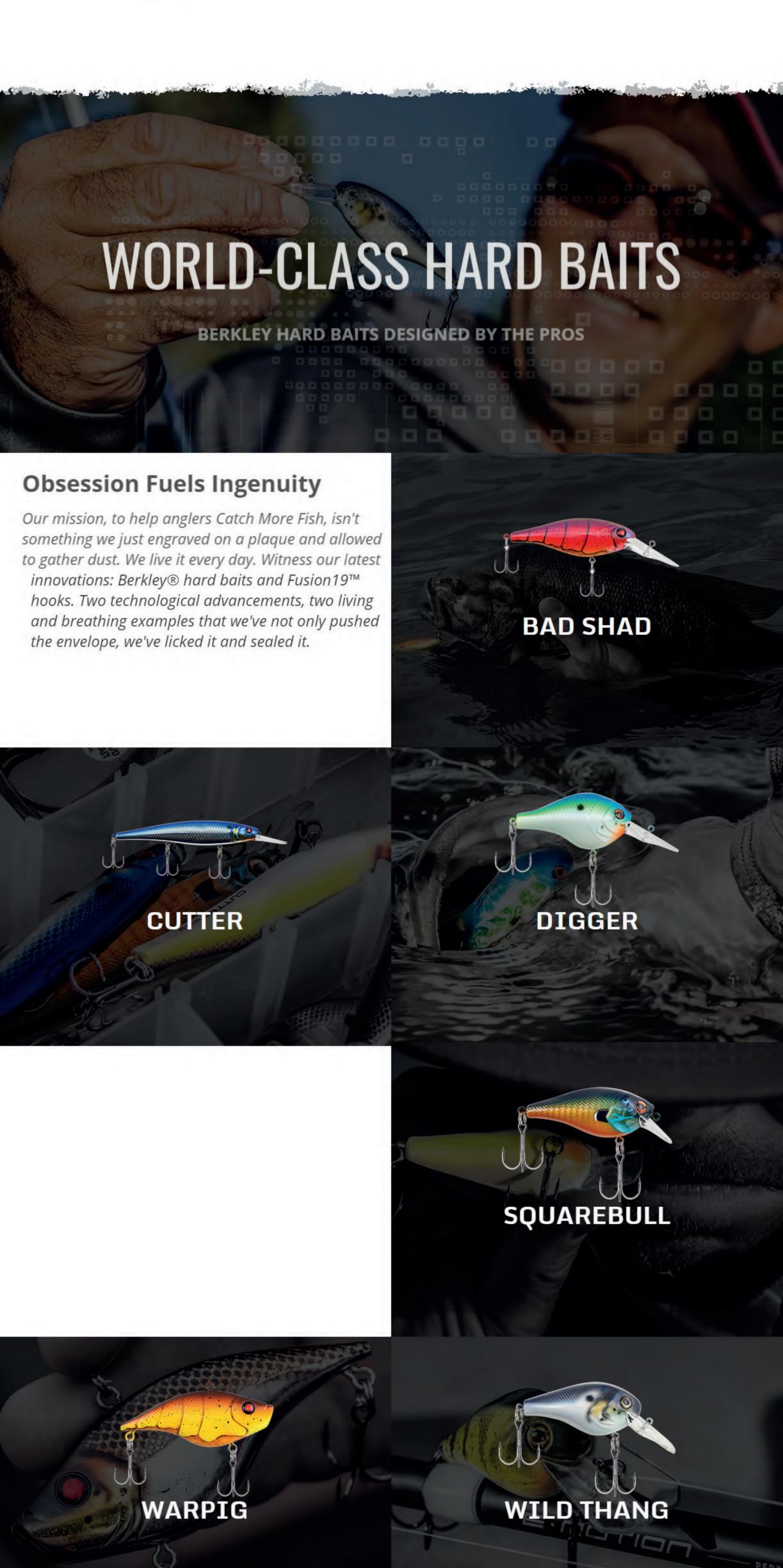


## PASSION INSPIRES OBSESSION

We have one simple mission: To be the world's leading authority and cutting-edge expert on how to use testing, research, and technology to help people catch more fish. It's clear and uncomplicated. It's in our DNA. And it feels good. In fact, it feels great. We understand our sworn duty. We get to engage our minds. We get to employ our hearts. We get to bring joy into people's lives. And we get to do it all for the love of fishing.



### new line of hard baits, or all the research and fine tuning we do. But all that matters is that they work.

**Berkley Hard Baits** 

We could tell you all about the science behind our

**OUR PASSION** 

**FUELED BY SCIENCE** 



Science

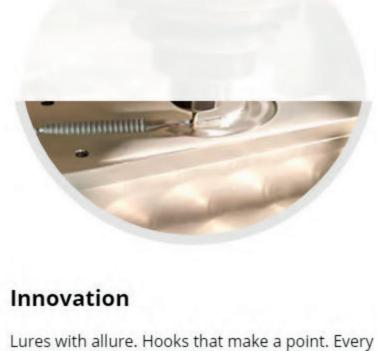
happens in a vacuum. Our renowned research methods are inventive and proven. Our products are the most advanced and revolutionary available. All in an effort to help you catch more fish.

Scent, flavor, action, design, nothing at Berkley®



# **Technology**

Whether it's CAD designed, 3-D printed or lab tested, the only thing that really matters is a fish on the line. Too often, fishing tackle is loved in the store, but hated in the water. That's why everything we create is designed to allow you to fish with cold, calculated abandon.

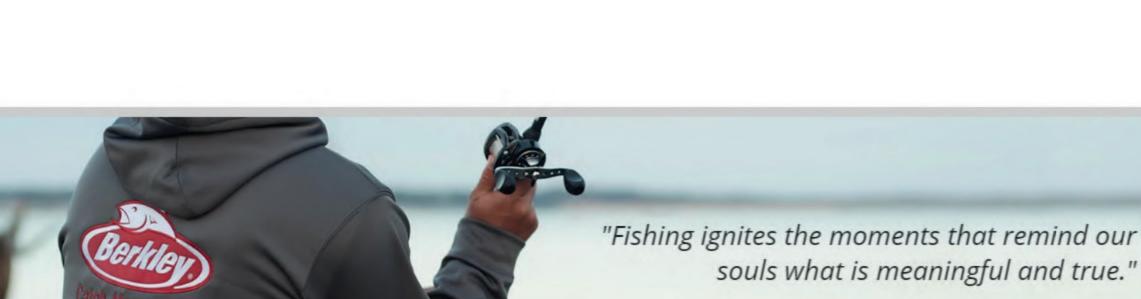


product innovation serves a purpose. We know

the cutting edge needs frequent re-sharpening.

And our driving, corporate DNA is today's most

powerful force in evolving fishing for generations



Shop for quality Berkley products on our website.

Discover a comprehensive collection of fishing gear & accessories on our website.

to come.