

**STORM**®

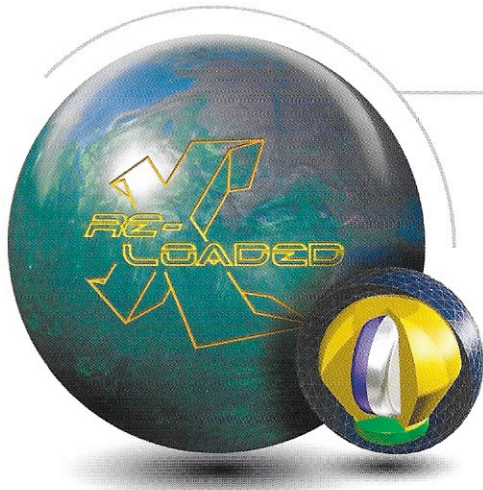


BALL CATALOG 2003



# MASTER LINE

STORM's Master Line presents the X Factor series, which combines the exceptional engineering of RAD™ technology with a variety of STORM reactive and particle coverstocks. Maintaining the STORM standard of excellence, RAD™ weight blocks generate increased mid-lane torque and backend drive. Every X Factor is dynamically spun to assure exact Mass Bias markings, lending to a multitude of drilling options for accurate reaction characteristics that cater to a bowler's specific needs.



## X FACTOR™ RE-LOADED™

### TECHNICAL DATA

**Coverstock:** Reload<sup>3</sup>™ Reaction Enhanced Pearl Particle  
**Weight Block:** RAD™ Motion Control™ Technology  
**Ball Color:** Emerald / Navy / Silver  
**Ball Finish:** 1000-Grit Matte  
**Radius of Gyration:** 2.53 (Low)  
**Differential:** .058 (High)  
**Durometer:** 76-78 Rex D-scale  
**Flare Potential:** High (6" plus)  
**Fragrance:** Cinnamon-Apple  
**Weights:** 10-16 lbs.  
**SKU#** TRF

OIL LENGTH	LONG	●	●	
	MEDIUM		●	●
	SHORT			●
		OIL VOLUME		
		●	●	●
		●	●	●
		●	●	●

See back cover for more information

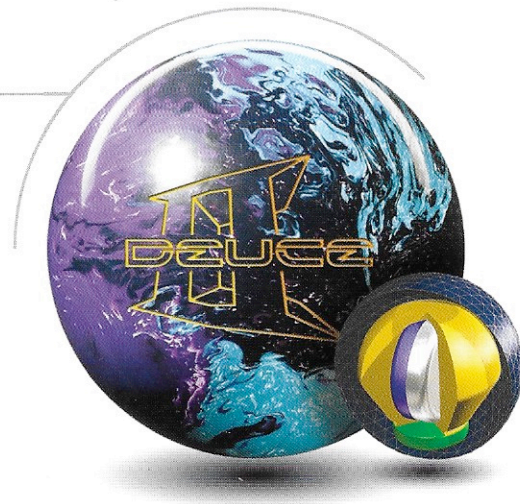
## X FACTOR™ DEUCE™

### TECHNICAL DATA

**Coverstock:** ACCU-Tread™ Solid Reactive  
**Weight Block:** RAD™ Motion Control™ Technology  
**Ball Color:** Violet / Sky Blue / Black  
**Ball Finish:** 1000-Grit Matte  
**Radius of Gyration:** 2.53 (Low)  
**Differential:** .058 (High)  
**Durometer:** 76-78 Rex D-scale  
**Flare Potential:** High (6" plus)  
**Fragrance:** Blueberry  
**Weights:** 10-16 lbs.  
**SKU#** TXD

OIL LENGTH	LONG	●	●	
	MEDIUM		●	●
	SHORT			●
		OIL VOLUME		
		●	●	●
		●	●	●
		●	●	●

See back cover for more information



## X FACTOR™

### TECHNICAL DATA

**Coverstock:** ACCU-Tread™ Mystic Pearl Reactive  
**Weight Block:** RAD™ Motion Control™ Technology  
**Ball Color:** Cherry / Royal / Violet  
**Ball Finish:** 1500-grit Polish  
**Radius of Gyration:** 2.53 (Low)  
**Differential:** .058 (High)  
**Durometer:** 76-78 Rex D-scale  
**Flare Potential:** High (6" plus)  
**Fragrance:** Chocolate  
**Weights:** 10-16 lbs.  
**SKU#** TXF

OIL LENGTH	LONG	●	●	
	MEDIUM	●	●	●
	SHORT			●
		OIL VOLUME		
		●	●	●
		●	●	●
		●	●	●

See back cover for more information



# POWER LINE



The Power Line™ offers our latest True-Roll™ core technology at an affordable price. Each True-Roll core is synchronized to the perfect STORM coverstock to maintain power and control on a variety of lane conditions. This is a real plus for league and tournament bowlers alike.

