



IconTM 300

The Perfect Name for the Perfect Game.



This is one high roller! A top-of-its-game performer. Our fearless, new Icon300TM puts on a stunning performance. It features our new MusclePlusTM coverstock with more teeth to bite through heavy oil. The MusclePlus incorporates a large, solid additive which creates a more porous shell. This coverstock gives the Icon300 the most hook of the Icon family and a strong continuous motion.

The perfect family is now complete. Icon300---the perfect name for the perfect game!



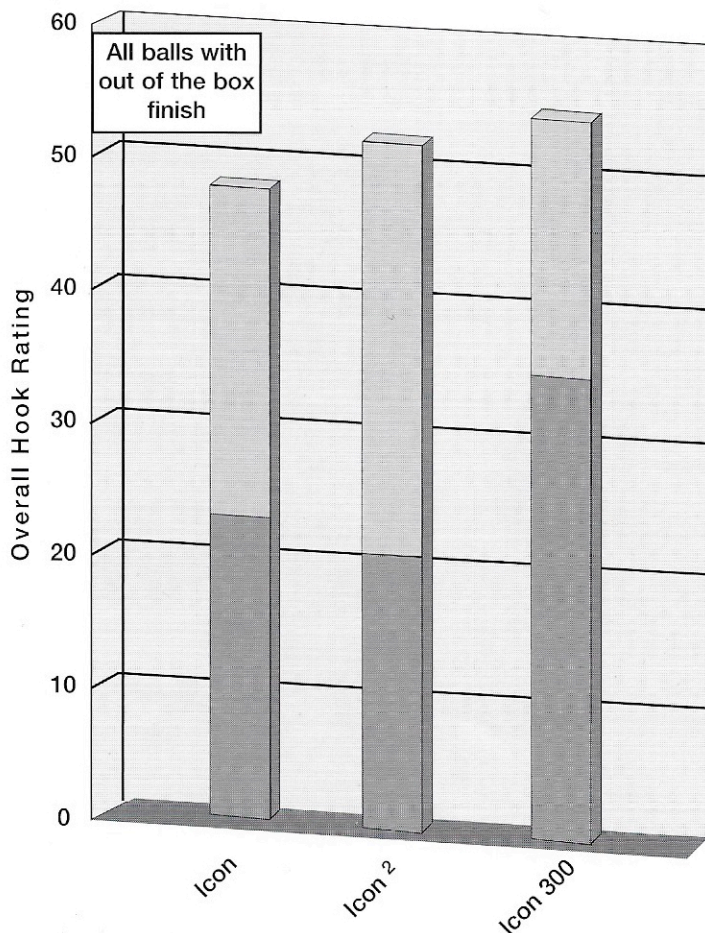
Columbia bowls the world over.®
www.columbia300.com



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Icon™ 300

Hook Potential in Oil and on the Dry Backend



ORDER INFORMATION:

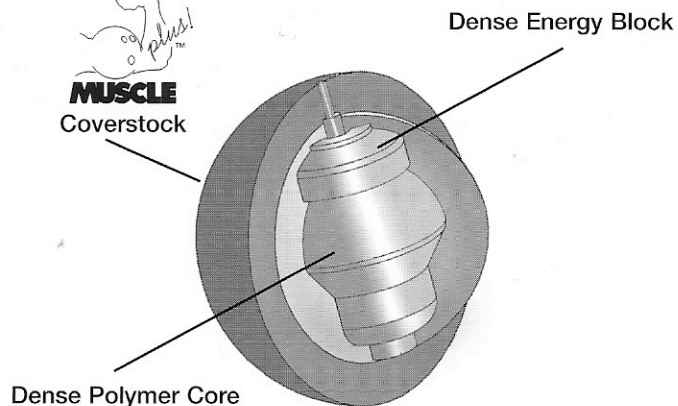
AVAILABLE WEIGHTS: 12-16 lbs.

ITEM NUMBER: Y31-48

COLOR: Purple/Red/Orange
with Gold Sparkle Engraving

FACTORY FINISH: Smooth

For more information, visit your local pro shop.



FEATURES:

BENEFITS:

CORE TECHNOLOGY:	Dense Polymer Core	Concentrates the weight near the center of the core for more roll in oil.
	Dense Energy Block	Adds flare potential to the ball for more hook on the backend of the lane.
COVER STOCK:	MusclePlus™	Large solid additive creating more porosity, producing more traction in the oil.
HARDNESS:	75-78	ABC/WIBC approved



DYNAMIC PROPERTIES

Weight	Rg	Differential Rg
16lb.	2.528	0.040
15lb.	2.561	0.040
14lb.	2.587	0.040

HOOK RATING

	IN OIL	BACKEND	OVERALL
ICON 300™	*35	20	55
ICON 2™	21	31	52
ICON™	23	25	48

*Polishing the surface will create more length and a sharper backend reaction.