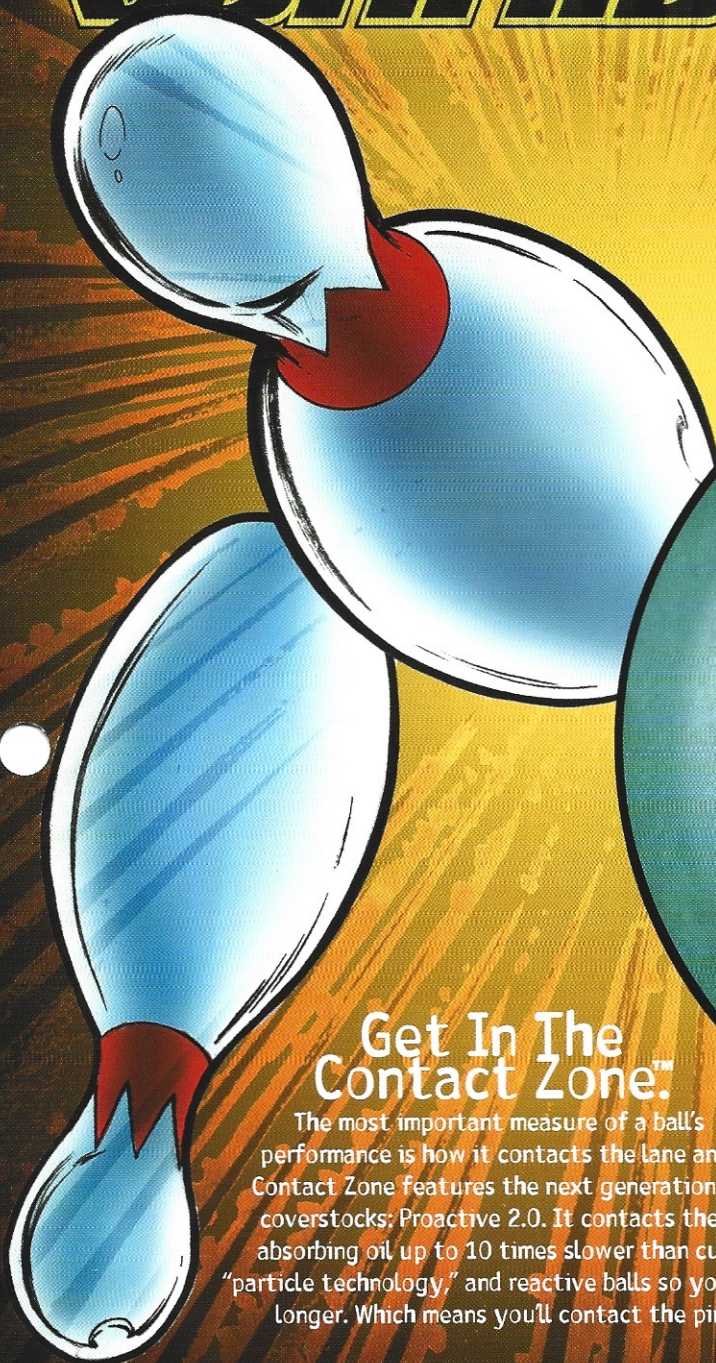


bowling is a contact sport.



CONTACT ZONE

When Reactive coverstocks overreact, Contact Zone gives strong but smoother reactions on drier conditions. When Proactive balls change direction too early, Contact Zone provides extra length.

Get In The Contact Zone™

The most important measure of a ball's performance is how it contacts the lane and pins. Contact Zone features the next generation of Proactive® coverstocks: Proactive 2.0. It contacts the lane perfectly, absorbing oil up to 10 times slower than current Proactive, "particle technology," and reactive balls so you can stay lined up longer. Which means you'll contact the pins more often.

Contact Zone • Coverstock: Proactive 2.0, Trizact Cerium Oxide finish • Traction Characteristic: Delayed Traction Effect (DTX) 2 • Weights: 10-16 lbs. • Hook Potential: 20-12 (dull/shiny) • Length: 5 • Backend: 11 • Average RG: 4.8 • RG Max: 2.587 • RG Min: 2.549 • RG Diff: 0.038

ZONE

**PROACTIVE
2.0**



Get Brunswick, Get \$20. Buy a Brunswick high-performance ball and pocket \$20! See your pro shop or www.brunswickbowling.com for details.

3M™
Trizact™
Abrasive PSA Discs

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make contact.

**Hit 'em hard.
Knock 'em over.
Make contact
with Contact Zone.™**

Contact Zone.

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Traction Characteristic: Delayed Traction Effect (DTX) 2

Weights: 10-16 lbs.

Hook Potential: 20-12 (dull/shiny)

Length: 5

Backend: 11

Average RG: 4.8

RG Max: 2.587

RG Min: 2.549

RG Diff: 0.038



Proactive 2.0 is the next generation of Proactive.®

Unlike current Proactive technology, Contact Zone's Proactive 2.0 coverstock allows you to stay lined up for an extended amount of time. What's the secret? Proactive 2.0 absorbs oil up to 10 times slower than current Proactive, "particle technology" and reactive balls. So instead of getting from 0 to 3 minutes (the normal range for current balls), you'll typically witness an absorption time of 30 minutes or more.* And because oil stays on the ball surface longer than with other balls, Contact Zone is less sensitive to changing lane conditions, especially in the heads — so you can stay lined up longer.

Developed and tested with Throbot,™ Proactive 2.0 utilizes a unique texture that provides reduced traction in the oil compared to other existing Proactive and particle balls without sacrificing the characteristic strong and smooth Proactive breakpoint downlane. The unique formulation of the Proactive 2.0 coverstock allows the Contact Zone to be clean through the front like a reactive ball — providing the most length of any Proactive ball to date — but then it kicks and drives strong beyond the breakpoint. It's perfect for stronger players looking for the Proactive advantage on medium-oily to medium-dry lane conditions. It's also great for late league shifts or for when you are challenged by rapidly changing or broken down lane conditions, especially in the heads.

Best of all, Contact Zone is factory finished using the new Brunswick Finishing System featuring 3M Trizact abrasives. That means any pro shop with the Brunswick Finishing System can adjust your ball's overall reaction at any time, or return your ball to its original factory finish and reaction — even after it has tracked up.

Get in contact with the winner in you — get in the Contact Zone.

★ When finished to 600 grit then wiped with a thin film of lane oil.

Brunswick®

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