



Irving, TX – Bait colors matter. There are bass fishing staples, crazy colors, gimmick colors, and then there's SteelShad's new Real Life Color Series.

"The only thing that could make a SteelShad more effective were if it was clothed in actual fish skin," says Crispin Powley, GSM Senior VP of Fishing. "Since that seems like a problematic option, we decided the next best thing would be what you see in the all-new Real Life Color Series. SteelShad baits are known for their action and ability to draw strikes. Now, they also come in the most incredibly lifelike finishes to help seal the deal on even the weariest fish."

SteelShad's Real Life Color Series features 5 colors – Gizzard Shad, Herring, Threadfin, Yellow Perch, and Bluegill.



For more information on SteelShad Lures, please visit their website [HERE](#), or find them on [Facebook](#) and other social media avenues.

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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