

2003/04

FLIPSIDE

WOW!

Wild

Wicked

FLIPSIDE

WOW!

Wild

Wicked

COLUMBIA  
300

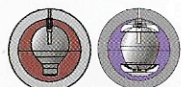
flip *epis*



# MID-RANGE

## WOW!™ PEARL

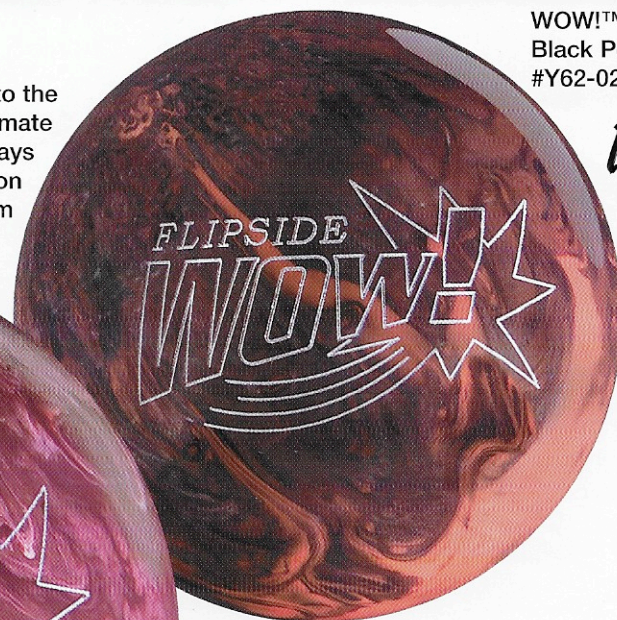
We've given the WOW! factor a new twist. Our latest addition to the FlipSide™ gang is the WOW! Pearl. Our Pearlized UFO™ - Ultimate Friction in Oil - coverstock makes sure that the WOW! Pearl stays focused on its mission. Be prepared for a later backend reaction that'll knock the pins for a loop. Its personality is definitely from another planet.



12-13 lbs. 14-16 lbs.

WOW!™ PEARL  
Black Pearl/Orange  
#Y62-02-XX (12-16 lbs.)

174 <sup>95</sup>



## WOW!™

Plum/Cream  
#Y18-51-XX (12-16 lbs.)

174 <sup>95</sup>

## WOW!™

Its game will make your hair stand on end. The way WOW! plows through heavy oil will send shockwaves through the competition. And that's just the beginning. WOW! lets loose with pent-up energy for a killer FlipSide™ reaction on the backend. The reason can be readily identified as our UFO™ particle technology. Ultimate Friction in Oil. There's nothing like it on earth.

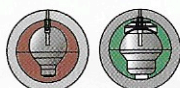


12-13 lbs. 14-16 lbs.

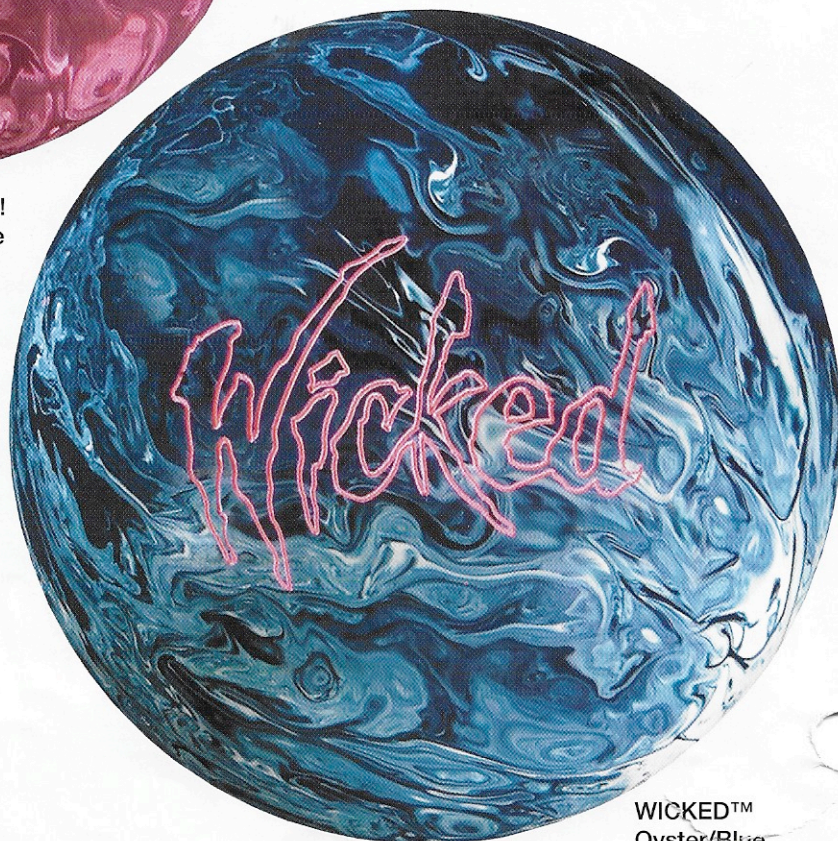
149 <sup>95</sup>

## WICKED™

The only thing that's sweet about this Wicked is its mean streak. And streak it does with more roll in oil and flare potential for more hook on the backend. The enhanced Super-Flex™ coverstock creates more friction on down the lane. With malice aforethought, Wicked claws its way to a foxy victory. So sweet.



