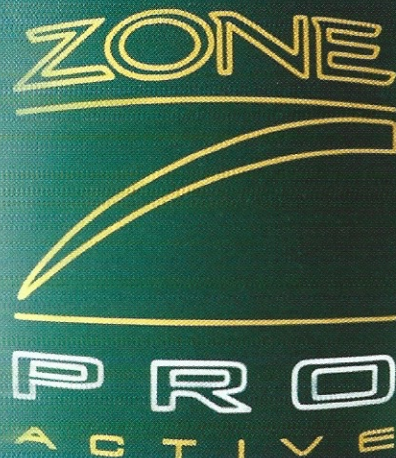


Power. Under Control.



Zone Pro Teal with Axiom Proactive™ ETX-5.

Far beyond fad. Even farther beyond reactive. Proactive is the new standard for what cover stocks dare to be.

Proactive allows this ball to roll with a unique split personality: Part control freak; part power surge. Giving you predictability through the first 40 feet (regardless of oil, regardless of surface, regardless period) with a smooth move. Then kicking in with pure power for the final 20.

That's the patent-pending Proactive in action. With the control and power of Zone Pro Teal, **you**, not the lane, rule the roll. Its microscopically textured surface grips the lane. And never lets changing

conditions alter your chosen path. Even better, Proactive cover stocks are more resistant to tracking – meaning you save money by refinishing or replacing them less often.

Control & Power. One ball has it all. Zone Pro Teal – making bowling more fun again. Get in **this** Zone. You won't want out.

Worth the wait. For a ball that hooks and hits so effortlessly. Inside, a new core design. Outside, Proactive cover stock – for maximum traction, even through oil.



Introducing Traction Characteristic. The newest stat. The next industry standard. Traction Characteristic helps you calibrate where the grip will kick in. And to what degree. So – house to house, surface to surface – you'll always throw the perfect ball.

ETX	1	2	3	4	5	Enhanced Traction Effect	Full lane traction; features even arcing trajectory throughout.
MTX	1	2	3	4	5	Mid Traction Effect	Mid-point traction; with trajectory between even arcing and angular.
DTX	1	2	3	4	5	Delayed Traction Effect	Delayed traction; provides angular trajectory to the pocket.

Zone Pro Teal • Cover Stock: Axiom Proactive • Weights: 10-16 lbs. • Hook Potential: 22-13 (dull/shiny) • Traction Characteristic: Enhanced Traction Effect (ETX) 5 • Length: 2.5 • Backend: 11+ • Average RG: 6.2 • Track Flare: 9.3

Brunswick  www.brunswickbowling.com

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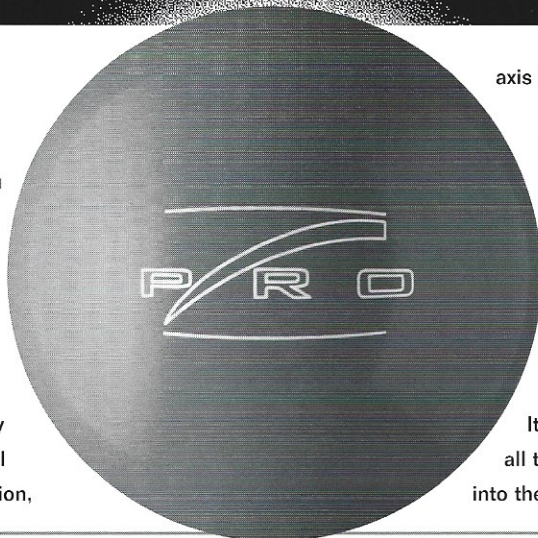


We've reZoned the territory.

Covered in Axiom Proactive™ ETX-5, Zone Pro Teal is all about control and power.

It's simple. Go to the line. Send it to the breakpoint. And let the ball do all the work. Conditions don't count. Zone Pro Teal rolls so easily through the front – wet or dry – that you may wonder if you've read the road correctly.

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 cover stock. 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.

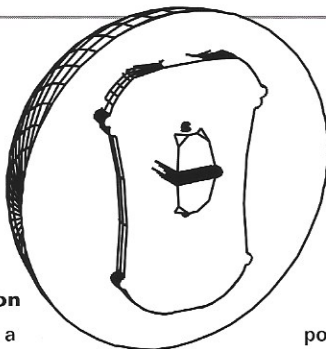
The result: Strength. Consistency. Power. Predictability. It comes with Proactive.

It comes with the territory. You're in control at all times, under all conditions, when you venture into the newest Zone.

Zone Pro Teal • Cover Stock: Axiom Proactive • Weights: 10-16 lbs. • Hook Potential: 22-13 (dull/shiny) • Traction Characteristic: Enhanced Traction Effect (ETX) 5 • Length: 2.5 • Backend: 11+ • Average RG: 6.2 • Track Flare: 9.3

Proactive Characteristics

Proactive's microscopically textured surface grabs the lane better, to generate a significant increase in overall hook — even when it's shined. Which makes it perfect for virtually any bowler's style, on any lane condition. **If the bowler desires more hooking action out of the box**, Zone Pro Teal 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

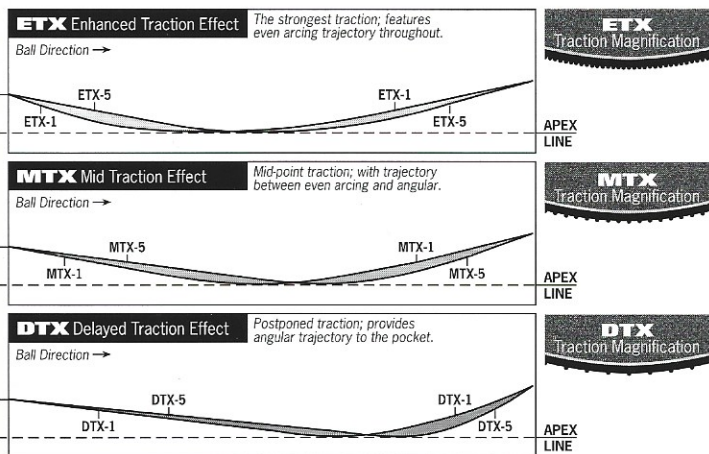


at the front of the lane, while most of its increase in hook will come in the middle and backend. This will offset any early reaction created by sanding the ball.

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 Teal 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 Teal 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 Teal 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®

525 West Laketon Avenue / Muskegon, Michigan 49441-2697 / 1-800-950-2695 / 616-725-3300 Fax 616-725-3457 / www.brunswickbowling.com
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