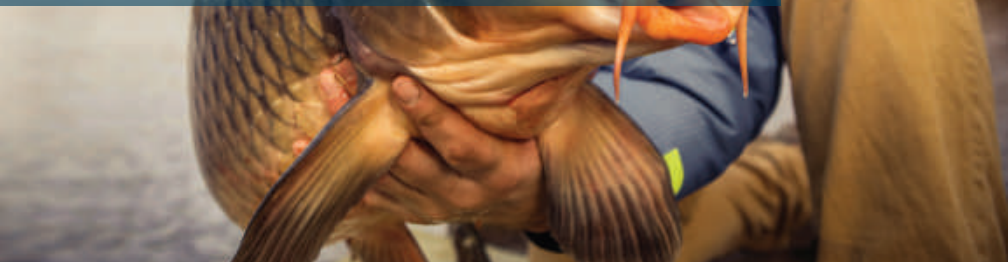
A catfish, just 6 inches long, has more than a quarter-million taste buds on its body. Their mouth and gill rakers are packed with taste buds and the sensory organs cover the outside of the catfish. Catfish use these sensors to locate BaitCloud and your nearby lure.



# Carp

USA SKU: BC3P-CARP

Carp can be especially wary, due to their longevity and amazing senses of hearing, taste, vision, and feel. BaitCloud triggers these senses with a combination of sweet corn and other amino acids which mimic a variety of foods; insects, aquatic worms, crustaceans, and mollusks, but also algae and other plant matter.

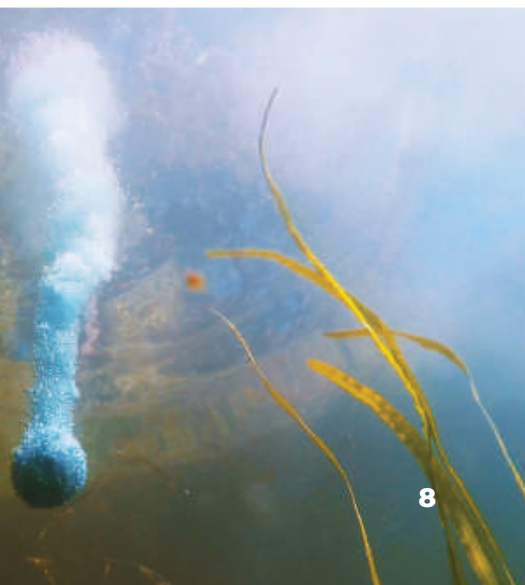




# MultiSpecies

USA SKU: BC3P-MS  
Canada SKU: IL3P-MS

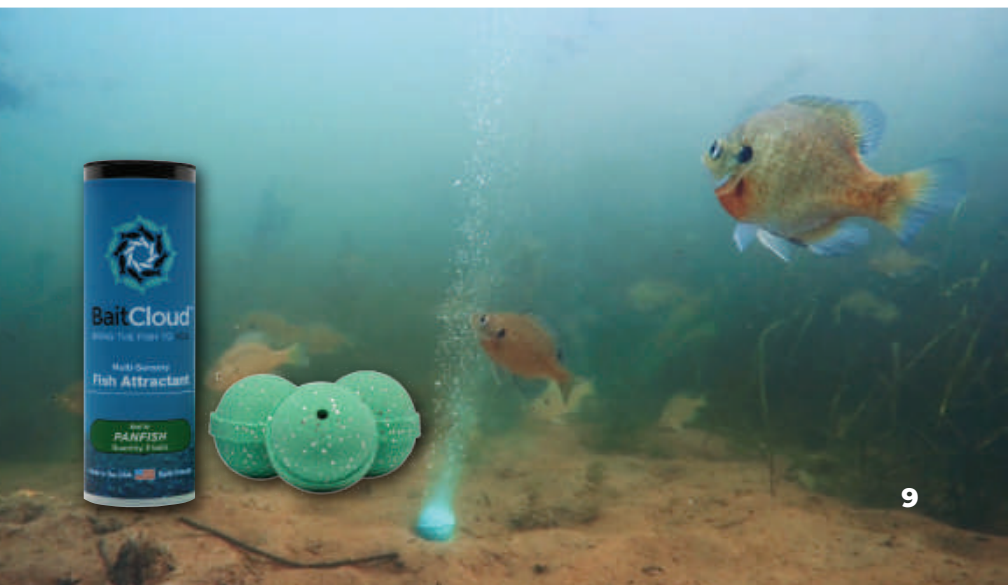
BaitCloud engineered its popular MultiSpecies formula to mimic Shad, a schooling baitfish. Available in abundance throughout North America, this baitfish is preferred forage for a broad range of gamefish.



