



The introduction of Activator® coverstock technology marked another innovative breakthrough proving once again that Brunswick produces the best performing, most forgiving, and most durable bowling balls available in the industry. But it wasn't luck that made this happen. Success was not a fluke. The Research and Development team at Brunswick has molded the shape of ball technology. With extensive backgrounds in bowling and engineering, the team is committed to developing the best performing balls now and in the future. With a team of great professionals and pro shops continuously providing them feedback on the performance of each ball, the future has never looked better for throwing a Brunswick ball.

Brunswick Innovations

- 1991** High and Low RG designs, Track flare for controlling ball reaction, Preferential Spin Axis Technology patent
- 1993** Computer modeling of bowling ball mass distributions
- 1995** Light weight dynamic integrity patent
- 1996** PowrKoil Reactive coverstock technology
- 1998** ThroBot and Particle coverstock technology
- 2003** Activator coverstock technology

THE CUTTING EDGE IN HIGH PERFORMANCE BALL TECHNOLOGY

Defined by Ultra-Low RG core systems and Activator® coverstock technology, the Inferno family is known for clean front-ends and a quick revving core that helps create mid-lane recovery and a hard arcing back-end reaction.



NEW

SMOKIN' INFERNO™

For medium-dry to medium-oily lane conditions.

The Smokin' Inferno debuts Activator Advance coverstock—the newest version of Activator coverstock technology—to deliver more back-end hooking action than any other Inferno to date. Matched with a low RG core system, this combination produces less sensitivity to back-end and ball track transitions. The Smokin' Inferno creates a very angular, high hook potential ball reaction with maximum forgiveness and versatility. Smoke your competition with a Smokin' Inferno.

Part # 60-104389

INFERNO	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE	RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
SMOKIN' INFERNO	Activator Advance Pearl	High Gloss Polish	135	100	95	2.539	2.497	0.042	3.4	12-16



ABSOLUTE INFERNO™

For medium-dry to medium-oily lane conditions.
 Get absolute power with the Absolute Inferno. By combining the red-hot performance of the Ultra-Low RG core from the original Inferno with the aggressiveness of a rough-buff, pearlized Activator®+ coverstock, the Absolute Inferno sets a new standard for traction that leaves other balls behind. For improved hook potential, a more angular breakpoint, and better mid-lane recovery and forgiveness, there's only one absolute you can count on – Absolute Inferno.

Part # 60-104280

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



INFERNO	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE	RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
ABSOLUTE INFERNO	Activator+ Pearl	Rough Buff	130	100	85	2.513	2.463	0.050	2.6	12-16
ULTIMATE INFERNO	Activator Solid	800-Grit Wet Sand	150	55	60	2.513	2.463	0.050	2.6	12-16

NEW

STRIKE ZONE®

For oily lane conditions.

Strike Zone brings the popular reaction of the Ultimate Inferno to the Zone Asymmetric line by combining an 800-grit Activator® solid coverstock with the ultra-low RG Asymmetrical core system from the Zone Classic. This core/coverstock combination produces an Ultimate Inferno-like ball reaction with the drilling options of an asymmetrical core. The Strike Zone is an ideal heavy oil ball for players wanting to use a reactive coverstock.

Part # 60-104403



IMPULSE ZONE®

For medium-dry to medium-oily lane conditions.

Impulse Zone utilizes the Activator coverstock to improve on the popular low-load particle reaction by increasing length, back-end reaction and hook potential – resulting in increased forgiveness and improved pin carry. The low-load Activator particle coverstock and the medium-RG asymmetric core combine to create a high hook potential ball that effectively reads the oil pattern on the lane, without over reading it.

Part # 60-104250



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



ZONE	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE	RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
STRIKE ZONE	Activator Solid	800-Grit Wet Sand	155	55	70	2.522	2.474	0.048	2.9	12-16
IMPULSE ZONE	Activator Particle Solid	High Gloss Polish	130	85	70	2.553	2.540	0.038	3.9	12-16
ZONE CLASSIC	Activator Pearl	High Gloss Polish	115	110	85	2.522	2.474	0.048	2.9	12-16

EXCEPTIONAL VALUE AND GREAT PERFORMANCE

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



NEW

BVP RAMPAGE™

For medium-dry to medium-oily lane conditions. The BVP Rampage combines a pearlized PowerKoil 18 coverstock with the proven BVP medium-RG core system to create a ball reaction that fits between the Nemesis and Punisher. With its pearlized surface the Rampage delivers more length and more angularity than the Nemesis and its aggressive PowerKoil 18 coverstock delivers more total hooking action than the Punisher.

