

LOOK INTO THE FUTURE.



**"THE FUTURE OF THE GAME IS PROACTIVE™
AND THOSE WITHOUT IT ARE AT A DISTINCT DISADVANTAGE."**

— Five-time PBA Player of the Year, **Walter Ray Williams Jr.**

Look ahead. What do you see? With the new Zone Pro™ Deep Violet, it all depends on how **you** look at it. Because it's the most versatile Zone Pro yet. Better fitted to **your** game, not just the pros. **Your** lanes, not just championship conditions. **Your** Zone Pro Deep Violet will maintain traction in the oil, and won't overreact without it. Its MTX-4 Proactive coverstock will give **you** a strong, but smooth, reaction that is less skittish at the breakpoint than any reactive urethane.

Zone Pro Deep Violet. The most versatile Zone in history wrapped in superior Proactive coverstock technology. What will it do for **you**? See for yourself.

Zone Pro Deep Violet Coverstock: Proactive / Weights: 10-16 lbs. / Hook Potential: 20-13 (dull/shiny) / Traction Characteristic: Mid-Traction Effect (MTX) 4 / Length 3.5 / Backend: 10.5 / Average RG: 5.4 / Track Flare: 9.6

Brunswick®
Line Up With The Perfect Lineup.



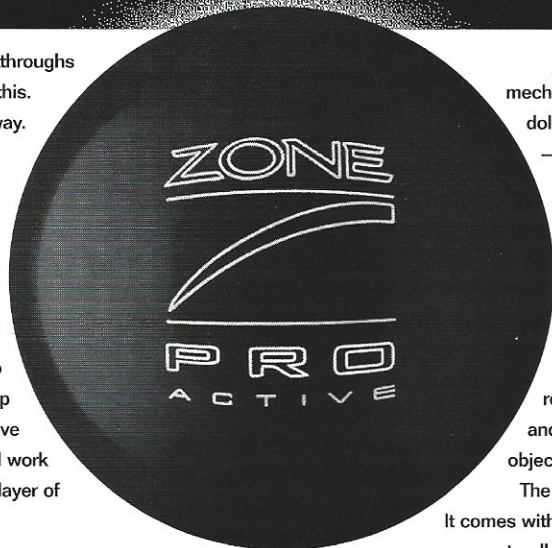
www.brunswickbowling.com ©1999 Brunswick Bowling & Billiards Corporation. Patent pending for Proactive. Proactive developed by BTV.

"We Have Seen The Future ... And It's Proactive™."

**Zone Pro™ Deep Violet: The Most Versatile Zone In History
Wrapped In The Most Advanced Coverstock Technology Ever.**

Blink, and you'll miss them. Technological breakthroughs that are here today and replaced tomorrow. But not this. Not Proactive. It is the future. Here to stay in a big way. And with **Zone Pro Deep Violet** in the lineup, Proactive power is now more versatile than ever.

Zone Pro Deep Violet adds a multipurpose weapon to an already impressive Zone arsenal. It features an MTX version of the Proactive cover that provides more length than the ETX formulations of the Zone Pro Azure and Teal (Proactive coverstocks allow us to vary the contribution of the coverstock to the overall reaction of the ball). It delivers a skid/snap hook between ETX Proactive and conventional reactive coverstocks.* In short, the Zone Pro Deep Violet will work for you. If you have the control and hook of a PBA Player of the Year ... and even if you don't.



It took **Throbot™** — the world's only computerized mechanical release simulator and the product of a million-dollar investment by Brunswick and Bayer® Corporation — to help to develop Proactive technology. Its half-ton bionic arm can precisely duplicate any bowler's release, matching such factors as ball speed, revolution rate, axis position, axis rotation, axis tilt, release height, release direction and loft.

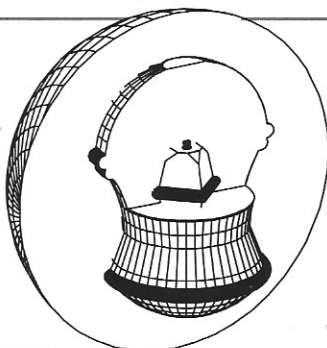
Then, **Super CATS Tracking System**, the world's only 24-sensor CATS tracking lane, took over. Measuring and monitoring exactly how the ball rolls down the lane. Each sensor records ball position and lane speed data, allowing research technicians to objectively assess the difference between balls.

The result: Strength. Consistency. Power. Predictability. It comes with Proactive. And with Zone Pro™ Deep Violet, it'll come more naturally to your game.

Zone Pro Deep Violet • Coverstock: Proactive • Weights: 10-16 lbs. • Hook Potential: 20-13 (dull/shiny) • Traction Characteristic: Mid-Traction Effect (MTX) 4 • Length 3.5 • Backend: 10.5 • Average RG: 5.4 • Track Flare: 9.6

Proactive™ Characteristics

Proactive's microscopically textured surface grabs the lane better, to generate a significant increase in overall hook — even when it's shined. **If the bowler desires more hooking action out of the box**, Zone Pro Deep Violet can be sanded to provide a cleaner front-end reaction than a dull reactive ball, while increasing mid-lane and backend reaction. When used dull, Proactive is a significant improvement over reactive urethane technology. It's much less sensitive at the front of the lane, while most



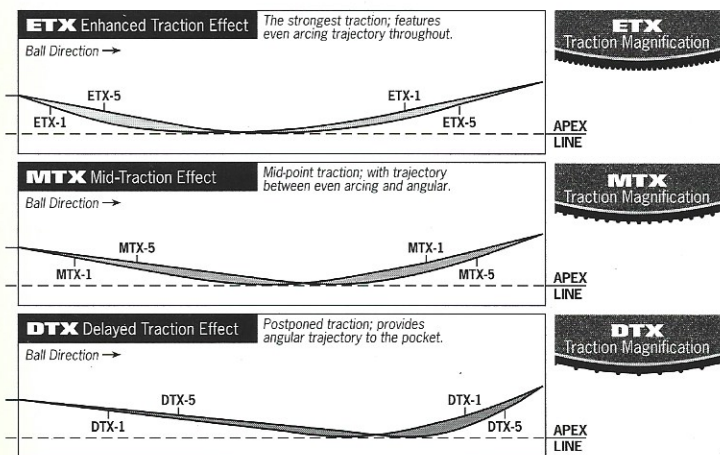
10-16 lbs.

of its increase in hook will come in the middle and backend. This will offset any early reaction created by sanding the ball.

Polishing & Cleaning

Proactive's textured surface is more resistant to polishing than reactive urethane, which means "maximum gloss" will be lower than reactive urethane. But your Zone Pro™ Deep Violet can be cleaned simply by using the same methods and materials used to clean reactive resin balls.

Throbot™ Traction Comparison Chart



Drilling Information

All weights of the Zone Pro™ Deep Violet can be drilled using techniques developed for two-piece balls. For reference, use Brunswick's "Seven Popular Layouts," easily found at your local pro shop, or at www.brunswickbowling.com.

The revolutionary performance characteristics of the Zone Pro Deep Violet allow your pro shop to fully utilize layout choices to create desired reactions. Due to the strength of the Proactive™ material, stronger release players would be advised to use layouts 4 through 7 of the Seven Popular Layouts. For average release players desiring a ball reaction more like a "cranker," layouts 1 through 3 will produce very strong reactions (if their release generates a fair amount of side roll, and even if they don't have a lot of revs). Due to the even arcing characteristics of Proactive, you should use early arcing drillings such as the Pin-down/Hole-down layouts only when faced with extremely heavy oil patterns.

Brunswick®

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