

# Private Label Fish Attractants

Fish attractants are today's hot ticket item and the variety of scent combinations and packaging options are many. Our products are designed and available solely for private label and contract manufacturing. Wirtzy Specialties offers five standard fish attractants which are comparable to national brands. We are also able to modify products according to your specifications; create a product line that is tailored for your location and your customers and make it either scent specific or game species specific. Standard packaging for our line of fish attractants is a translucent bottle with a black flip top lid for easy, one-handed opening and application. If you prefer something different, we offer several cap varieties and colors for you to choose from when customizing your product line. Of course the product is finished with a high quality label where you can promote your brand name in the style of your choosing. Don't be intimidated by artwork, as we have professionals who can assist you along the way. You are invited to be as involved in the process as you wish; send us your completed artwork or have us do all of the work for you.



*Establish your own line of fish attractants*

Available in five popular scent combinations, all of our standard attractants are made using natural pheromones and designed to stimulate aggressive behavior in fish. Our product is biodegradable, non-corrosive, and non-staining so does not pollute lakes, streams and waterways. Our fish attractant base is made completely of natural, non-toxic ingredients including both oils and water soluble components, just like living bait. We use only the freshest ingredients in all of our attractants for an appealing natural and highly concentrated formula that fish love to eat.

Scent can be applied on live bait or any lure. Our thick, dense oil contains actual fish solids that are less buoyant so will stick to your bait longer and release slowly over time, leaving a fish luring scent trail in the water.

***Attract more fish, make them strike harder, and hold on longer.***

## ***Menhaden & Anise***

Both menhaden oil and anise are long-time, proven fish attractants. This combination provides productive fishing for most game species and is the perfect choice particularly for crappie and panfish.

## ***Crawfish***

Our Crawfish oil is derived from a natural cold pressed process and blended with menhaden oil and other proven ingredients. This is a great choice for all bass species, particularly if you know that they are feeding on crawfish.

## ***Garlic***

Garlic has been proven to cause instinctive strike responses in fish. We have blended this with menhaden oil to create an ideal attractant that works especially well for perch, walleye, and panfish.

## ***Crawfish & Garlic***

Crawfish & Garlic offers an ideal solution when fish are selectively feeding. The crawfish is a natural attractant when fish are selectively feeding on natural bait. When the fish are not actively feeding on live bait, the garlic will stimulate an instinctive strike response.

## ***Shrimp & Crawfish***

Specially formulated for salt water game fish. This combination provides productive fishing for most salt water species and is the perfect choice for redfish, flounder and speckled trout.

# Private Label Fish Attractants



**Standard Display Box**

## **Standard Packaging**

Liquid attractants are packaged in a 4 oz. translucent round bottle made from HDPE plastic. The bottle is made to be used with dispensing caps, with our standard cap a smooth black non-clogging flip top. Our standard display box holds 12 bottles of attractant and comes with four customized labels as pictured on the left.



**Standard Bottle**

## **Labels and Artwork**

Private labeling is just that; creating a label and artwork that represents you and your expectations for quality to your customers. At Wirtzy Specialties we are able to print high quality labels in house on demand and in small runs. What this means to you is incredible flexibility in the designing, proofing, and working with your label. Our labels are digitally printed on polypropylene stock thus are waterproof, chemically resistant, and hold up well afield. We are capable of working with established UPC codes or can obtain and implement an appropriate code for your product.



**Bottle Label with UPC**



**Customize your brand**

## **Options and Customizing**

If our standard products do not match your needs, we are also able to create new formulations specific to your line and can customize packaging in a variety of ways as well. For example, several bottle sizes, styles, and cap configurations and colors can be used. Clamshells are another packaging option you may consider. We will work to manufacture the ideal product for your name brand.

For up to date pricing and ordering information please email us at [mail@wirtzy.com](mailto:mail@wirtzy.com), call us at 330.650.5196, fax us at 330.650.0236 or visit our website at [www.wirtzy.com/contact.htm](http://www.wirtzy.com/contact.htm) and complete the contact form.

# Private Label Fish Attractants

## Attractant Selection for Common Game Fish Species

Wirtzy Specialties offers five standard fish attractants which are comparable to the most popular national brands. The chart here lists the commonly used scents for attracting specific fish, but we can also design a line of attractants around what you deem the best for your target clientele.

Freshwater Saltwater	Crawfish	Crawfish & Garlic	Garlic	Menhaden & Anise	Shrimp & Crawfish
Crappie				X	
Largemouth Bass	X	X	X	X	
Musky				X	
Panfish			X	X	
Perch		X	X	X	
Salmon		X	X	X	X
Smallmouth Bass	X	X	X	X	
Spotted Bass	X	X	X	X	
Striped Bass				X	
Trout	X			X	
Walleye	X	X	X	X	
Amberjack				X	
Black Drum	X	X			X
Bluefish				X	
Bonfish	X				X
Cobla				X	
Flounder	X			X	X
Grouper				X	
Mackerel				X	
Red Fish	X	X		X	X
Permit	X	X			X
Snook	X	X		X	X
Speckled Trout	X	X		X	X
Tarpon	X	X		X	X
Tuna				X	



Establish a brand name with outdoor products designed for private label marketing