

BALLS

2004 | 2005 TOTAL PERFORMANCE SERIES

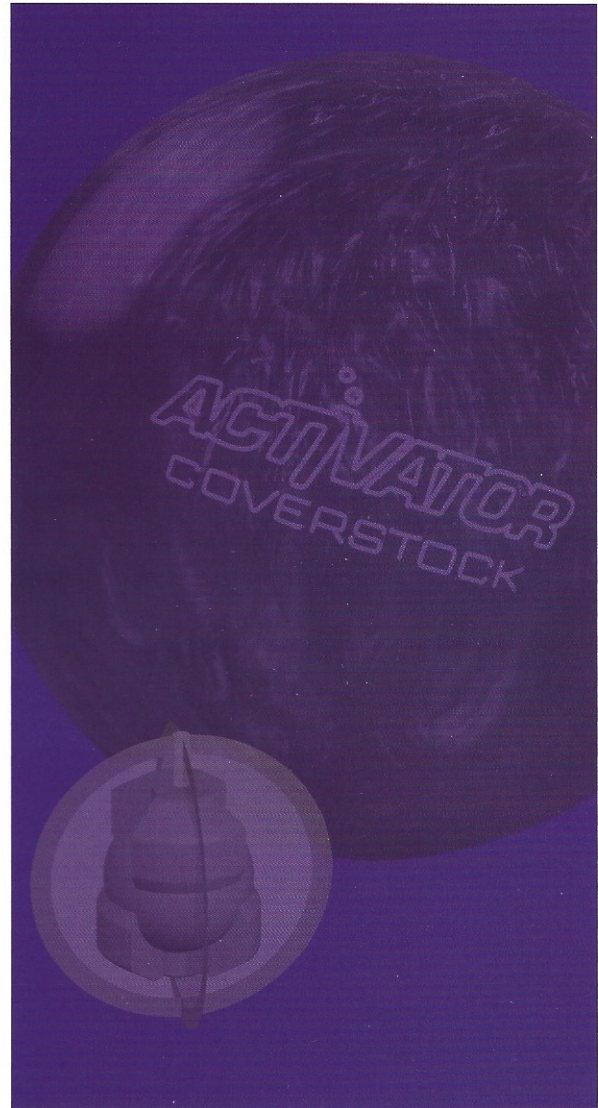
FROM COVER TO CORE

Every Brunswick bowling ball possesses “a little something extra.” It starts with knowledge gained from working relationships we’ve established with the best bowlers in the world – like Hall of Fame member Parker Bohn III, points leader Brad Angelo, superstar Chris Barnes and legend Johnny Petraglia. These top-level professionals provide Brunswick with personal insights that have a direct impact on the performance and quality of every Brunswick ball.

Brunswick’s Research and Development team adds another important ingredient to the ball design process with its extensive bowling and engineering background. Brunswick engineers lead the industry utilizing innovations such as Throbot™ technology – an advanced testing tool which allows Brunswick engineers to fine-tune the performance characteristics of every Brunswick bowling ball. The recent introduction of Activator™ coverstock technology marks another innovative breakthrough that has provided Brunswick with the opportunity to produce the best performing, most forgiving, and most durable balls available in the industry.

Brunswick offers superb product support through its group of product specialists. These bowling experts are always available to provide the expertise needed to ensure your success today, and tomorrow.

From innovative, high performance balls, to colorful and exciting recreational and entry-level balls, Brunswick offers you the most comprehensive line of bowling balls available in the game today with “a little something extra” in every ball.



THE CUTTING EDGE IN HIGH PERFORMANCE BALL TECHNOLOGY

Brunswick engineers have ushered in a new era of cutting edge technology and performance with the introduction of their new Activator™ coverstock technology. Its molecular structure provides smooth, powerful, and forgiving ball reactions for a wide range of lane conditions and bowler styles.



NEW

INTENSE INFERNO™

Medium-dry to medium-oily lane conditions. Brunswick's engineers have created a new Inferno that delays hooking action further down the lane – while still maintaining the trademark Inferno recovery and hard arcing back-end reaction. A new Activator+ coverstock offers a better match-up to the medium RG core designed to delay the Intense Inferno's hooking action. More aggressive in the mid-lane and back-ends, Activator+ has a "Stuck to the Lane" quality that improves both mid-lane recovery and the ability to handle carrydown.

