



Irving, TX – The topwater bite just got wilder. The new Zig-Zag from Bill Lewis is designed to be tied on in front of a walking bait, mimicking an even smaller baitfish being chased and adding another layer of realism to the presentation.

“The Zig-Zag is a new take on an old, proven design,” says Bill Lewis pro Cliff Crochet. “The unique Zig-Zag goes before your favorite topwater bait and creates an irresistible, natural food chain scenario. The action is effortless, attractive, and doubles your chances of getting bit.”

The Zig-Zag, available in multiple colors, comes equipped with a feathered treble hook for maximum hookup rate. Available at retailers nationwide.



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



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