



Wirtzy Specialties offer four standard floatants which are comparable to the most popular national brands. We are also able to customize products according to your specifications. Our line of fly floatants come packaged in the industry standard containers so they will fit caddies. 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 line of floatants

Classic Coat

Comparable to Gink® this classic non-silicone-based floatant floats flies longer than silicone-based gels. This clear paste liquefies at body temperature and becomes a semi-solid again when immersed in cold water, repelling moisture from your dry flies or streamers. This floatant has a human odor scent mask, is environmentally safe, and leaves no oil slicks. ½ oz. bottle capped with a ribbed black cone top.

SiL-Gel

Comparable to Aquel or Orvis HY-FLOTE™, this silicon-based, temperature-stable floatant maintains a constant light gel-like viscosity through a wide temperature range. This formulation is our favorite floatant, it's a thicker and less free flowing but keeping your fly afloat longer. Recommended for dry flies and for yarn strike indicators. Not recommended for CDC flies. ½ oz. bottle capped with a ribbed black cone top.

Shake N Dry

Comparable to Loon's Top Ride, this lightweight white powder has a desiccant to remove the moisture from a wet fly and simultaneously treat it with dry floatant. Simply drop the fly in the bottle, close the lid and shake. Ideal for re floating your Indicator Fly, or Indicator. Our dry powder floatant will not leave a slick on still waters or spring creeks. A great product for delicate dries and those with CDC. 1 oz. bottle

Bug Dust

Comparable to Frog's Fanny™, this lightweight white powder brings soaked dry flies back to life and makes nymphs more lifelike by creating a realistic gas bubble effect. The product comes with a lightweight brush attached to the lid that allows you to accurately and delicately apply the powder to the wings of a drowned fly. Our fly dust will not leave a slick on still waters or spring creeks. A great product for delicate dries and those with CDC. 1 oz. bottle.

Private Label Fly Floatants



Standard Display Box

Standard Packaging

Liquid floatants and synthetic reel oil are package in a natural colored Boston Round bottle made from MDPE plastic. The bottle is squeezable and made to be used with dispensing caps. Bug Dust is packaged in a natural colored Boston Round bottle made from HDPE plastic as pictured on the right. Our standard display box holds 25 – ½ oz bottles or 16 – 1 oz bottles and comes with three customized labels: one for the top and one for each side as pictured on the left. Shake N Dry is packaged in a polypropylene flip top vial and comes in a comparable display box holding 12 bottles.



Powder Floatant With Brush

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 help you through the process of implementing 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.

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