Part # 60-104168

	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE	RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
INTENSE INFERNO	Activator +	High Gloss Polish	120	115	90	2.575	2.529	0.046	4.4	12-16



ULTIMATE INFERNO™

For oily lane conditions. Ultimate Inferno offers a highly durable Activator™ coverstock made for bowlers who prefer reactive over particle style performance. It delivers the ultimate match-up on oily lane conditions with or without carry-down. Clean through the heads, excellent mid-lane recovery, and a strong, arcing back-end reaction, Ultimate Inferno sparks explosive pin action.

Part # 60-104052

RAGING INFERNO

For medium to oily lane conditions. Raging Inferno shatters preconceived boundaries by using Activator coverstock as a base for Brunswick's next generation particle ball. With its shiny out-of-the-box finish Raging Inferno is a high hook potential ball that smooths the over/under reactions sometimes seen with reactive balls on typical house conditions. When dulled, Raging Inferno is a terrific heavy oil ball.

Part # 60-103924



INFERNO

For medium to oily lane conditions. Still burning strong going into its third season, the original Inferno with Activator coverstock has already become a high performance classic. Inferno performance can be depended on for high hook potential with excellent length through the heads, strong mid-lane recovery and a hard arcing back-end. The Inferno is a highly versatile and forgiving ball that matches up to a wide variety of lane conditions and bowler types.

Part # 60-103856



	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE	RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
ULTIMATE INFERNO	Activator Non-Pearlized 2-color, Solid	800-Grit Wet Sand	150	55	60	2.513	2.463	0.050	2.6	12-16
RAGING INFERNO	Activator Particle Pearl	High Gloss Polish	140	60	70	2.557	2.515	0.042	3.9	12-16
INFERNO	Activator Reactive Pearlized, 2-color	High Gloss Polish	115	105	80	2.513	2.463	0.050	2.6	12-16

NEW

ZONE® CLASSIC

For medium-dry to medium-oily lane conditions.

The performance of Zone Classic starts with a proven Danger Zone core elongated laterally to create an asymmetric Preferential Spin Axis (PSA). This ultra-low RG core combined with an Activator™ coverstock, the same used on the original Inferno™, delivers an aggressive, yet forgiving ball that matches up on medium-dry to medium-oily lane conditions.

Part # 60-104095



WARP ZONE

For oily lane conditions. Warp Zone offers bowlers the perfect weapon for conquering oily lane conditions. By combining a medium-load particle coverstock with a Zone-Asymmetric core, Warp Zone reduces skidding and increases traction in heavy-oil conditions – all while maintaining control on dry boards. With patented Preferential Spin Axis (PSA) core technology, Warp Zone provides bowlers the opportunity to influence track flare and ball reaction according to personal preference and style.

Part # 60-103998

TIME ZONE

For medium-dry to medium-oily lane conditions.

Time Zone combines the performance of PowrKoil™ 18 reactive coverstock with Brunswick's patented Preferential Spin Axis core technology. Time Zone delivers a traditional aggressive reactive Zone ball reaction with the unique drilling options of a ball with built-in Preferential Spin Axis.

