

When it comes to finishing...

We put the
Extra in the
Ordinary.



worth
company

www.worthco.com
sales@worthco.com

Surface Finishes

As the leading lure components manufacturer in the world, we know that in order for you to be successful, your products must first catch your customer's eye before they catch any fish.

The Worth Company offers a wide range of best in class surface finishes including Bright Nickel & Zinc electroplate, Polished Brass & Stainless Steel, as well as a full line of Painted and Printed finishes.

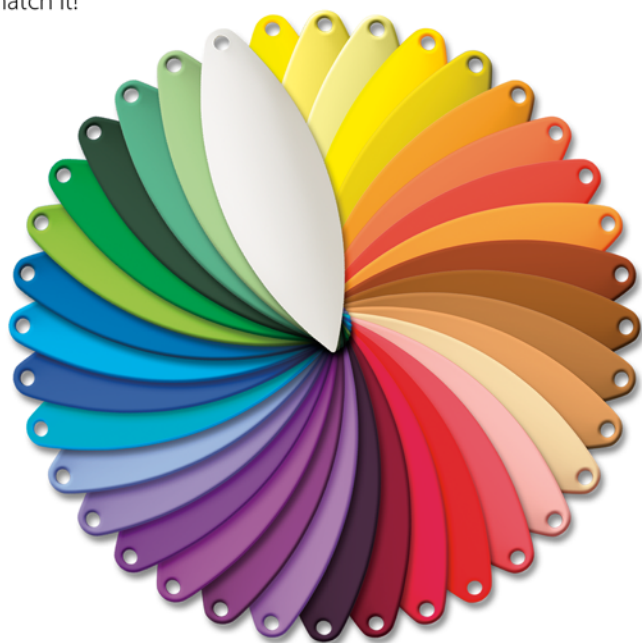
We also realize that having a unique product separates you from your competitors. That's why rather than

offering common off-the-shelf stock painted patterns, we offer a full line of world-class finishes that are extremely durable and allow us to create any pattern and color combination under the sun.

By combining finishes we are able to create products that are truly unique to each customer while always meeting the high standards you expect from The Worth Company. By choosing The Worth Company for all your surface finishing needs, you'll catch exactly what you want, customers.

Infinite Enamel Colors

At The Worth Company we won't limit you to a handful of color choices. From the brightest white to the deepest black and every hue in between, whatever your project requires, we can match it!



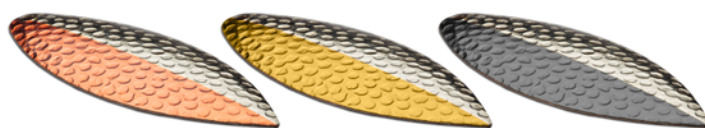
Endless combinations and treatments are possible with our glossy enamel colors.

Infinite Metallic Colors

Metallics give you the sheen and reflectiveness of nickel with the added appeal of color. We can turn almost any color into a metallic color. As with all of our paints, metallic colors work well when combined with additional artwork or a logo.



Feel free to use your imagination when it comes to metallics. It doesn't have to be a single color.



We can even simulate the look of copper, brass or black nickel on our nicker blades.



Fluorescent Colors

Our fluorescent colors are pigment based paints with intense bright hues. Blades may be painted with a single color, a combination of colors, or with additional artwork added such as a company logo.



Fluorescent
Orange



Fluorescent
Green



Fluorescent
Blue



*Logo added to
a Fluorescent
Orange blade.*



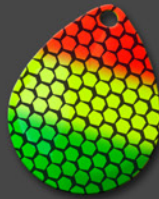
Chartreuse



Fluorescent
Red



Fluorescent
Pink



*Graphic
added to a
Fluorescent
3-color
fade.*

Pearl

A sparkly white color. While beautiful alone Pearl also works extremely well when used as a base underneath additional artwork or a logo.



Pearl



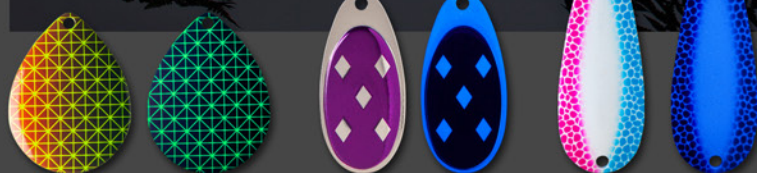
*Photographic
image added
to a Pearl blade.*



*Color and a graphic
added to a Pearl blade.*

UV Magic Clear Coat - *Now UV it, now U-Don't*

Science has confirmed what many anglers have known for years. Fish recognize and are attracted to Ultraviolet light. UV Magic Clear Coat is an ultra-durable, specially designed coating that reflects more UV light than ever before, causing lures to be even more irresistible to fish while working to boost anglers catch rates.



By combining traditional painting and advanced printing techniques with the most reflective UV coating available, we are able to produce designs that are completely unique and sure to catch your customer's eye.



WARNING: This product can expose you to chemicals including nickel and lead, which are known to the State of California to cause cancer and birth defects or other reproductive harm. For more information, visit www.P65Warnings.ca.gov

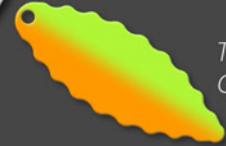
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Glow Colors

We are excited to offer a line of brilliantly glowing and durable glow paints. Our line of Nova Glow paint is the brightest and longest lasting glow paint in the industry. While our line of Cool Glow offers a wide range of colors with intense glowing characteristics to meet all your application needs. As with all of our paints, glow paints work well when combined with additional artwork or a logo.



Colored graphic added to a Nova Green blade.



Two-color Glow blade.



Colors shown glowing in dark conditions.

Colors shown in daylight conditions.

Stock Fish Patterns

Our finishing catalog wouldn't be complete without a best-in-class line of photo realistic bait fish patterns. These popular bait fish are sure to be mistaken for the real thing. Combined with our durable gloss finish, you'll be sure to catch customers and fish alike.



Leopard Frog



Crappie



Perch



Bluegill



Sunfish



The stock samples are shown on a Willow blade but our fish patterns can be altered to fit most blade or spoon shapes including the front or back of the blade.



Real Feel™

We are extremely proud to offer our **Real Feel™** blades and spoons. This technology gives us the ability to add amazing raised textures, patterns and designs to our high quality lure components. You have to feel it!



Graphic Enhancement

With our high tech digital system you are no longer limited to one-color logos or simple graphics. Bring us your ideas and we will help bring them to life!



Glitter

We also offer the option to add a glitter to nearly any color or color combinations, which is sure to catch both fish and attention. Shown here combined with black enamel and white enamel paint.



Polishing & Electroplating

The Worth Company has offered polished and plated components for over 75 years. A variety of corrosion resistant finishes are offered including the following...



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