

...the **BEST** just got **BETTER!**

Mustad Does It Again!



Innovative Product Features

- New 4.3 Microsharp Point Technology resulting in hooks that are incredibly sharp out of the package
- Unique 2-stage Opti-Angle point means the hook stays sharp longer
- Mustad's Unique Nor-tempering process makes hooks up to 30% stronger than other fish hooks

**NO WONDER THE WORLD'S
TOP ANGLERS CHOOSE ULTRAPPOINT!**



Dynamic Graphics

- Clean, crisp, contemporary design to spark impulse sales
- Large Mustad logo assures anglers of legendary hook quality and dependability

Easier to read

- Prominent display of vital specifications to make hook selection easier
- Hook pattern, application, size, and quantity in bold text

Get the Power, Fish UltraPoint!