Part # 60-104395

BVP PUNISHER™

For dry to medium-dry lane conditions.

The combination of N'Control PowerBoost coverstock and medium-RG BVP inverted bell core creates more length in the oil than previous medium hook Brunswick balls and a very strong skid/snap arc characteristic. The N'Control PowerBoost coverstock gives the Punisher strong back-end recovery with good entry angle into the pocket on medium volume patterns. This exceptional length characteristic helps the Punisher save reactions even when the heads have broken down.

Part # 60-104227



BVP	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE	RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
RAMPAGE	PowerKoil 18 Pearl	High Gloss Polish	105	105	75	2.580	2.536	0.044	4.6	10-16
PUNISHER	N'Control PowerBoost Pearl	High Gloss Polish	90	135	95	2.580	2.536	0.044	4.6	10-16

BVP NEMESIS™

For medium to oily lane conditions.

Versatility is the name of the game. Utilizing an 800-grit PowrKoil™ 18 coverstock and a 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 wide range of lane conditions and all bowler styles.

Part # 60-104137



BVP GOLIATH™

For oily lane conditions.

The Goliath combines an advanced particle technology coverstock with the BVP medium-RG core system to create 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

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



NEW

GROOVE® URETHANE DARK BLUE/LIGHT BLUE SANDED

For dry to medium 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 # 60-104336

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. All Power Grooves feature Brunswick's DISC (Differential Increasing Side Cylinders) core technology.

Part # 60-103708



GROOVE/POWER GROOVE	COVERSTOCK	FACTORY FINISH	HOOK POTENTIAL	LENGTH	TYPICAL BREAKPOINT SHAPE					
						RG-MAX	RG-MIN	RG-DIFF	RG-AVG	WEIGHTS
URETHANE	Urethane	400-Grit Wet Sand	80	125	40	2.703	2.684	0.019	8.3	10-16
PARTICLE	Particle Low-Load	400-Grit Wet Sand	115	70	60	2.708	2.667	0.041	8.2	10-16
REACTIVE	PowerKoil 17 Reactive	High Gloss Polish	70	155	75	2.704	2.663	0.041	8.0	10-16
DRY/R REACTIVE	PowerBoost Dry Reactive	High Gloss Polish	55	180	65	2.704	2.663	0.041	8.0	10-16

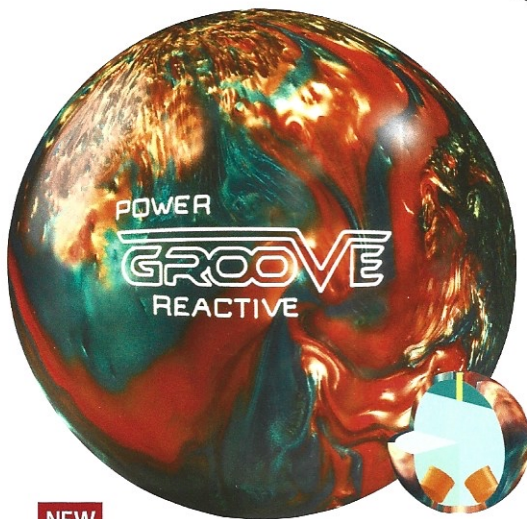
POWER GROOVE REACTIVE

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.



POWER GROOVE REACTIVE PURPLE/SILVER

Part # 60-104074



NEW

POWER GROOVE REACTIVE TEAL PEARL/ORANGE PEARL

Part # 60-104334



NEW

POWER GROOVE DRY/REACTIVE GREEN PEARL/CHROME

Part # 60-104335



POWER GROOVE REACTIVE CHROME/YELLOW

Part # 60-103884



POWER GROOVE REACTIVE RED/TEAL PEARL

Part # 60-104075

PINPOINT ACCURACY – WITH STYLE

Target Zone® balls are 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.



