



Coming from a quintessential tackle industry giant Frogleys Offshore, who are the Australian distributors for iconic brands such as Fuji, Gamakatsu, Mako, Megabass, Samurai, Bassday and Unitika. The Atomic range of lures in recent times have extended its offerings from the Atomic Guzzlerz and Ripperz range of plastics and now have available for all lure addicts, a very diverse and comprehensive range of fish catching Hardz, whilst not forgetting the new highly anticipated range of Atomic Seekerz jig heads soon to be released.

In this review I will be covering the current Hardz range of lures. So before reading this, make yourself comfortable as it is going to be epic!

I had been looking forward to this review as I've been a fan of the Atomic Hardz since the first release of the Crank 38s and Shad 40s. Firstly let's talk a little about behind the Atomic Hardz name.

Atomic Hardz are Japanese designed and come fitted with Owner hardware for the time being, until Gamakatsu start manufacturing a smaller range of trebles to suit. The entire lure range is pre-tuned ready to fish out of the box, saving the angler valuable time, which allows you to get on with the business end of things.



## K9's and Poppers

I don't think you'll get an argument from anyone that surface luring for Bream is by far the most visually stimulating and addictive method of targeting Bream. Atomic have on offer some great top water lures for us, which are the K9's and Pop 50's. The K9's come in three variations the Pup, Walker and Bulldog models.

### **The K9 Pup**

This is the finesse lure of the K9 range with the Pup measuring in at 47mm, 2.0g, being an impressive "walk the dog" lure. Suitable in those glassed out conditions when the cunning angler needs to impart some stealth towards his super spooky prey. With its smaller prawn like profile the Pup can be walked, twitched or dead stuck in the path of a cruising and marauding Bream.

### **The K9 Walker**

The Walker is slightly longer at 60mm, 3.3g and also a "walk the dog" lure. From glassy conditions to a moderately rippled surface this lure will have it covered. The lure's shape and weight aids casting, it effortlessly sails out to impressively good distances and even lands with a subtle and fish attracting splashdown. Whilst using this lure during the field test, I witnessed super aggressive takes with a consistently good hook up ratio compared to some other "walker" style lures on the market.



### **The Bulldog**

With a name like “Bulldog” you know this lure seriously means business, it’s the big brother measuring in at 80mm and weighing 7.3g. When cast it really punches out into the distance. The Bulldog’s body shape really makes it easy to get that distinctive and sometimes difficult walk the dog action for anglers new to this style of retrieve. With loud internal rattles that really call the fish in to see what the fuss is all about. Make no mistake this lure is a serious lure for those seeking out those XO tournament winning Bream that even make experienced tournament anglers weak at the knees.



### **The Pop 50**

As the name implies this lure measures in at 50mm and weighs 4.3g with the aid of the lures internal rattles and balance weights this lure casts like a bullet. The Pop 50 popper offers something a little different to most other poppers on the market, in that one would classify it as a finesse popper. The design team are onto a winner here, they have positioned the cup on the front aiming downwards and it is also more a semicircle than a full cup.

Most other poppers on the market today have a larger cup. The advantage that I see with this down facing semicircle is that it allows a more subtle, quieter bloop to be made in calmer conditions without spooking wary or flighty fish. This is something that I’ve been personally been waiting for to appear on the market. A finesse popper has been overlooked by manufactures for a long period of time, leaving a void for Atomic to fill.



In concluding, for the surface range it is noteworthy to mention that they all sit with the correct tail down attitude and they also have a deep rattle sound; important characteristics and detail that will be sure to catch a multitude of top water targets.

## Cranks & Shads

### **Atomic Hardz Crank 38**

These are a floating 38mm, 4g lure with a wide wobble/rolling action. Comprising of three models of different diving depths - Shallow 0.3m, Mid 0.7m, and the Deep 1.2m. All models feature internal rattles. A typical plug shape lure that casts a mile, its distinctive wide wobbling action really puts a beat through the rod to let you know the lure is working right. This is by far the most popular model at the moment in the Atomic range and has gained many high profile anglers a

tournament victory. Personally, when using the Mid lure in the past I've been able to swim it down through the cockle weeds; and it seems to map its own path through the cockle weeds by just bounces off them. If you are unfortunate to get stuck on a bit, a quick shake of the rod tip sees it swim free, with no weed around its trebles allowing the angler to continue fishing. This is one of my favourite structure types to chase bream in. A simple slow rolling retrieve or crank to get it down to its working depth and throw in the odd twitch and pause, sees the lure taken aggressively on an all too regular basis. Worthy of mention in its own right is this shallow version, this lure doubles as a very lethal wake bait, making it almost like two lures for the price of one.



