



**Irving, TX** – Trying to trigger explosive bites? The brand-new Bill Lewis Depth Strike, optimized for forward facing sonar, is designed to do just that.

“Bill Lewis has really stepped up their game with the new Depth Strike,” says Bill Lewis pro Mark Daniels Jr. “It’s an incredible search bait when fished in open water, somewhat like a jerk bait. It’s an incredible schooling bait due to its weight and the ability to cast it a long way while staying off schoolers. Lastly, it’s a killer bait for forward facing sonar. It casts great and falls fast, which allows you to get it to the fish you see on your screen really fast. That’s when the profile, ridiculous paint schemes, and awesome action will close the deal.”

Available in  $\frac{3}{8}$ ,  $\frac{1}{2}$ , and  $\frac{5}{8}$  oz sizes, the Depth Strike comes in 14 different color options that all are proven fish-catchers.



For more information on Bill Lewis, please visit their website [HERE](#), or find them on [Facebook](#) and other social media avenues. Check out the new product video [HERE](#)!

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

Copyright © 2024 GSM, LLC