

ONE SIZE DOESN'T FIT ALL.

That's why we offer Zone.™ The most comprehensive, technologically advanced line of high-performance balls has something for every player and every condition. You just have to pick which Zone you want to get in.

ZONE

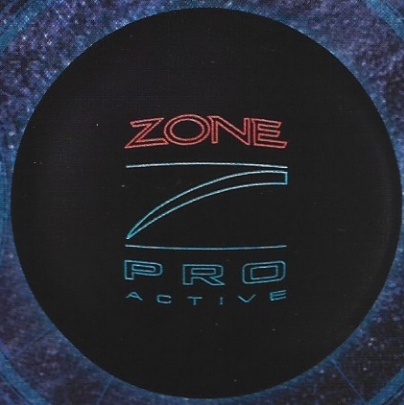
ZONE REACTIVE SERIES



REACT WITH POWER

The original. Reactive power that set the industry on fire (and caused a wave of me-too balls to follow). Though best suited for average RPM, average speed players, reactives still satisfy the widest variety of lane conditions and player types. And Brunswick still makes the most advanced reactives on the planet — Zone.

ZONE PROACTIVE SERIES



THROW LIKE A PRO

Wanna hook it like the big boys? Get a Zone Pro.™ With the greatest hook potential available, Proactive™ lets you look like a power player without being one. And when conditions get oily, Proactive is the only way to go, no matter what your style. But remember, if it's not a Zone Pro, it's just a knock-off. Because Proactive is the original particle technology. And Proactive is exclusively Brunswick.

ZONE X INTERACTIVE SERIES



TURN ON AN X

Gotta lotta hand? Interactive™ coverstocks are for you. Wrapped around the X-Core, Interactive is fine-tuned for the high-rev player. Accelerating through the heads for the cleanest front-end in bowling. From ANY manufacturer. Breaking the myth that all things Brunswick hook at your feet. And proving once again that if it's not a Zone, it's obsolete.



www.brunswickbowling.com



WE INNOVATE. THEY IMITATE. ZONE

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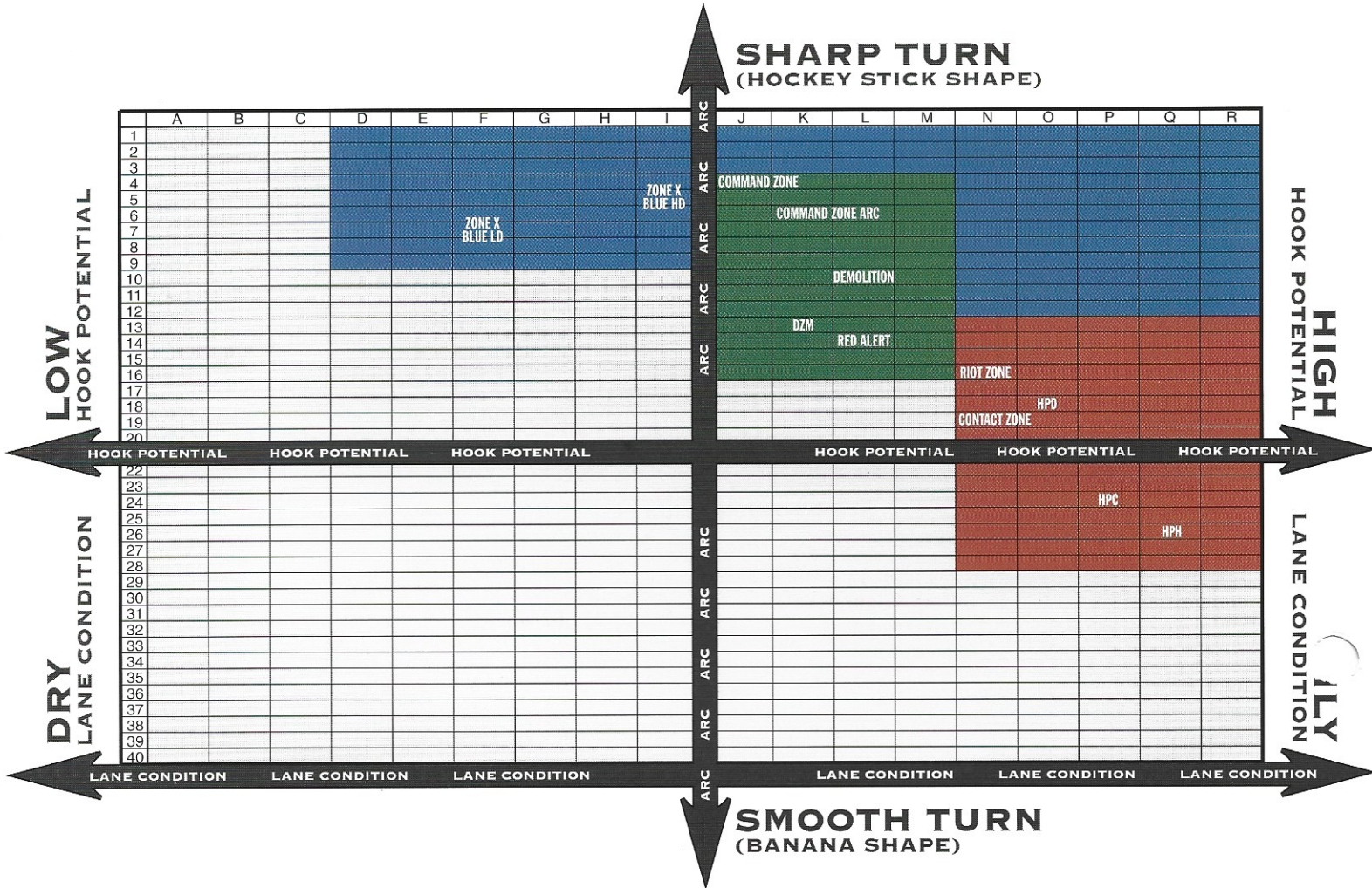
ZONE PERFORMANCE CHARACTERISTICS