**Link:** [www.youtube.com/watch?v=nnACI-uRkJ8](http://www.youtube.com/watch?v=nnACI-uRkJ8)

### **Atomic Hardz Shad 40**

This lure is a 40mm 2.7g suspending rattling lure, which comes in two variations of diving depths - Mid 0.6m and Deep 1.0m. They are a classic shad shaped lure and swim with a tight wobble/rolling action; again this lure sees good use in my fishing sessions. As it is a suspending lure you crank it down to just above weed beds, down into or adjacent to structure, pause it, twitch it and allow the lure to stay in the strike zone for the bream to come and get it. Suspending lures are featuring high in all anglers tackle trays for a reason; they are a very versatile lure.



### **Atomic Hardz Shad 50**

This is a 50mm 3.0g suspending lure that has a tight wobble/rolling action. They come with two depth variations, a Mid 0.6m and Deep 1.2m, both with the added bonus of being available in either silent or rattling models.

Typically this shape lure comes into its own, and would be best used when the angler is replicating the profile of a bait fish as a food offering or when the fish are responding better to hard baits being ripped across the flats, so as to imitate a fleeing baitfish to incite a reaction bite.



### **Atomic Bream Shad 40**

This 40mm lure is a recent addition to the Atomic Hardz line-up. A similar action to the Crank 38, yet offering a silent shad profile for skittish hard to temp fish. It swims with a wide wobble/rolling action, making it ideal to be cranked down to the desired working depth and also allows for it to suspend on the pause. Available in two depths – Mid 0.5m and Deep 1m, makes this a very versatile lure and a great addition to the Hardz range.



## Metalz

To the Breaming fraternity “heavy metal” just doesn’t mean loud music and bad hair styles but rather blades! Metalz come in 1/8oz 35mm, 1/4oz 40mm and a 3/8oz 50mm. All three models give off that distinct blade vibration, with the choice to change lure size to match the fish’s mood or various depths and current strength. Take it from me, nothing is more frustrating than when you’re fishing away and discover the fish have moved deeper. You then realise the lure that was producing doesn’t come in the same colour in a heavier size to get down to where the fish are now holding in deeper water or strong current. So frustratingly it’s back to the drawing board to find the much needed lure to continue the bite, which wastes valuable time. This will be a thing of the past as identical colours are offered throughout the entire range. With a slow hop or a big rip give them time to pause, even slow rolling will produce the goods with Metalz!



## Summary

With the ever increasing demands and needs of Australia's Bream anglers wanting nothing short of the highest of quality for their tackle and lures; The Atomic Hardz are delivering on several very important areas, high build quality, great detailed hard wearing paint finishes and fish catching ability. When you stop and consider the quality components and the design origins from Japan, a RRP of \$16 really makes this range of lures affordable for all budgets and makes them stand out from the crowd. The Atomic Hardz have it all covered for the angler, from surface presentations, divers, to blades; you'll find exactly what you're looking for with all of the Atomic Hardz range.

Atomic continuously raise the bar and are always adding to their range of offerings. At the time of this review the highly anticipated Semi Hardz 40s and 50s were about to be released. Again this shows that Atomic are serious about becoming Number 1 for lures in Australia, whilst maintaining an affordable and competitive price tag.

Atomic are also soon to release their cutting edge new line of Seeker Jig heads. Seekerz are built on industry leading Gamakatsu hooks ensuring they will be sharp. The Seekerz come in 67 different models, ensuring there is a jig head to suit every application not just for breaming but all forms of fishing. Available in three styles hidden weight, standard wire & heavy wire also EWG.

With Pro Tournament Anglers such as Steve Morgan using the Atomic Hardz as part of his approach to winning the 2009 Sydney Harbour Grand Final and angler Tim "The Bream" Morgan, and Tristan Taylor also using the Atomic Hardz range to win tournaments, you as an angler can rest assured that these lures are made for serious fishing and will provide you with quality fish and real results.

These lures don't just catch Bream though, they will have successful applications for Whiting, Trout, Flathead, Bass, EPs, etc which will all be chasing these lures down with gusto.

The Atomic Hardz range is available at all good tackle stores. For trade enquiries please contact Frogleys Offshore on ph: (02) 66813988, fax: (02) 1800812500 or email: [enquiries@frogleysoffshore.com.au](mailto:enquiries@frogleysoffshore.com.au)

More information on the wide colour range can be found at [www.atomiclures.com.au](http://www.atomiclures.com.au)

Thanks for reading.

Scales



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