

Announcing  
the biggest  
innovation in  
coverstock  
technology since  
reactive resin...

WORLD  
WIDE  
FRIGTIONS  
BOARDS



COLUMBIA BOWLS THE WORLD OVER.®



## PREVIOUS TECHNOLOGY HAS BECOME DATED

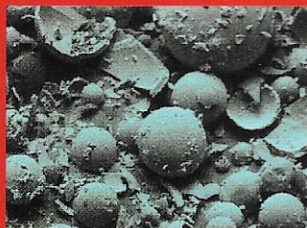
For years, sandpaper and high-load particle balls have been the preferred wet lane tools of league bowlers. Particle balls have allowed for more friction than ever, but the problem is their surface structure causes them to break down over a period of time. Additionally, while they allow for early mid-lane hook, they often use up too much energy, resulting in loss of backend. They quit before they hit.

## THE FIRST REAL INNOVATION IN COVERSTOCK TECHNOLOGY SINCE 1991

Now, after more than eight years of research and testing, and over 1,000 ball formulations, Columbia Industries is proud to introduce Catalyst™ coverstock technology. Developed in

### SURFACE STRUCTURE OF PARTICLE BALLS CAUSES THEM TO BREAK DOWN OVER TIME.

The close-up below shows particle degradation in a high-load particle ball.



*"This is the biggest innovation in bowling performance in 14 years."*

*-Carmen Salvino  
Hall of Famer*

conjunction with Hall-of-Famer Carmen Salvino, Catalyst has been scientifically proven to increase surface friction. This enables you to create more hook in the midlane and gives you

**CATALYST™**  
COVERSTOCKS

unprecedented ball continuation through the backend.

## THE KEY IS THE CHEMISTRY

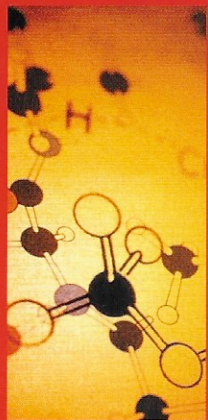
The key to Catalyst's amazing performance is using epoxy as a base rather than a urethane. Epoxy is a compound commonly used to plug bowling balls before redrilling. Our special formulation of epoxy is more durable than traditional urethane. It also allows for different types of plasticizers and chemical friction enhancers to be added. This means the actual amount of friction created by varying the ratio of additives can be predicted. This allows us to adjust formulations to ever-changing lane conditions over and over again. Current urethane-based reactive resins could never do that.

### CATALYST IS READY FOR THE FUTURE

Catalyst chemistry is set for any further innovations in lane oil technology. As lane oils get slicker, we can increase the amount of friction to combat it.

We already have the technology to surpass the friction requirements.

Reactive resin chemistry has reached its frictional limits without the use of particles or sanding.



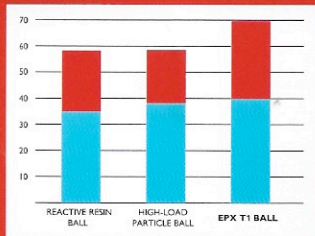


**THE MOST AGGRESSIVE MIDLANE HOOK IN COLUMBIA'S IMPRESSIVE HISTORY OF COVERSTOCK TECHNOLOGY**

Now, you can get Catalyst technology with the all-new EPX T1™ ball from Columbia. The EPX T1 features the most aggressive midlane hook in our history. When compared to last year's most popular high performance reactive resin, the EPX T1 helps increase hook by four boards in the midlane. On the backend, it gives another full board of extra hook while maintaining more predictability and control.

**HOOK POTENTIAL IN OIL AND ON THE DRY BACKEND**

Because Catalyst has a homogenous friction, the contact between the lane surface and the ball is consistent. This translates to even more hook potential for you.