## POWER CHARGE PEARL™

### TECHNICAL DATA

**Coverstock:** Curelyon™ Pearl Reactive  
**Weight Block:** True-Roll™ Design  
**Ball Color:** Blue / Purple Pearl  
**Ball Finish:** 1500-grit Polish  
**Radius of Gyration:** 2.490 (Low)  
**Differential:** .040 (Medium)  
**Durometer:** 76-78 Rex D-scale  
**Flare Potential:** Medium-High (4-6")  
**Fragrance:** Cherry  
**Weights:** 10-16 lbs.  
**SKU# TCG**

OIL LENGTH	LONG	●		
	MEDIUM		●	
	SHORT			●
		LIGHT	MED	HEAVY
		OIL VOLUME		

See back cover for more information



## CORE POWER LRG™

### TECHNICAL DATA

**Coverstock:** Cadmium™ Solid  
**Weight Block:** True-Roll™ LRG Design  
**Ball Color:** Sapphire Blue / Yellow  
**Ball Finish:** 1000-grit Matte  
**Radius of Gyration:** 2.45 (Low)  
**Differential:** .045 (Medium)  
**Durometer:** 76-78 Rex D-scale  
**Flare Potential:** Medium-High (4-6")  
**Fragrance:** Banana  
**Weights:** 10-16 lbs.  
**SKU# TCL**

OIL LENGTH	LONG	●	●	
	MEDIUM		●	●
	SHORT			●
		LIGHT	MED	HEAVY
		OIL VOLUME		

See back cover for more information

## CORE POWER HRG™

### TECHNICAL DATA

**Coverstock:** PRO-Thane LT Plus™ Pearl Particle  
**Weight Block:** STORM Tri-Density™ Design  
**Ball Color:** Black / Gold Pearl  
**Ball Finish:** 1500-grit Polish  
**Radius of Gyration:** 2.61 (High)  
**Differential:** .056 (High)  
**Durometer:** 76-78 Rex D-scale  
**Flare Potential:** High (6")  
**Fragrance:** Licorice  
**Weights:** 10-16 lbs.  
**SKU# TCP**

OIL LENGTH	LONG	●		
	MEDIUM	●	●	
	SHORT			●
		LIGHT	MED	HEAVY
		OIL VOLUME		

See back cover for more information



The new bowling ball technology available today is great, but what good is that if you can't afford it? Enter the Flash Line™! Upon the introduction of the original Eraser™, a higher standard in performance, quality and workmanship was set in the mid-priced arena. To this day no ball in this price category has the hook, or the look, of the Eraser series.



## ERASER PEARL PARTICLE™

### TECHNICAL DATA

**Coverstock:** PRO-Thane™ LT Pearl Particle  
**Weight Block:** Multi-Density with Power Ball Technology  
**Ball Color:** Midnight Blue / Gold  
**Ball Finish:** 1500-grit Polish  
**Radius of Gyration:** 2.539 (Medium-Low)  
**Differential:** .050 (High)  
**Durometer:** 76-78 Rex D-scale  
**Flare Potential:** High (6" plus)  
**Fragrance:** Lemonade  
**Weights:** 10-16 lbs.  
**SKU#TEP**

OIL LENGTH	LONG	●		
	MEDIUM	●	●	
	SHORT			●
S		LIGHT	MED	HEAVY
OIL VOLUME				

See back cover for more information

## ERASER BOOST™

### TECHNICAL DATA

**Coverstock:** Solid Chrome CADMIUM™  
**Weight Block:** Modified Thunder™  
**Ball Color:** Grape / Navy  
**Ball Finish:** 800-grit Matte  
**Radius of Gyration:** 2.570 (Medium-High)  
**Differential:** .041 (Medium)  
**Durometer:** 75-77 Rex D-scale  
**Flare Potential:** High (5")  
**Fragrance:** Blueberry  
**Weights:** 10-16 lbs.  
**SKU#TEB**

OIL LENGTH	LONG		●	
	MEDIUM			●
	SHORT			●
S		LIGHT	MED	HEAVY
OIL VOLUME				

See back cover for more information



## ERASER BLAZE™

### TECHNICAL DATA

**Coverstock:** CADMIUM™ Pearl  
**Weight Block:** Modified Thunder™  
**Ball Color:** Black / Cherry  
**Ball Finish:** 1500-grit Polished  
**Radius of Gyration:** 2.570 (Medium-High)  
**Differential:** .041 (Medium-High)  
**Durometer:** 75-77 Rex D-scale  
**Flare Potential:** High (5")  
**Fragrance:** Black Cherry  
**Weights:** 10-16 lbs.  
**SKU#TEZ**

