

## Gear Review – Catch'Em Lure (Impulse Brands)



For Christmas I received one of the rechargeable lures advertised on TV. Our 2017 Saltwater Champion (young Luke M) was eager for me to try it, having seen the advertisements. It is important to note that this is probably a copy of the Twitch-Em lure, which Rob Paxevanos has been promoting.

Heading off for our Clyde trip, I charged it up. The charging plug didn't line up very well. A few days later, just before leaving I gave it a top-up charge, and it took a while to fully charge again. I gave it a try from the bank. It floats initially when cast, and dives when retrieve. After the first few casts I noticed the pulsing LED in it no longer pulsed, and water came dribbling out the back around the hook eye. Leaving it in the water, I could see bubbles as it slowly became neutrally/negatively buoyant.

I tried to find out where to inquire if this was normal. Catch-Em lures in USA didn't seem to have links with this lure, and Impulse Brands didn't seem to have any points of contact. As the lure came from an interstate relative, I didn't have the easy option of taking it back to the store.

It did, however, charge up again, so the bubble must be from a flooding chamber in the back half of the lure. I took it for a troll when rowing & drifting on Lake Ginninderra. It didn't take too much speed for this lure to stop swimming and begin spiralling. It is definitely intended for a slow retrieve and to mimic an injured baitfish.

Luke and I had a fish down at Hanging Rock training wall, and it definitely mimics the injured fish. The second cast a flock of seagulls descended, and despite my efforts to get it deep and away it managed to catch a gull. It was pleasant enough to let me unhook the lure, and returned to chasing berley and other peoples' bait.

In short, it looks like this brand might be knock-offs of the real lure, with the battery not a very good quality as it loses charge too quick. It does however mimic an injured fish so for slow retrieves this should work quite well. I'll have to give it another go.

JM