NEW TARGET ZONE GLOW
ELECTRIC BLUE

Part # 60-104309
Weight Options 6, 8-16



NEW TARGET ZONE GLOW
PINK PEARL

Part # 60-104310
Weight Options 6, 8-16



NEW TARGET ZONE GLOW
BLUE PEARL/
ORANGE PEARL

Part # 60-104301
Weight Options 6, 8-16



NEW TARGET ZONE GLOW
TEAL/YELLOW/BLACK

Part # 60-104300
Weight Options 6, 8-16



TARGET ZONE GLOW
RED/BLACK/GOLD

Part # 60-104064
Weight Options 6, 8-16



TARGET ZONE GLOW
BLUE/BLACK/WHITE

Part # 60-104063
Weight Options 6, 8-16



TARGET ZONE GLOW
BLUE/GREEN/SILVER

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



TARGET ZONE GLOW
RED/BLACK/WHITE

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



TARGET ZONE GLOW
RED/WHITE/BLUE
SPARKLE

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

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.



TAZ GLOW

Part # 60-103796

Weight Options

6, 8, 10, 12, 14, 15



SCOOBY-DOO GLOW

Part # 60-104080

Weight Options

6, 8, 10, 12, 14, 15



TWEETY GLOW

Part # 60-104296

Weight Options

6, 8, 10, 12, 14, 15



MICKEY MOUSE GLOW

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



TIGGER GLOW

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



EYORE GLOW

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



MINNIE MOUSE GLOW

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



WINNIE THE POOH GLOW

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

321 PRO-PLUG® ULTIMA

- Can be used in all bowling balls: rubber, polyester, urethane and resin
- Unique curing process accelerates initial reaction, then slows to a stable cure
- Plug resists cracking and chipping due to high-temperature cures
- Kit includes black pigment to color compound

Part # 160321UB (3) 1/2 gallons of clear compound
(1) 1/2 gallon of hardener

Part # 160321UCOCM (4) 1/2 gallons, clear compound

Part # 160321UHOM (4) 1/2 gallons, clear hardener



321 PRO-PLUG®

- Does not shrink – leaves no pin holes
- Kit includes black pigment to color compound

Part # 160321B (3) 1/2 gallons of clear compound
(1) 1/2 gallon of hardener

Part # 160321COCM (4) 1/2 gallons, clear compound

Part # 160321HOM (4) 1/2 gallons, clear hardener

321 PRO-PLUG MIX-AND-MATCH™ COLOR KIT

- Complete color assortment
- Includes white and pearlescent
- One-ounce size

Part # 160321-K DBA Complete Color Kit



Part # 160321K-1 Blue
Part # 160321K-2 Red
Part # 160321K-3 Yellow
Part # 160321K-4 Black
Part # 160321K-5 Green
Part # 160321K-6 Purple
Part # 160321K-7 Caramel

Part # 160321K-8 Orange
Part # 160321K-9 Cerise
Part # 160321K-10 Turquoise
Part # 160321R Reg. Pearl
Part # 160321G Gold Pearl
Part # 160321W White

BRUNSWICK BALL PLUG PRODUCTS

BRUNSPLUG® MASTER BALL PLUG KIT

Formulated to eliminate problems with overheating and cracking. Results in unsurpassed plug clarity and color matching, and is compatible with all coverstocks. BrunsPlug resists chipping and shrinkage to reduce or even eliminate rework.

- Unique 3:1 system provides impact-resistant, bubble-free plugs in this two-gallon kit
- For all brands and ball types – including plastic, rubber, urethane and reactive resin
- Universal plug kit reduces inventory requirements
- Special clear resin provides the most transparent plug available and makes color matching a snap with the BrunsPlug Color Kit (below)
- Low exothermic temperature cure cycle produces consistent results that prevent cracking and shrinking



Part # 60-860040-000

BRUNSPLUG COLOR KIT

Part # 60-860425-000

Complete Color Kit

Includes these colors:

Gold Pearl	Teal	Green
Orange	Red	White
Brown	Yellow	



BRUNSPLUG PUMPS

Calibrated pumps make measuring and mixing BrunsPlug compounds a simple task.