OIL LENGTH	LONG	●		
	MEDIUM	●	●	
	SHORT			●
S		LIGHT	MED	HEAVY
OIL VOLUME				

See back cover for more information



# HOT LINE



Not only can you get performance on a budget, you can get a ball nice enough to get the attention of your whole team. Hot Line™ balls are designed for entry level bowlers who expect to take their game to the next level. Experienced bowlers will benefit from the Hot Series for its control and predictability on dryer or shorter oil patterns.

## HOT WIRE™

### TECHNICAL DATA

**Coverstock:** ACCU-Tread™ Solid Reactive  
**Weight Block:** Modified Inverted 2-piece  
**Ball Color:** Sky Blue / Red Hot  
**Ball Finish:** 1000-grit Matte  
**Radius of Gyration:** 2.56 (Medium-High)  
**Differential:** .033 (Low)  
**Durometer:** 75-77 Rex D-scale  
**Flare Potential:** Low (2.5-4.5")  
**Fragrance:** None  
**Weights:** 10-16 lbs.  
**SKU#** TWI

OIL LENGTH	LONG			
	MEDIUM	●		
	SHORT	●	●	
		LIGHT	MED	HEAVY
		OIL VOLUME		

See back cover for more information



## HOT ROD™

### TECHNICAL DATA

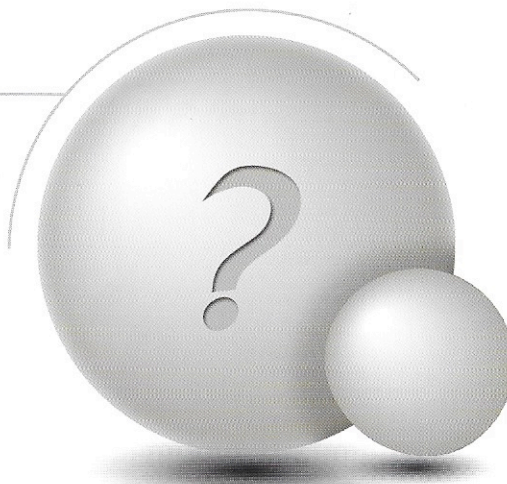
**Coverstock:** Curelyon™ Pearl Reactive  
**Weight Block:** Modified Inverted 2-piece  
**Ball Color:** Candy Apple Red / Chrome  
**Ball Finish:** 1500-grit Polish  
**Radius of Gyration:** 2.56 (Medium-High)  
**Differential:** .033 (Low)  
**Durometer:** 75-77 Rex D-scale  
**Flare Potential:** Low (2.5-4.5")  
**Fragrance:** None  
**Weights:** 10-16 lbs.  
**SKU#** THD

OIL LENGTH	LONG			
	MEDIUM	●	●	
	SHORT			●
		LIGHT	MED	HEAVY
		OIL VOLUME		

See back cover for more information

TO BE UNVEILED

FALL 2003





# HIT LINE

According to SGMA (Sporting Goods Manufacturers Association), bowling is the #1 participation sport. No matter the skill level, anyone who bowls knows how much more fun it is when you have your own custom fit bowling ball. As "The Bowler's Company", we are pleased to offer an affordable line of professional quality bowling balls. Now everyone can enjoy America's favorite game.



## BIG HIT™

### TECHNICAL DATA

Coverstock: A) PRO-Glide™ Solid Reactive with Ultra Fleck™

B) PRO-Glide™ Pearl Reactive

Weight Block: Modified 4-piece Core

Ball Color: A) Grey / Burgundy

B) Teal / Purple Pearl

Ball Finish: 1500-grit Polish

Radius of Gyration: 2.63 (High)

Differential: .020 (Low)

Durometer: 76-78 Rex D-scale

Flare Potential: Low (1-3")

Fragrance: None

Weights: 10-16 lbs.

SKU# A) TBS

B) TBP

OIL LENGTH	LONG				
	MEDIUM	●			
	SHORT	●	●		
			LIGHT	MED	HEAVY
		OIL VOLUME			

See back cover for more information



## POLYESTER BALL

Increase your spare percentage (and your average) with this hard polyester ball from STORM. Specifically designed to go through the mid-lane and produce little backend, the Spare STORM is a must for making those pesky corner pins.



