

Our Greatest Fish Tale...

By Dan White- Founder of Lateral Line Lures, LLC

“Many men go fishing all of their lives without knowing that it is not fish they are after,”

~ Henry David Thoreau.



I can picture it in my mind like it was yesterday...it's a warm sunny day, my feet are dangling off the bridge, I have a handmade cane pole in my hand, and my only care in the world is how I'll carry my catch of the day to my

grandpa's house before the streetlights come on.

Fishing is so much more than just about the catch. It's a state of mind. I have always had a lifetime love of fishing which has inspired me to create this company using only the finest materials.

There is nothing quite like spending a day on the water, the anticipation of what you are going to catch, and learning the important lesson of not getting discouraged if you leave empty-handed. Fishing at the Mill Pond was a natural playground growing up, and I discovered a lifelong passion for the outdoors. Studies have shown fishing actually has a myriad of benefits including providing healthy doses of Vitamin D from the sunshine, eyesight improvement, the decrease of asthma symptoms, increased dexterity, stress relief and more! Catching fish has always been the

focus but looking back, the adventures and time spent on the shores or in a boat with friends and family have meant the most.

Lateral Line Lures, LLC was a concept 30-years in the making and co-created with my wife Dawn. It was born during certain times in my life on the water when I realized you can catch fish if you have the right color or flash. I experimented with fishing adventures my whole life to create a unique lure concept that has three main key elements:



- Adjustable (to create and control the roll and flash);
- To have a flash that attracts predator fish;
- Create the lure so it can be cast or trolled.

After I had the concept, I went about it like everything else I have ever done in life. I just started figuring things out including how to build the ideal lure. Through trial and error I taught myself about injecting plastics and many other things I would never have dreamed of. For years the lure concept turned into a passion that finally turned into a reality. Still at the end of the day I had planned to use them for my own use to catch more fish, and I succeeded!

“As a small fishing lure business, quality is very important to us. The uniqueness of the lure is vital to our business so I personally inspect the lures at every stage of the build. Throughout the process, I have also thrown out lures at every stage of the build because I don’t want one bad one out there on the water. Good lures = Good Brand.”

As a true labor of love inspired from the great outdoors, I have engineered and built the Bender lures from start to finish. Today, I still do most of the work with the exception of the injection

and painting. While writing the business plan, I came across a quote by Benjamin Franklin “By failing to prepare, you are preparing to fail” those words really resonated with me. It also gives our business a “motto”.



The Bender Lure

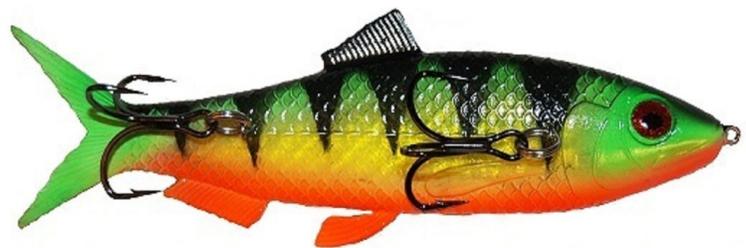
Visualize a school of baitfish. Predator fish follow these schools around waiting for the moment one of those fish becomes an easy target. When one of those baitfish swims outside the school it just became the target for a predator fish. The Bender philosophy is that it triggers a predatory response because it

imitates a dead or dying fish that is outside of the school. Predators are opportunists and will always go after the easy kill.

The thing that I have learned about any type of new product or business, is you can fail if you over-prepare or under-prepare. As a company we will always try and find that medium. The most rewarding part of being a “fishing lure business owner” is when people send pictures or post videos of their fish catches with the Bender.

“Tie on a Bender”

I have spent an extensive amount of time researching and understanding what fish react to. In turn, I realize that fishermen want two things in a lure: Quality and performance. I have engineered those things and more into the Bender. Oftentimes, a fisherman gets confidence in their same old lures



and it can be hard to sell them anything new. I would encourage anglers to try the Bender which got its name because the angler creates the action of the lure by bending it! The more you bend it the faster it will roll and the faster it will sink. The Bender is an “adjustable geometry fishing

lure” and the lure can be used for casting or trolling. It is designed to create flash and the action imitates a dead or dying fish.

First-time Use

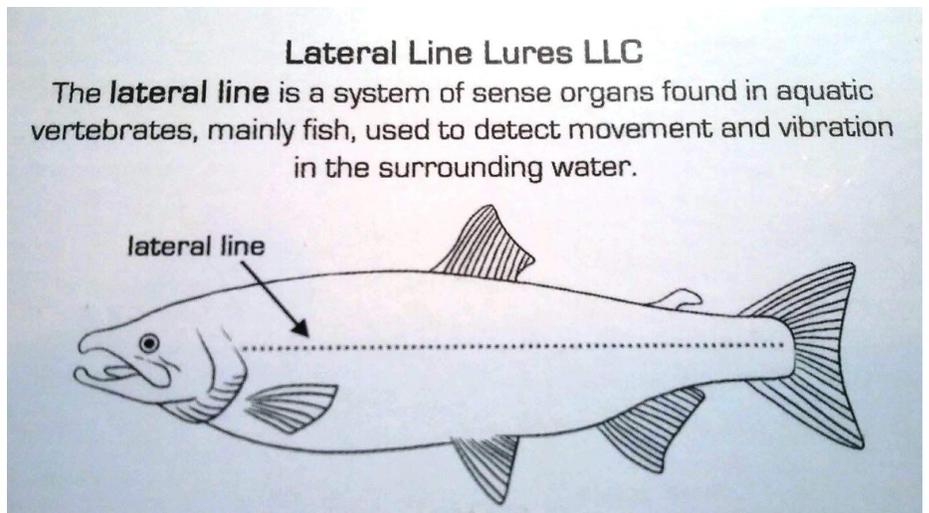
The Bender is designed to be used by novice or skilled fishermen alike catching Bass, Musky, Northern Pike, Walleye, Salmon, and Crappie. I recommend when first using a Bender to bend it (at the top 1/3 of the lure) and make some short casts or Figure 8's with it. If you are trolling with it, get the boat to trolling speed and place it in the water at the boat side so you can see if it is adjusted to your preference. Once the angler gets accustomed to using the lure they can work it by incorporating some action. My favorite way to use the Bender is to cast out and let it settle, then wind, pause, and repeat. When paused, the lure flutters down like a dead fish. This is when a lot of the strikes happen. At first people need a little patience with it but once you get the hang of it, it's truly a fun and exciting lure to fish with! I have put the Bender up to some very strict

comparison testing and it has performed extremely well, and in some cases, has easily beat some very popular lures! I cannot sell statistics to people but I do know how well the lure works.

The future is bright!

Once our business is more established within the industry we will be adding new lures to our product line on a scheduled basis. Keeping in mind the old phrase, slow and steady Tortoise wins the race. Our lures are not mass-produced overseas. They are made in the USA. They are of high quality and are very durable.

Learn more



Currently, our primary sales focus is online at Laterallinelures.com or Benderlures.com. We welcome retailers and they can request information about the Bender from Lateral Line Lures, LLC at Laterallinelures@gmail.com. Visit us [online](#) to purchase, join our [mailing list](#) and stay up to date by ‘liking’ us on [Facebook](#)! We are also on [Instagram](#) and have our own [YouTube](#) channel!

Your fish tale...

Since we are a small business, we don't have celebrity resources or filming power. We always welcome fish catches with the Bender as well as any tips or tricks anglers come up with!

[Message us](#) to be featured!