12-13 lbs. 14-16 lbs.



WICKED™  
Oyster/Blue  
#W61-10-XX (12-16 lbs.)



# MID-RANGE / 3-PIECE

WILD™  
Red/Purple/Gold Pearl  
#W63-48-XX (10-16 lbs.)

86<sup>95</sup>

WILD™

So bad. So confident, no hesitation. With a cocky attitude and relentless drive, Wild is a loud show-off that demands respect. With a flawless mix of winning moves, Wild blends a controllable break point and tremendous length on dry lane conditions with a continuous FlipSide™ backend reaction. You get what you want when you want it. And then some. Wild is a proud model of the FlipSide.



10-16 lbs.



WICKED™  
Black/Red/Teal  
#Y44-48-XX (12-16 lbs.)

149<sup>95</sup>

86<sup>95</sup>

WILD™  
Ruby/Gold/Royal Pearl  
#Y49-48-XX (10-16 lbs.)



WICKED™

If you're into speed, hold on. Our new Wicked sizzles. It's that dense polymer core that does the trick: more length and medium differential to reduce overall hook. The bottom flip block creates a smoother arcing motion at the break point for more control. And its enhanced Super-Flex™ coverstock creates more friction on the backend. This fire-eating daredevil is out to destroy anything in the way of triumph. The raucous colors alone announce its bad intentions.



12-13 lbs.



14-16 lbs.



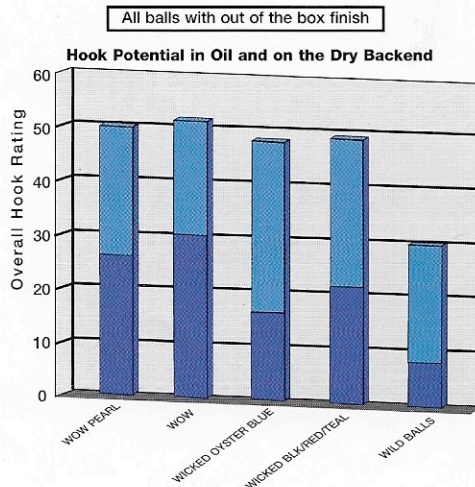




Our FlipSide™ alter ego has really caught on with bowlers who want to cross over to the wild side. They like the spunk. These balls know they're a new breed and go for it. With signature colors and personalities that refuse to be ignored. Definitely a group to be reckoned with. Enjoy the ride!



BALL	COLORS	COVERSTOCK	CORE	FINISH	RG 16#	DIFF.	WEIGHTS	ITEM NUMBER
WOW!™ Pearl	Black Pearl/Orange Silver Sparkle Logo	Pearlized UFO™ (Ultimate Friction in Oil)	14-16 lbs.: Dense oval core body with dual dense energy flip blocks 12-13 lbs.: Inverted bulb shape/integral core	Compound	2.504	0.050	12-16	#Y62-02-XX
WOW!™	Plum/Cream Silver Sparkle Logo	UFO™ (Ultimate Friction in Oil)	14-16 lbs.: Dense core body with dual dense energy flip blocks 12-13 lbs.: Inverted bulb shape/integral core	Fine (1200 Grit)	2.525	0.043	12-16	#Y18-51-XX
Wicked™	Black/Red/Teal White Logo	Enhanced version of our Super-Flex™ Reactive Urethane by BASF®	14-16 lbs.: Medium Rg core with bottom flip block 12-13 lbs.: Inverted bulb shape/integral core	Compound	2.508	0.047	12-16	#Y44-48-XX
Wicked™	Oyster/Blue Hot Pink Logo	Enhanced version of our Super-Flex™ Reactive Urethane by BASF®	14-16 lbs.: Dense polymer core with dense energy flip block 12-13 lbs.: Inverted bulb shape/integral core	Polished	2.497	0.049	12-16	#W61-10-XX
Wild™	Ruby/Gold/Royal Pearl Hot Pink/Neon Yellow Logo	Pearlized Super-Flex™ Reactive Urethane by BASF®	10-16 lbs.: Round core with pancake weight block and high-density offset internal puck	Polished	2.631	0.030	10-16	#Y49-48-XX
Wild™	Red/Purple/Gold Pearl Hot Pink/Neon Yellow Logo	Pearlized Super-Flex™ Reactive Urethane by BASF®	10-16 lbs.: Round core with pancake weight block and high-density offset internal puck	Polished	2.631	0.030	10-16	#W63-48-XX



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