## SPARE STORM™

### TECHNICAL DATA

Coverstock: Polyester

Weight Block: Traditional 3-piece Core

Ball Color: Aqua Sparkle

Ball Finish: 3500-grit Polish

Radius of Gyration: 2.690 (High)

Differential: Low (.010)

Durometer: 84-86

Flare Potential: Low (1")

Fragrance: None

Weights: 12, 14-16 lbs.

SKU# SSA

OIL LENGTH	LONG				
	MEDIUM				
	SHORT	●			
			LIGHT	MED	HEAVY
		OIL VOLUME			

See back cover for more information



## BLUE PEARL HIT™

### TECHNICAL DATA

Coverstock: PRO-Glide™ Pearl Reactive  
 Weight Block: Traditional 3-piece Core  
 Ball Color: Blue Pearl  
 Ball Finish: 1500-grit Polish  
 Radius of Gyration: 2.674 (High)  
 Differential: .018 (Low)  
 Durometer: 76-78 Rex D-scale  
 Flare Potential: Low (1-3")  
 Fragrance: None  
 Weights: 10-16 lbs.  
 SKU# TPB

OIL LENGTH	LONG			
	MEDIUM			
	SHORT	●	●	
S		OIL VOLUME		
		LIGHT	MED	HEAVY

See back cover for more information



## RED PEARL HIT™

### TECHNICAL DATA

Coverstock: PRO-Glide™ Pearl Reactive  
 Weight Block: Traditional 3-piece Core  
 Ball Color: Red Pearl  
 Ball Finish: 1500-grit Polish  
 Radius of Gyration: 2.674 (High)  
 Differential: .018 (Low)  
 Durometer: 76-78 Rex D-scale  
 Flare Potential: Low (1-3")  
 Fragrance: None  
 Weights: 10-16 lbs.  
 SKU# TPR

OIL LENGTH	LONG			
	MEDIUM			
	SHORT	●	●	
S		OIL VOLUME		
		LIGHT	MED	HEAVY

See back cover for more information



## PURPLE PEARL HIT™

### TECHNICAL DATA

Coverstock: PRO-Glide™ Pearl Reactive  
 Weight Block: Traditional 3-piece Core  
 Ball Color: Purple Pearl  
 Ball Finish: 1500-grit Polish  
 Radius of Gyration: 2.674 (High)  
 Differential: .018 (Low)  
 Durometer: 76-78 Rex D-scale  
 Flare Potential: Low (1-3")  
 Fragrance: None  
 Weights: 10-16 lbs.  
 SKU# TPH

OIL LENGTH	LONG			
	MEDIUM			
	SHORT	●	●	
S		OIL VOLUME		
		LIGHT	MED	HEAVY

See back cover for more information





# APPAREL

## STAFF SHIRTS

- Waffle knit body
- Waffle pattern welt and STORM logo collar
- Embroidered logos
- Wrinkle resistant fabric
- Sizes: small, medium, large, xl and xxl

A – Red Stripe STRST  
B – Blue Stripe STBST



## RETRO BOWLING SHIRTS

- 100% micro fiber
- 2-color double panel design with matching piping
- Button up front
- STORM embroidered logo
- "Flying S" embroidered logo on left sleeve
- Available in both men's and women's styles
- Sizes: small, medium, large, xl and xxl

Men's A – Black/Grey RETBG / B – Black/Blue RETBB  
Lady's A – Black/Grey RLADG / B – Black Blue RLADB



## SIGNATURE SHIRTS

- 100% cotton micro waffle knit
- Tipped welt collar
- Double track tipped welt cuff
- Three-button clean-finished placket
- Double-needle stitching on the armholes
- 2-color STORM embroidered logo
- Sizes: small, medium, large, xl and xxl

A – Black 300A  
B – Grey 300B



## PERFORMANCE MOCK NECK

- Made 100% polyester
- High-tech fabric with moisture wicking feature: wicks perspiration away from the skin, keeping the body cool, dry, and comfortable
- STORM embroidered logo on left chest
- "Lightning" embroidered logo on neck
- "Flying S" embroidered logo on left sleeve
- Sizes: small, medium, large, xl and xxl

A – Royal Blue MNBLU  
B – Grey MNGRY  
C – Black MNBLK



# APPAREL



## RETRO STYLE POLO

- Made of 100% cotton pique – soft and comfortable
- "V" placket with three dyed-to-match buttons
- Side slits for relaxed fit – can be worn tucked in or out
- Ribbed armhole insert for comfort and performance
- STORM embroidered logo on left chest
- Sizes: small, medium, large, xl and xxl