**PLAY WITH MORE CONFIDENCE—AND MORE CONTROL**

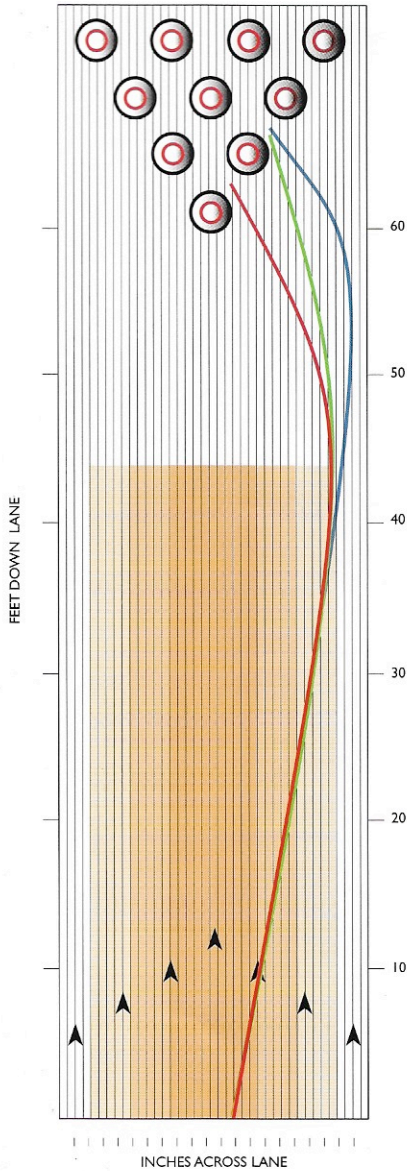
If you're on wet lane conditions and looking to play the inside track, ask your Pro about how you can get more friction and more boards with Catalyst and the EPX T1 available only from Columbia.



**MORE FRICTION**  
**MORE BOARDS**  
**MORE CONTROL**



# ANALYZE THE DATA FOR YOURSELF



## HIGH VOLUME 42-FOOT OIL PATTERN

- EPX T1 BALL FROM COLUMBIA
- HIGH-LOAD PARTICLE BALL
- MOST POPULAR REACTIVE RESIN BALL

## INCREASE IN FRICTION

12-19	0.004
19-27	0.002
27-35	0.011
35-41	0.032
4.08333333	0.01225

**4.08333333**  
total boards more hook in oil

## FOUL LINE TO 41 FEET

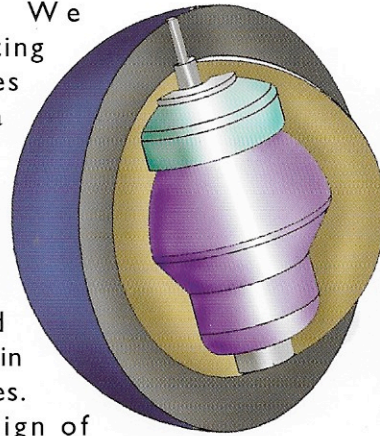
41-45	0.032
49-53	0.056
53-57	0.049
1.304761905	0.045666667

**1.304761905**  
total boards more hook in dry

**5.388095238**  
grand total more hook  
throughout the whole lane.

## ROCK SOLID WITH THE ROCK ON CORE

Great bowling balls are created when the perfect match is determined between core and coverstock. The EPX T1 utilizes the proven symmetric Rock On core. This will allow our team to set the benchmark for the EPX T1's reaction in heavy oil patterns. We have done extensive testing with all bowlers' styles and have prepared a targeted drill sheet to make the choice of a drill pattern simple and provide the desired ball reaction to the bowler. Optimum results occurred when the track flare was in between 3-1/2 and 5 inches.



In the future, the design of Catalyst coverstocks will allow Columbia to push the limits of core technology development.

## PERFORMANCE ON THE LANE

The lane diagram at left demonstrates the remarkable performance of the EPX T1. The high friction it achieves in oil provides a distinct advantage in wet lane conditions. Bowlers with higher ball speed to rev rate ratios need a ball that reads the midlane stronger. Especially on synthetic lanes.

The reaction shape of the EPX T1 is that of a powerful, strong arc rather than the skid/flip generally associated with reactive resin. The combination of power and control possible with the EPX T1 enables the bowler to create more hook potential while maintaining more predictability and control—all without quitting on the backend.

## MORE FRICTION. MORE BOARDS. MORE STRIKES.

A value of .003 increase in friction equates to 1 board in total hook. Research data shows that the EPX T1 with Catalyst coverstock technology gives you a total of more than five boards of hook.



Boards shown actual size

**TOTAL OF MORE THAN 5 TOTAL INCHES**



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