

The most popular ball in bowling history  
+  
the next step in bowling evolution.

ZONE  
PROACTIVE

ZONE  
PRO

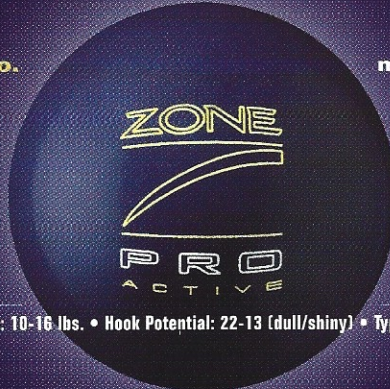
ZONE  
PRO

ZONE  
PRO

ZONE PRO

Zone + Proactive Urethane™ = Zone Pro.

It's not "we got our peanut butter in your chocolate," it's "we eliminated every other food group." Not reactive, Proactive Urethane has a microscopically textured surface, for maximum lane-gripping contact. Which means you have



more control over the elements, and your game — your throw — is all that matters. Oil doesn't matter. Wood doesn't matter. Synthetic doesn't matter. Nothing else matters. You've read about it. You've seen it win on Tour. Now get Proactive, by getting back in the Zone.

Pro - Azure • Cover Stock: Axiom™ Proactive Urethane • Weights: 10-16 lbs. • Hook Potential: 22-13 (dull/shiny) • Typical Length: 2 • Typical Backend: 11 • Average RG: 4.0 • Track Flare: 10

525 West Laketon Avenue / Muskegon, Michigan 49441-2697  
1-800-950-2695 / 616-725-3300 Fax 616-725-3457 / www.brunswickbowling.com  
Patent Pending For Axiom™ Proactive Urethane™ Axiom Proactive Urethane developed by BTV. ©1998 Brunswick Bowling and Billiards Corporation

**Brunswick** B

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# INTRODUCING A "MATTER" WHICH WILL MAKE NOTHING ELSE MATTER IN THE NEXT MILLENNIUM.

In 1900, Rubber; 1970, Polyester;  
1980, Urethane; 1990, Reactive  
Urethane...2000, Proactive  
Urethane. ...but, fortunately,  
available today. Brunswick's  
Axiom™ Proactive Urethane™  
is a new bowling matter  
that makes something happen



(proactive), instead of reacting  
to the boards (reactive). So  
your game shines through,  
your throw is truer, you own  
the boards — instead of the  
other way around. Enter  
the next Millennium early,  
by getting back in the Zone.

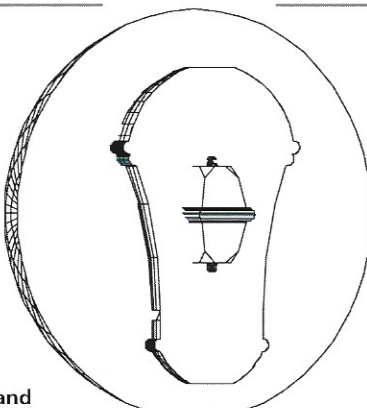
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## Reaction Characteristics

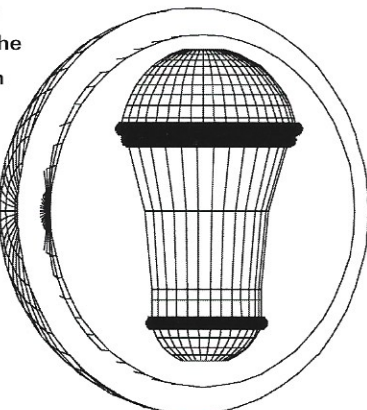
Axiom Proactive Urethane's microscopically textured surface grabs the lane better, to generate a significant increase in overall hook — even when it's shined. Which makes it perfect for virtually any bowler's style, on any lane condition. **If the bowler desires more hooking action out of the box**, Zone Pro can be sanded to provide a cleaner front end reaction than a dull reactive ball, while increasing mid-lane and backend reaction. When used dull, Proactive Urethane is a significant improvement over reactive urethane technology. It's much less sensitive at the front of the lane, while most of its increase in hook will come in the middle and backend. This will offset any early reaction created by sanding the ball.

## Polishing & Cleaning

Proactive Urethane's textured surface is more resistant to polishing than reactive urethane, which means "maximum gloss" will be lower than reactive urethane. But your Zone Pro can be cleaned simply by using the same methods and materials used to clean reactive resin balls.



16 Pounds



10 - 15 Pounds

## Drilling Information

All weights of the Zone Pro can be drilled using techniques developed for two-piece balls. For reference, use Brunswick's "Seven Popular Layouts," easily found at your local pro shop or at [www.brunswickbowling.com](http://www.brunswickbowling.com).

The revolutionary performance characteristics of the Zone Pro allow your pro shop to fully utilize layout choices to create desired reactions. Due to the strength of the Proactive Urethane material, stronger release players would be advised to use layouts 4 through 7 of the Seven Popular Layouts. For average release players, desiring a ball reaction more like a "cranker," layouts 1 through 3 will produce very strong reactions (if their release generates a fair amount of side roll, and even if they don't have a lot of revs). Due to the even arcing characteristics of Proactive Urethane, you should use early arcing drillings such as the Pin-down/Hole-down layouts **only** when faced with extremely heavy oil patterns.

# Brunswick®

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