



Sheldons', Inc., 626 Center St., Antigo, WI 54409-2496

MEDIA RELEASE

For immediate use

Contact: Jim Martinsen
meppsman@mepps.com
Phone: 715-623-2382, Fax: 715-623-3001

Mepps Color Technology... Visibility through Contrast

ANTIGO, WI — Mepps Color Technology is making it easier for anglers to select the right spinner or spoon for almost any fishing condition.

“Extensive research with underwater optics and color technology has proven lure colors do not look the same underwater as they do out of the water,” says Jim Martinsen, Mepps spokesperson. “Underwater photography has shown suspended silt, debris and microorganisms filter out many colors of light as they pass through water; this explains why a lure is effective one day but not the next.”

“Our Color Technology research has shown us it’s not the actual color of a lure that’s important,” Martinsen continues, “but the lure’s visibility under water. Contrast is essential,” he concludes, “and Mepps Color Technology provides the correct contrast for all viewing positions under all water and light conditions. There’s no doubt Mepps Color Technology provides the most effective lures Mepps has ever developed. This is truly twenty-first century technology.”

To see the entire line up of Mepps spinners and spoons, call 800-713-3474 for your free Mepps Fishing Guide. Or visit us on the Web: www.mepps.com. Mepps, 626 Center St., Antigo, WI 54409-2496.

-MORE-

For a fish to strike a lure, it must be able to see it. Motion stimulates fish to action along with other stimulants, like sound and vibration, and in some species, scent. Mepps Color Technology provides maximum contrast between the lure and its background so it is visible to the fish.

Color - It is fact certain colors are more visible under certain water and light conditions, which makes color a critical factor. Anadromous fish (salmon & steelhead) have eye receptors that are adapted to readily see the colors green in the ocean and red during spawning, but they will strike lures of any color if they can be seen. Color, then, is a prime mechanism for determining how a lure will contrast with its background so it can easily be seen. The second function of lure coloring is to provide lures with different brightness. As the fish's metabolism changes with water temperature, a lure's total brightness becomes a factor.

Water as a light filter - When light travels through water, certain wavelengths are filtered out depending upon depth and water color. Sunlight contains all the colors of the rainbow, but as light travels through water, only certain colors in the spectrum penetrate depending upon the clarity of the water. So, the lure colors seen by the fisherman are not the colors seen by the fish under water. Lure colors degrade substantially in the water, even clear water. Mepps knows how these colors change, and selects color schemes that provide its lures with maximum contrast.

Metabolism & lure brightness - Fish are cold-blooded, and their activity level is determined by water temperature. At cold temperatures, a fish's metabolism is slow, and a bright lure is required to stimulate a strike. Depending upon the species, there is an optimum (cool) temperature where fish are most active and comfortable. When the water temperature warms above the fish's optimum temperature, its eyes become sensitive and it avoids bright lures; therefore, lures must be toned down.

Mepps Color Technology - Mepps has incorporated several innovative features in the design of all its lures featuring Mepps Color Technology. It's important to understand that lures are not only viewed by the fish from the front, but from the side and rear, too. If a spinner is drifted into a holding fish, the fish will observe the spinner from the side, then finally from the rear. So, blades, bodies, beads and strike attractor tubes on all Mepps products featuring Mepps Color technology have all been carefully selected for optimal contrast under all water and light conditions.