Part # 60-860426-002



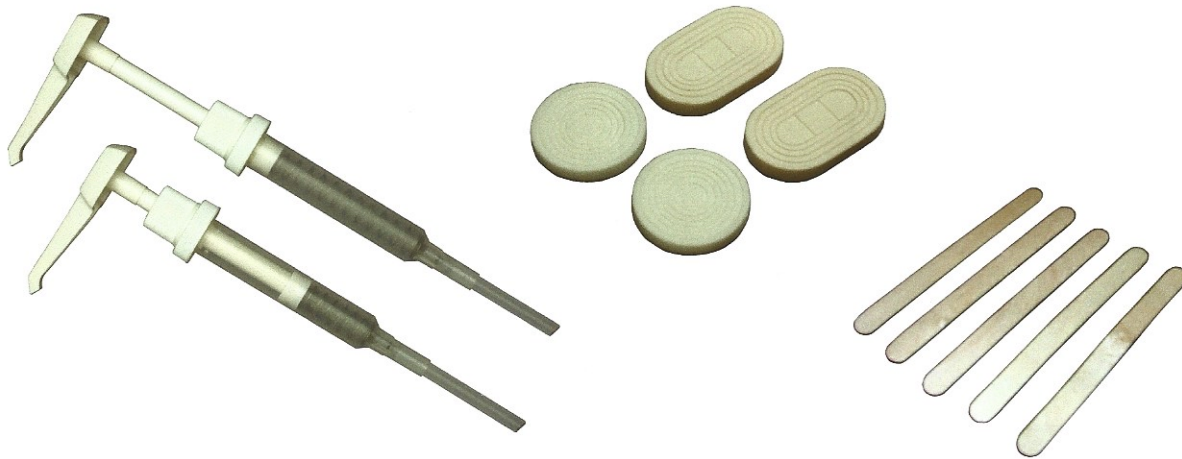
BRUNSPLUG DAMS

A must for any BrunsPlug job – be sure to keep them in stock.

Part # 60-860427-000 Finger Dams – oval (100 per box)

Part # 60-860428-000 Thumb Dams – round (100 per box)





PRO-PLUG ACCESSORIES

- Part # 160321PK Calibrated Pump Set (2); fits 1/2 gallon
- Part # 160321F Finger Dams – oval (100 per box)
- Part # 160321T Thumb Dams – round (100 per box)
- Part # 160321SS Stir Sticks (500 per box)

PRO-PLUG CUBE TRAYS

Eliminates plug waste by using hardened cubes.

- Part # 160323 DBA Pro-Plug Cube Trays (1 tray)



CONSUMER PRODUCT SPECIALISTS

Brunswick offers superb product support through its group of product specialists. These experienced professionals are available to provide the expertise needed to ensure your success.



Ron Bragg
Product Specialist
Phone 815-636-9282
Fax 815-636-9284
Mobile 775-225-0025
ron.bragg@brunbowl.com



Larry Verble
Product Specialist
Phone 724-588-1476
Fax 724-588-1477
Mobile 724-988-9005
larry.verble@brunbowl.com



Ric Hamlin
Product Specialist
Fax 360-449-3498
Mobile 360-281-9152
ric.hamlin@brunbowl.com



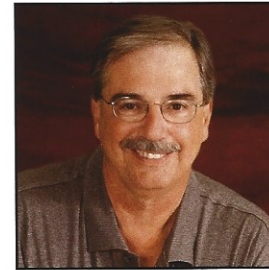
Frank Marrese
Product Specialist
Phone 262-948-1706
Fax 262-694-4326
Mobile 231-343-3235
frank.marrese@brunbowl.com



John Prokopec
Product Specialist
Phone 770-338-5858
Fax 770-338-2858
Mobile 770-329-1248
john.prokopec@brunbowl.com



Robert Lawrence
Product Specialist
Mobile 512-507-1073
Fax 512-247-2419
robert.lawrence@brunbowl.com



Johnny Petraglia
Product Specialist
Mobile 231-740-2951
Fax 732-786-9144
john.petraglia@brunbowl.com