There's a Zone™ for every skill level and lane condition. Which Zone is best for you? Take a look:

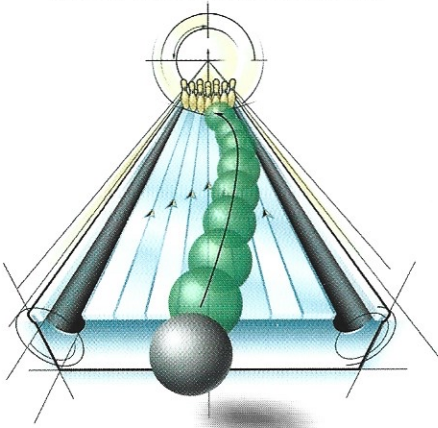
Hook Potential: Displayed on the horizontal axis. Lower hook potential balls to the left, higher hook potential balls to the right.

Arc Shape: Displayed on the vertical axis. More violent/sharp-turn balls at the top, smoother/more-even reacting balls at the bottom.

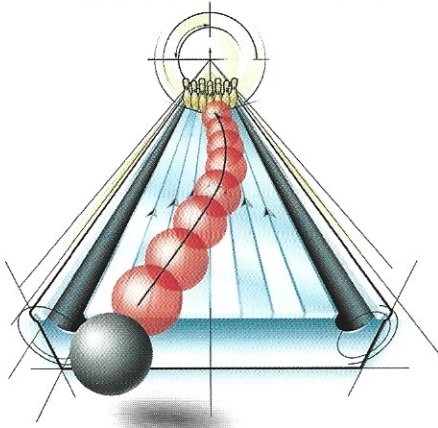
Lane Condition Recommendations: Displayed on a horizontal axis on the bottom of the matrix.



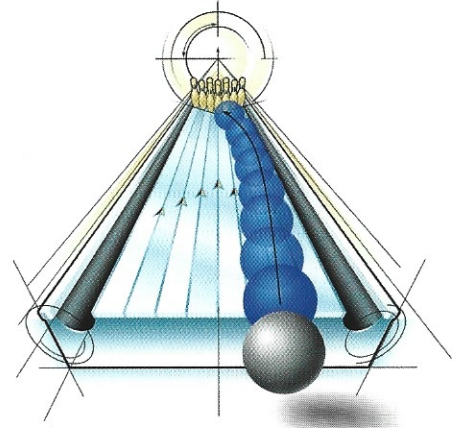
Zone Reactive Series: Aggressive PowrKoil™ and PowerSurg™ Reactive coverstocks, inverted Light-bulb cores for medium RPM players.



Zone Proactive Series: Proactive® coverstocks using Double-ended Doorknob and inverted Light-bulb cores for all types of players when the lanes get tight.



Zone X Interactive Series: Length-enhanced Interactive™ coverstocks and Xometric core designs for high RPM players.



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