Part # 60-103918

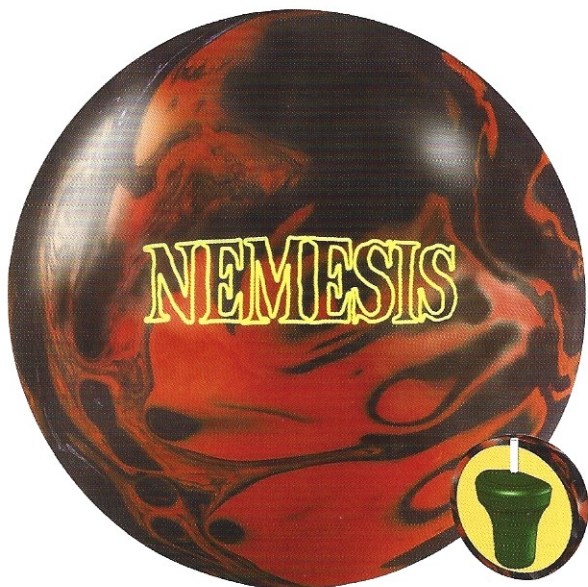


	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE	RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
ZONE CLASSIC	Activator Reactive	High Gloss Polish	115	110	85	2.522	2.474	0.048	2.9	12-16
WARP ZONE	Medium-Load Particle	400-Grit Wet Sand	150	45	50	2.600	2.553	0.047	5.5	12-16
TIME ZONE	PowrKoil 18	High Gloss Polish	105	105	75	2.580	2.536	0.044	4.6	12-16

EXCEPTIONAL VALUE AND GREAT PERFORMANCE

The BVP™ (Brunswick Value Performance) and Monster™ ball lines were developed to provide the widest range of reactions available at the popular moderate price point. This line-up provides any bowler the ball performance they're looking for at a price they can afford.

BVP NEW IN 2004



NEW

BVP NEMESIS™

For medium to oily lane conditions. Versatility is the name of the game. Utilizing an 800-grit PowrKoil™ 18 coverstock and a new medium-RG, medium-differential inverted bell-shape core, Nemesis offers tremendous versatility to match-up with typical house conditions. The Nemesis can be shined or dulled to provide optimum performance over a wider range of lane conditions and all bowler styles.

Part # 60-104137

NEW

BVP GOLIATH™

For medium to oily lane conditions. The Brunswick hook potential scale has been expanded. Combining an advanced particle technology and a new core system has resulted in the creation of Goliath – the highest hook potential ball in Brunswick history. With an out-of-the-box 400-grit surface, Goliath is an ideal heavy oil ball. When polished, Goliath is a fantastic choice for smoothing over/under reactions seen with reactive coverstocks. Even high-RPM players will be able to use a polished Goliath without the fear of early hook typically associated with high-load particle balls.

Part # 60-104144

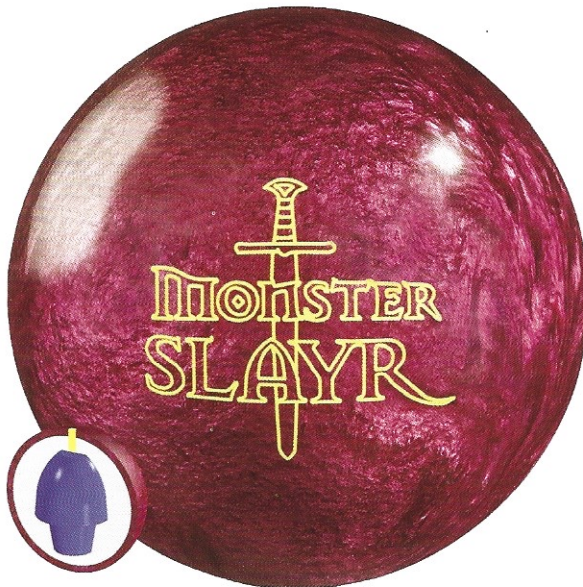
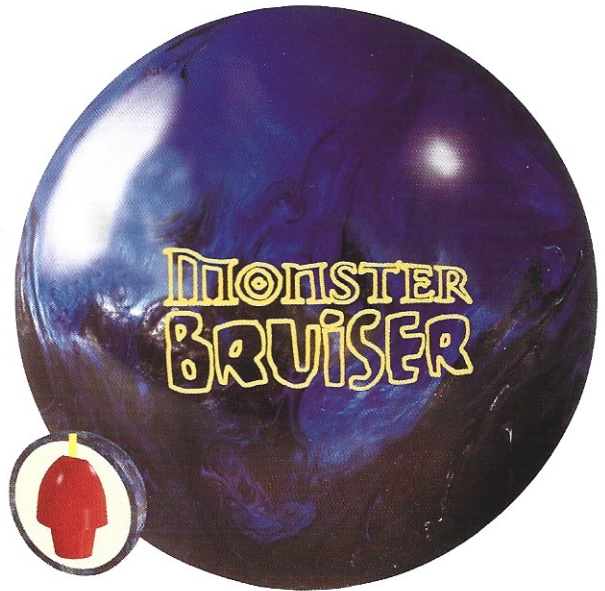