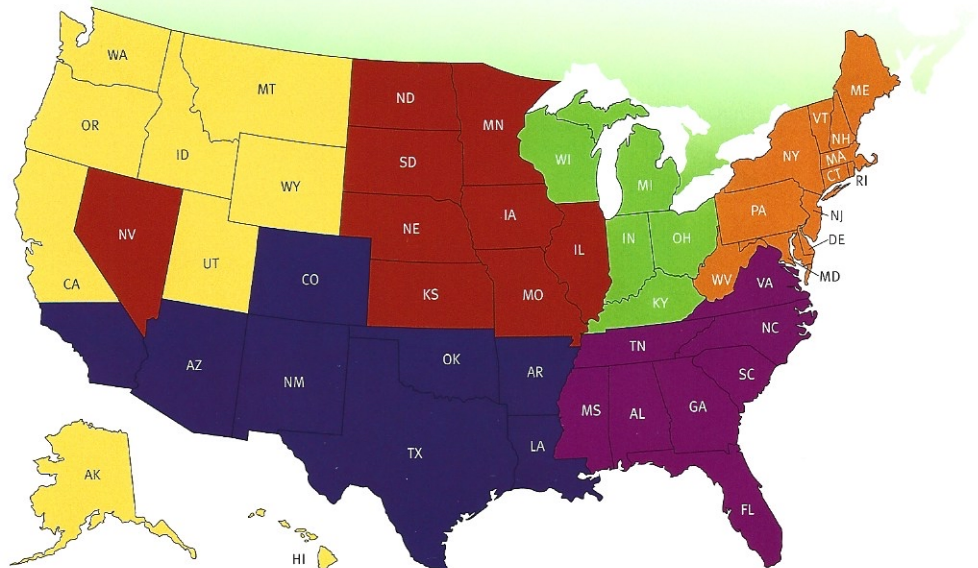
Rick Benoit
PBA Tour Support
www.brunswickinsiders.com

Tony Mendiola
Director of Sales
Americas and Canada
Phone 412-257-1499
Fax 412-257-0231
Mobile 412-780-8722
tony.mendiola@brunbowl.com

Alan Chan
Product Specialist
Asia and Australia
Phone 852-2111-3936
Fax 852-2367-6112
Mobile 852-9094-2587
alan.chan@brunbowl.com

Graham Waller
Product Specialist
Europe, Middle East and Africa
Phone +44 1908-843639
Fax +44 1908-847033
Mobile +44 7764-535766
graham.waller@brunbowl.com

-  South Western
Robert Lawrence
-  Northwest
Ric Hamlin
-  Mid Western
Ron Bragg
-  Mid Eastern/Canada
Frank Marrese
-  Southern
John Prokopec
-  Eastern
Larry Verble
-  United States
Johnny Petraglia



Visit www.brunswickbowling.com for a complete list of Viz-A-Ball products and availability by market.



JEFF GORDON

Part # 60-400293
Weight Options
6, 8, 10, 12, 14, 15, 16



MYSTERY MACHINE

Part # 60-400342
Weight Options
6, 8, 10, 12, 14, 15, 16



**ORANGE COUNTY
CHOPPERS**

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



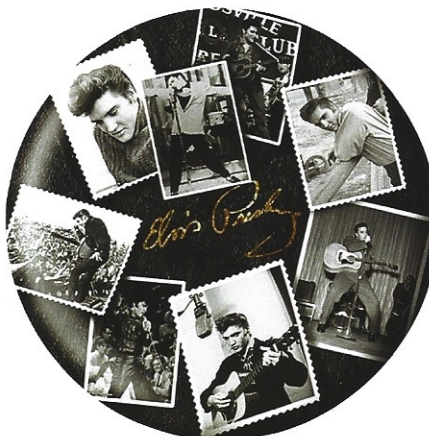
KISS

Part # 60-400339
Weight Options
6, 8, 10, 12, 14, 15, 16



ATLANTA FALCONS

Part # 60-400350
Weight Options
6, 8, 10, 12, 14, 15, 16



ELVIS

Part # 60-400335
Weight Options
6, 8, 10, 12, 14, 15, 16

©2005 HGL, LLC. TM & ©Hanna-Barbera (605)

©2005 Orange County Choppers, Inc. All rights reserved. All National Football League (NFL) products are licensed through Hunter Manufacturing Group, Inc., Lexington, Kentucky. Brunswick is a distributor for the Hunter NFL products. ©EPE, Elvis and Elvis Presley are registered trademarks with the USPTO. ©2005 KISS Catalog, Ltd., www.KISSOnline.com. Under license by Signatures Network



525 West Laketon Avenue · Muskegon, MI 49441-2697 · 1-800-YES-BOWL · Fax 231-725-3288 · www.brunswickbowling.com

©2005 Brunswick Bowling & Billiards Corporation. Printed in USA. Form #0305-19
Not for reproduction without the expressed written consent of Brunswick Bowling & Billiards Corporation.

Viz-A-Ball is a registered trademark of Brunswick Bowling & Billiards Corporation. U.S. Patent No. 6,524,419.