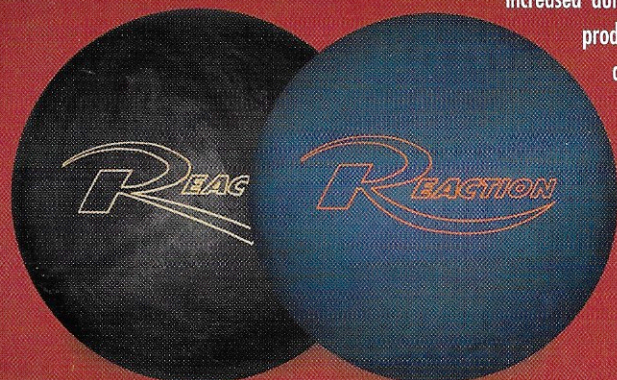




## LOOK WHO JUST PERFECTED THE WINNING FORMULA.

Who else but Columbia 300® could combine the crucial elements of power and performance so beautifully? The new Reaction™ Roll and Ricochet are the result of two years of R & D testing and development, with one goal in mind — to create a two-ball arsenal that provides superb hooking power with increased durability. The Reaction Roll is designed for heavy oil in the front and midlane, producing a strong curve and continuous backend reaction. This is all made possible by an enhanced version of our TEC™ coverstock called MegaTEC™. The Reaction Ricochet was developed to provide maximum backend reaction on most common lane conditions. Its pearlized reactive coverstock is enhanced with an explosive combination of TEC2™ and Holo-Flex™ particles. The Reaction Roll and Ricochet. Whichever one you use, you'll agree Columbia 300 has truly developed the formula for success.



**COLUMBIA 300**

Columbia bowls the world over.®

[www.columbia300.com](http://www.columbia300.com)

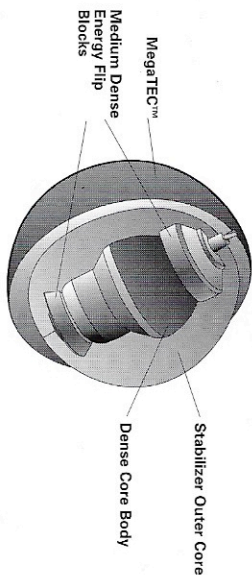


Columbia 300® is proud to introduce the addition of Reaction™ Roll and Ricochet to its highly successful high performance line of bowling balls. The Reaction Roll was developed to create maximum hook in the midlane, while providing a strong and continuous backend reaction. The Roll is designed for heavy oil in the front and midlane, and excels when oil has carried down to the backend. You'll find it hooks more in oil than any ball ever produced by Columbia 300. The Reaction Ricochet was developed to provide maximum backend reaction on most common lane conditions. Its pearlized reactive coverstock is enhanced with an explosive combination of TEC™ and Holo-Flex™ particles. The bowler will find the Ricochet gets to the midlane revving up for a strong, snapping backend reaction. As the name states, it's going to Ricochet! You'll also notice the Reaction has increased durability, as compared to previously released particle bowling balls. This was made possible by a revolutionary material that Columbia 300 uses to coat its TEC™ particles called MegaTEC™. This coating creates better adhesion between the core and the shell, in addition to producing more friction between the ball and the lane. The Reaction Roll and Reaction Ricochet have a low Rg and medium differential.

Columbia bows the world over.®

## REACTION ROLL™

## REACTION RICOCHET™



### FEATURES:

**CORE TECHNOLOGY:** Dense core body.

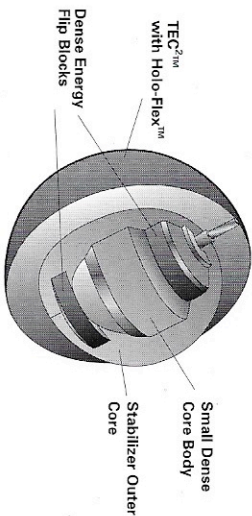
Medium dense energy flip blocks.

**COVERSTOCK:** MegaTEC

New TEC particle for better adhesion to the shell material for durability and more hook.

**HARDNESS:** 75-78

ABC/MIBC approved



### FEATURES:

**CORE TECHNOLOGY:** Dense core body.

Dense energy flip blocks.

**COVERSTOCK:** TEC<sup>2</sup> coverstock plus Holo-Flex

This particle combination creates a controlled midlane roll with significant backend reaction.

**HARDNESS:** 75-78

ABC/MIBC approved

### TECHNICAL SPECIFICATIONS:

All balls were tested with out of box finish.

Ball	Rg (x-axis)						Hook Rating*	TEC Rating**		Track Flare
	16 lb.	15 lb.	14 lb.	16 lb.	15 lb.	14 lb.		End of oil	End of lane	
REACTION ROLL	2,490	2,502	2,523	0,043	0,044	0,041	30	14	42	4" - 6"
REACTION RICOCHET	2,498	2,516	2,590	0,041	0,046	0,050	25.5	11	40	4" - 6"

\* Boards of hook for average speed and rotation \*\* TEC rating is the percent decrease in kinetic forward velocity to rotational hook. The higher the TEC rating the more hook up to that area of the lane.

### ORDERING INFORMATION

#### AVAILABLE WEIGHTS:

12-16 lbs.

#### ITEM NUMBERS:

V66-30

#### COLOR:

Sapphire Blue with Orange engraving

#### FACTORY FINISH:

600 grit sheen finish



REACTION PRO SHIRT  
Navy & Orange logo



REACTION PRO TOWEL  
Blue with Orange logo  
221-2499

#### AVAILABLE WEIGHTS:

12-16 lbs.

#### ITEM NUMBERS:

V63-02

#### COLOR:

Midnight Pearl with Gold engraving

#### FACTORY FINISH:

Polished