MONSTER	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE	RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
NEMESIS	PowrKoil 18 Reactive	800-Grit Wet Sand	125	85	60	2.580	2.536	0.044	4.6	10-16
GOLIATH	High Load Particle	400-Grit Wet Sand	160	45	45	2.590	2.546	0.044	4.8	10-16

MONSTER BRUISER

For medium-dry to medium-oily lane conditions. Brunswick engineers have combined a low-RG Quantum® shaped core with PowrKoil™ 18 reactive coverstock to create one of the toughest Monsters ever. Using its shiny cover to sneak through the heads, the Bruiser's low-RG nature kicks in for strong traction in the mid-lane then explodes on the back-end, knocking pins senseless.

Part # 60-103921



MONSTER SLAYR

For medium-dry to medium lane conditions. Monster SlayR incorporates the latest PowrKoil LS (late shift) coverstock technology. This coverstock formula gives Monster SlayR its killer edge on lanes with significant dry boards or broken down oil patterns. Significantly longer than most reactive coverstocks, the PowrKoil LS coverstock is designed to deliver length when aggressive coverstocks are hooking too early.

Part # 60-103986

MONSTER	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE	RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
BRUISER	PowrKoil 18 Reactive	High Gloss Polish	110	100	75	2.543	2.500	0.043	3.5	10-16
SLAYR	PowrKoil LS Reactive	High Gloss Polish	70	165	90	2.543	2.500	0.043	3.5	10-16

YOUR FIRST PERFORMANCE BALL

The Groove® series offers a dramatic departure from the performance of polyester, with the improved control and grip of urethane, reactive and particle coverstocks. The Groove line is available in a variety of performance characteristics and colors to meet the demands of varying lane conditions and individual bowler preferences and styles.



POWER GROOVE™ PARTICLE BLACK SPARKLE

For medium to oily lane conditions. Move all the way up to Power Groove particle. Particle coverstock technology increases hooking action and traction through heavier oil by adding texturizing particles that create a tread-like surface. Featuring Brunswick's DISC (Differential Increasing Side Cylinders) core technology.

Part # 60-103708

GROOVE URETHANE BLUE SANDED

For medium to drier lane conditions. Urethane is the next step up from plastic. Urethane coverstocks improve durability and increase hooking action in the oil. Large differences in hook potential can be created by sanding or shining urethane coverstocks. Groove urethane is the most affordable urethane in the line.

Part # 60-103489



GROOVE	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE	RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
PARTICLE	Particle Low-Load	400 Grit Wet Sand	115	70	60	2.708	2.667	0.041	8.2	10-16
URETHANE	Urethane	400 Grit Wet Sand	50	210	40	2.703	2.684	0.019	8.3	10-16
REACTIVE SHINY	PowrKoil 17 Reactive	High Gloss Polish	70	155	75	2.704	2.663	0.041	8.0	10-16
REACTIVE SANDED	PowrKoil 17 Reactive	400 Grit Wet Sand	110	80	65	2.704	2.663	0.041	8.0	10-16

POWER GROOVE™ REACTIVE

For medium-dry to medium-oily lane conditions. Reactive coverstocks respond more aggressively to dry lane surfaces, increasing back-end hooking action and hitting power. All Power Groove reactive balls feature PowrKoil™ 17, the strongest reactive coverstock ever used on a Groove class ball and Brunswick's DISC (Differential Increasing Side Cylinders) core technology.

NEW

POWER GROOVE REACTIVE PURPLE/SILVER

Part # 60-104074



POWER GROOVE REACTIVE CHROME/YELLOW

Part # 60-103884



NEW

POWER GROOVE REACTIVE RED/TEAL PEARL

Part # 60-104075

NEW

POWER GROOVE REACTIVE TEAL/PURPLE SANDED

Part # 60-104073



PINPOINT ACCURACY – WITH STYLE

Target Zone™ series is available in a wide range of eye-catching colors that glow in Cosmic Bowling® environments. This series also offers the control and accuracy needed for consistently picking up spares. And best of all, Target Zone is priced right for the beginner's budget.