# Panfish

USA SKU: BC3P-PAN

Panfish are primarily visual hunters. They are very curious and often come in groups to check out BaitCloud. Their foraging consists of hovering in water scanning for prey. Try attaching BaitCloud to your line and lowering it to the depth where they are hovering.



# Predatory

USA SKU: BC3P-PRED  
Canada SKU: IL3P-PRED

These fish have highly advanced senses of smell with their large nostrils on the front of their snout. These species scan for minuscule concentrations of blood from BaitCloud or injured baitfish to target their forage.



# Trout

USA SKU: BC3P-TRT  
Canada SKU: IL3P-TRT

Trout are visual feeders and can see color. They love to hang out where food supplies are high and will communicate with cooperative feeding partners to indicate the location of hidden prey. Our scents found in hatchery feed and the salmon roe orange BaitCloud, help target this popular gamefish.



# Walleye

USA SKU: BC3P-EYE  
Canada SKU: IL3P-EYE

Walleye have very light sensitive eyes that give them outstanding night vision, and the ability to see in low light, murky conditions. They possess a very sensitive lateral line that helps detect the smallest vibrations, improving their feeding. BaitCloud Walleye puts off lots of vibrations and packs extra light reflecting Bio-Glitter to create the brightest silt cloud to help them find your bait.



# FAQ

## FISHERMAN ASK QUESTIONS

### How long does BaitCloud last?

While we would love to tell you exactly how long it lasts, the answer is that it depends on the conditions you are fishing. Once in the water, BaitCloud creates an endothermic reaction in which it absorbs energy in the form of heat from the water. The duration of the fizzing action cycle of the balls will fluctuate with changes in water temperature; slower fizzing in colder water - faster fizzing in warmer water. This reaction corresponds to the feeding behavior in fish. Fish are poikilothermic, so their body temperature and metabolic rate also depend on the water temperature.

### Is BaitCloud safe for the environment?

Absolutely! BaitCloud is manufactured in the USA and has been formulated with 100% natural ingredients to ensure it is not harmful to any aquatic life. It is marine and wastewater biodegradable and does not contain PET or other plastics.

### How do I pick a BaitCloud formula?

We have formulated BaitCloud into different products made to target specific fish species and to be used in different situations. For example, we formulated our Walleye Formula for low light/low visibility, which are typical conditions when targeting these fish. We also make formulas that provide a more universal application such as our shad scented Multi-Species Formula, which is versatile across a variety of species and conditions. Similarly, our Bass Formula attracts the fish using a favorite forage of crawfish enhanced with amino acids from garlic to mask unpleasant odors.

**MORE**

# **FAQ**

**FISHERMAN ASK QUESTIONS**

## **Is BaitCloud attached to my fishing line?**

No, BaitCloud balls are designed to sink in the water column and don't connect to your fishing line. In fact, BaitCloud requires no line attachment at all, which means there are no extra lines in your ice hole or around your fishing location.

## **Is BaitCloud legal for fishing tournaments?**

It is the responsibility of each angler to clear the use of attractants for each tournament venue and rules, so make sure you have the approval from the Tournament Director prior to your use of BaitCloud in an event. Because BaitCloud's freshwater formulas do not incorporate any "fish parts" or chum, they do not conflict with most tournament rules. They can be used in any situation where you would use a liquid or gel attractant.

## **Is BaitCloud attached to your line?**

BaitCloud balls are designed to sink naturally in the water column without tethers or other accessories to interfere with your fishing location. However, they also have a centerline hole giving you the option to attach to your line to control location and depth or to use in waters with regulations that prohibit the use of attractants not attached to your line. Our larger SaltWater Formula can also be placed in a chum bag or something similar. Fishermen are an inventive bunch, don't let us tell you how to use them!

# Where to buy?

We encourage you to purchase BaitCloud from our retail partners near you. To find the closest stocking retailer, please access this locator on our website for the locations convenient to you:  
<https://www.baitcloud.com/apps/store-locator>.

If you cannot source product locally, you may place an order via our online store.

## USA

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## Canada

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Available at Select Stores



for more information visit  
[WWW.BAITCLOUD.COM](http://WWW.BAITCLOUD.COM)





Scan code with camera to see  
BaitCloud in action!

# BaitCloud™

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