



SOURCING GUIDE · EDITION 2026-09

How to source fishing tackle from China without learning it the expensive way.

Verification that removes the wrong factories, specifications that make quotes comparable, and the inspection points that stop a batch of lures arriving in the wrong colourway.

Prepared for importers, distributors and private-label brands · Verified supply data for Chinese fishing tackle factories

1 · The four gates

A factory is published only when all four gates pass. Everything else stays out — not marked "pending", simply absent.

GATE	WHAT IS CHECKED	EVIDENCE THAT PASSES IT
1. Business registration	Legal name, credit code, operating status, insured employee count	Authorised registration export; insured headcount rather than a claimed capacity
2. Main business	That the company actually manufactures the category	Product lines, workshop footage, category certifications
3. Export evidence	Destination markets and shipment frequency	Customs records showing real export activity and markets
4. Direct interview	Capacity, MOQ, materials, lead time, price basis	A documented interview plus a quotation stating its basis

Why four gates and not a score. A score invites argument about weighting and hides missing data. Four gates are binary: the evidence exists or it does not. A record that fails one gate is published as nothing at all.

2 · Specification checklist

Soft lures

- ☐ Body length and weight, with tolerance
- ☐ Plasticiser feel: soft, medium, firm
- ☐ Salt or scent loading, stated in percent
- ☐ Colourway reference: physical or measured, plus tolerance
- ☐ Hardware: hook by name or wire gauge and finish
- ☐ Packaging format and header card artwork

Hard lures and metal jigs

- ☐ Body material and wall thickness
- ☐ Diving depth or weight class
- ☐ Rattle specification, if any
- ☐ Split rings, hooks and assist cords by specification
- ☐ Finish: plating, foil or paint, with durability test
- ☐ Through-wire construction where load demands it

Rods

- ☐ Blank material and action, not just "carbon"
- ☐ Guide and reel-seat specification, by name
- ☐ Grip material and length; butt and foregrip dimensions
- ☐ Number of sections, and joint type
- ☐ Sample must come from production, not the showroom

3 • MOQ and tooling: where the floor actually comes from

COST DRIVER	WHAT IT MEANS FOR A FIRST ORDER	LEVER THAT WORKS
Moulds and tooling	A new body shape carries tooling that must be recovered	Pay tooling as a separate line item, then MOQ falls to material economics
Print plates and setup	Printed packaging treats setup, not material, as the constraint	Take a stock format for the trial; move to custom print on the repeat
Component minimums	Hooks, rings and packaging have their own minimums	Standardise hardware to one specification across SKUs
Colour changeover	Each extra colourway adds a changeover	Limit the first order to one or two colourways

Ask what makes a smaller run economic rather than asking for a lower MOQ. The first question gets an answer; the second gets a number that will not hold.

4 • FOB vs EXW comparison sheet

	EXW (EX WORKS)	FOB (FREE ON BOARD)
Factory delivers to	Their own gate	Named port, loaded on board
Export clearance	Buyer	Supplier
Inland freight	Buyer	Supplier
Terminal handling	Buyer	Supplier
Suits	Buyers with a forwarder already in China	Buyers who want fewer moving parts

Compare landed cost at the same Incoterm. An EXW quote looks cheaper because it covers less — it is not a lower price for the same scope.

5 • Inspection points

During production ☐ First-article approval against the approved sample ☐ Colourway measured, not eyeballed ☐ Hardware verified against the named specification ☐ Weight and length sampled across the run	Before shipment ☐ Random sample per AQL level you set ☐ Packaging, labelling and carton marks checked ☐ Defects photographed and counted by type ☐ Report issued to you whether or not shipment proceeds
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6 · What to send for a usable answer

1. Product or sub-category, with the parameters that matter: weight, material, hardware, action.
2. Quantity for the first order, and the expected annual volume.
3. Destination market, and the Incoterm you compare on.
4. Certifications or market requirements that apply.
5. Timing: when the goods need to be landed.

A specification and a quantity produce a quotation. A request for "your best price" produces a guess, and guesses are what cost money later.

Cheery Supply Chain · 禧越供应链 — verified supply data for Chinese fishing tackle factories.

Web: </suppliers/> · </how-it-works/> · </verification/> · Open data: </api/v1/factories.json> · AI agents: </llms.txt>

This guide is a method document. It contains no supplier-specific commercial data, and it is not an offer to sell.