



Irving, TX – Frog Factory is living up to its name by adding 12 new, eye-catching colors for the Ribbit Frog. Developed in conjunction with legendary frog fishing guru Fred Roumbanis, these colors are designed to tackle any situation in which the Ribbit Frog comes into play.

“I am super excited about how these new colors in the Ribbit turned out,” says Roumbanis, the Frog Factory pro. “We put our heads together and came up with some of the prettiest colors a toad has ever been offered in, not to mention a perfect color for every single scenario you might encounter.”

Available at retailers nationwide, these 12 new colors are sure to add another dimension (or 12) to your frog fishing experience.



For more information on Frog Factory, please visit their website [HERE](#), or find them on [Facebook](#) and other social media avenues. You can also check out this 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!



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