COLOR SHIFTER

NEW

TARGET ZONE GLOW MYSTIC ICE

New Target Zone Color Shifter™, featuring special effect color generation technology, changes appearance based on lighting and viewing angle. Bowlers will love the vivid color shifts as well as the control and accuracy for picking up spares.

Part # 60-104067

Weight Options 6, 8-16

NEW

COLOR SHIFTER

TARGET ZONE GLOW ARCTIC FIRE

Part # 60-104066

Weight Options 6, 8-16



NEW

TARGET ZONE GLOW RED/BLACK/GOLD

Part # 60-104064

Weight Options 6, 8-16

NEW

TARGET ZONE GLOW BLUE/BLACK/WHITE

Part # 60-104063

Weight Options 6, 8-16



NEW

TARGET ZONE GLOW
BLUE/GREEN/PURPLE
SPARKLE

Part # 60-104065
Weight Options 6, 8-16



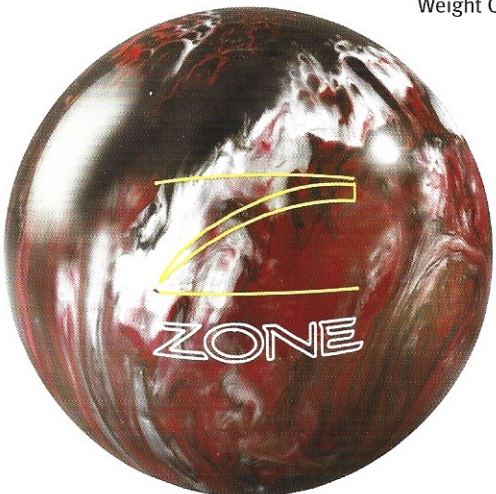
TARGET ZONE GLOW
BLUE/GREEN/SILVER

Part # 60-103868
Weight Options 6, 8-16



TARGET ZONE GLOW
RED/WHITE/BLUE
SPARKLE

Part # 60-103660
Weight Options 6, 8-16



TARGET ZONE GLOW
RED/BLACK/WHITE

Part # 60-103888
Weight Options 6, 8-16

DESIGNED FOR THE FUN OF IT

It's not just the kids who want to have fun. Brunswick offers a wide range of character designs on high-quality, durable, polyester balls. In addition, Brunswick character balls sparkle and glow for added fun in Cosmic Bowling® environments.



TWEETY GLOW

Part # 60-103009
Weight Options
6, 8, 10, 12, 14, 15, 16



BUGS BUNNY GLOW

Part # 60-103798
Weight Options
6, 8, 10, 12, 14, 15, 16



NEW

SCOOBY-DOO GLOW

Part # 60-104080
Weight Options
6, 8, 10, 12, 14, 15, 16



TAZ GLOW

Part # 60-103796
Weight Options
6, 8, 10, 12, 14, 15, 16



NEW

MICKEY MOUSE GLOW

Part # 60-104077
Weight Options 6, 8, 10, 12



TIGGER GLOW

Part # 60-103503
Weight Options 6, 8, 10, 12



NEW

POWER RANGERS GLOW

Part # 60-104079
Weight Options 6, 8, 10, 12



NEW

WINNIE THE POOH GLOW

Part # 60-104078
Weight Options 6, 8, 10, 12



MINNIE MOUSE GLOW

Part # 60-103499
Weight Options 6, 8, 10, 12



EYORE GLOW

Part # 60-103800
Weight Options 6, 8, 10, 12



FREEDOM

Part # 60-400288
Weight Options
6, 8, 10, 12, 14, 15, 16



HELLO KITTY

Part # 60-400311
Weight Options
6, 8, 10, 12, 14, 15, 16

FLAME

Part # 60-400287
Weight Options
6, 8, 10, 12, 14, 15, 16



SMILEY FACE

Part # 60-400245
Weight Options
6, 8, 10, 12, 14, 15, 16



ORANGE COUNTY CHOPPERS™

Part # 60-400313
Weight Options
6, 8, 10, 12, 14, 15, 16

MONSTERS, INC.

Part # 60-400290
Weight Options
6, 8, 10, 12, 14, 15, 16



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