



I like to talk about Mepps quality because it's something we excel at and are proud of. We actually produce most of our own parts, and do all the assembly here so we don't lose control of that quality. Here's what we are talking about when we say, "Mepps quality". In our production process we do have lures that don't make the quality cut. Several years ago I did a presentation to a group of about 30 fishing tackle department managers. As I spoke about Mepps fish-catching history and quality, I passed out lures to each tackle manager. All the while, stressing our quality control. What the participants didn't realize was they each received a defective lure. None of them realized they were holding rejected product in their hand. The defects were so minor that most people could look and look without determining what the problem was. It may have been one of the beads in the wrong order on the wire, a barb missing on one of the hooks, an eye wind that didn't have the correct number of wraps. All things that likely would not cause you to catch less fish. The question is, if you allow some defects to pass, where do you draw the line? The answer for us is you never let a known defect pass. You always get first quality with Mepps.

Good Fishin'

Mike Sheldon

## # MeppsCatch

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## NEW Magnum Aglia®

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## NEW Perch Mino

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