A – Burgundy SRBUR  
B – Navy SRNAV



## LOGO SHIRTS

- STORM embroidered logo on right chest
- Master or Power line embroidered ball logo on left chest
- Sizes: small, medium, large, xl and xxl

A – Deuce XDPOL  
B – X Factor XFPOL  
C – Core Power SKU# CPPOL  
RE-Loaded RFPOL (Not Shown)



## WIND SHIRT

- Peached Microfiber shell fabric is windproof and water resistant
- Rib at cuff and hem
- Zippered pockets
- Mesh lined body
- Nylon lined sleeves
- Under arm grommets
- Generous fit
- Tone on tone STORM embroidered logo
- Sizes: small, medium, large, xl and xxl

Wind Shirts WSBLU

## T-SHIRTS

- 100% cotton
- Screened logos
- Sizes: small, medium, large, xl and xxl

A – Team STORM STTSH  
B – Karma STKTS



Back

Front

## WINDBREAKERS

- Light weight waterproof nylon exterior
- STORM logo nylon inner lining
- Full cut sleeves
- STORM embroidered logo on left chest
- "Bolt" embroidered logo on back
- Reinforced nylon zipper
- Rib at cuff and hem
- Slash pockets
- Sizes: small, medium, large, xl and xxl

A – Navy 401NV  
Black 401BK (Not Shown)



## JACKETS

- Heavyweight
- Waterproof
- Fleece lined
- Large STORM embroidered logo on the back
- Small STORM embroidered logo on the left chest
- Sizes: small, medium, large, xl and xxl

B – Green JHGRN  
C – Burgundy JHBUR  
Black JHBLK (Not Shown)



# MAINTENANCE

Maintain your investment with this professional line of cleaners and polishes from STORM®. Each product is specifically designed to meet every possible need and increase the longevity, performance and consistency of your bowling ball.



## XTRA VALUE KIT™

- Quart – Step One (220/800-grit Compound)
- Quart – Step Two (320/1500-grit Compound)
- Quart – Step Three (1500/2500-grit Compound)
- Quart and 4 oz. Rack of Xtra Clean
- Quart and 4 oz. Rack of Xtra Shine

Xtra Value Kit BEVKIT

Also Available Separately

Quart – Step One BEPF1QT

Quart – Step Two BEPF2QT

Quart – Step Three BEPF3QT

## XTRA CLEAN™ ALL PURPOSE CLEANER

This one-step, water based, all purpose cleaner is specially designed for all surfaces. Xtra Clean is non-flammable, non-combustible and is airline travel approved.

4 oz. Spray Top STXC4RKSP

4 oz. Rack STXC4RK

Quart STXC4QT

Gallon STXC4GL

## REACTA CLEAN™ REACTIVE CLEANER

This one-step cleaner and rejuvenator is specifically designed for all reactive bowling balls. Reacta Clean restores that “tacky” feeling to your bowling ball and is available with a flip-top applicator.

4 oz. Rack STRCLRSQ

Quart STRCLQT

Gallon STRCLGL

## MEGA BITE™ PARTICLE CLEANER

This one-step cleaner and rejuvenator is scientifically formulated to break down dirt and deep clean pores to add consistency and life to your particle coverstock. Mega Bite is also safe to use on reactive and urethane surfaces.

4 oz. Rack STMB4RK

Quart STMBQT

Gallon STMBGL

**NEW!**



**NEW!**





## XTRA SHINE™ ALL PURPOSE POLISH

This one-step all purpose polish finishes to 3500-grit. Xtra Shine is the perfect finishing touch for any bowling ball surface.

4 oz. Rack BEXSHRK  
Quart BEXSHQT



## REACTA SHINE™ REACTIVE POLISH AND CLEANER

This one-step polish and cleaner safely restores that "tacky" feeling to reactive bowling balls. Reacta Shine finishes to 1500-grit with or without a ball spinner and provides outstanding length and monster backend reaction.

4 oz. Rack STRSHRK  
Quart STRSHQT

**NEW!**



## MOON SHINE™ PARTICLE POLISH AND CLEANER

This one-step polish and cleaner is formulated exclusively for deep cleaning pores to maintain the polished surface of any particle coverstock. Moon Shine increases performance by providing excellent length and backend reaction.

4 oz. Rack STMS4RK  
Quart STMSQT

## SURFACE MANAGEMENT KIT™

- 4 oz. Mega Bite
- 4 oz. Reacta Clean
- 4 oz. Xtra Shine
- Sponge Applicator
- 3 Surface Adjustment Pads
- Micro Fiber Towel
- Handy Carrying Case (Not Shown)

Surface Management Kit STSMK

**NEW!**





# REACTION GUIDE

