



Irving, TX – Every so often a bait comes around that can only be described as “different”. SteelShad’s new Bottom Blade fits the bill. Designed to stand up vertically at the bottom of the water column, the uniquely-shaped Bottom Blade checks all the boxes when it comes to a realistic presentation.

“SteelShad is known as a leader in the blade bait category and has several shapes, styles, and options that are all incredible fish catching tools,” says Jack Dice, GSM Fishing Product Development Manager. “The brand-new Bottom Blade is a unique expansion of the blade bait that falls different, acts different, and offers a few different advantages from the customary blade bait design. The unique design culminates in a bait with a standup profile that always positions the hook in a way that ensures every bite is capitalized on.”

Available in both $\frac{3}{8}$ and $\frac{1}{2}$ oz sizes, as well as a multitude of colors, the Bottom Blade features a #4 Mustad Triple Grip treble hook to ensure that your fish makes it back to the boat. Get yours today at your favorite fishing retailers.



For more information on SteelShad Lures, please visit their website [HERE](#), or find them on [Facebook](#) and other social media avenues. You can see the new product video [HERE](#)!

For any additional questions or inquiries, please email marketing@gsmorg.com. Or, if you’d like to check out the entire family of GSM brands, please visit www.gsmoutdoors.com.

About GSM Outdoors:

Few American outdoor companies enjoy a mutually respected relationship with their customers that span over five generations. GSM Outdoors is among those few! For over 70 years, the GSM family of brands has been helping passionate hunters, shooters, knife enthusiasts and anglers succeed through innovation and the manufacture of high-quality, reliable products that continue to prove themselves in the field, on the range and on the water. GSM Outdoors continues to leverage the latest technology and provide customers with the best products on the market. Tradition, heritage, and loyalty to outdoor enthusiasts of generations past and generations to come...that’s the GSM Outdoors guarantee!



GSM, LLC
5250 Frye Rd, Irving, TX 75061
877-269-8490

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