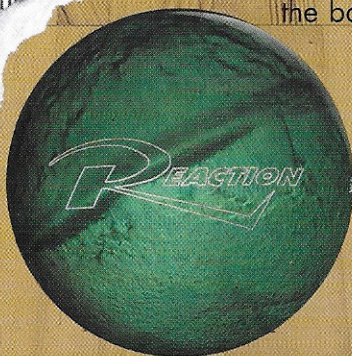
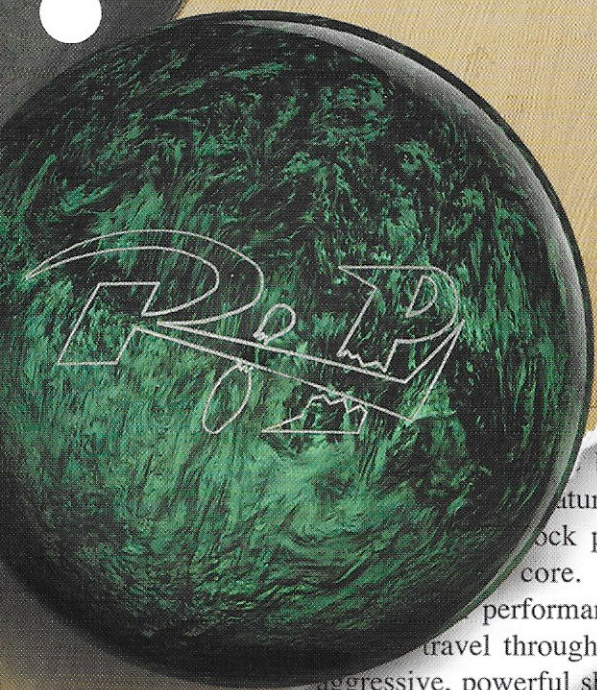


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TALK ABOUT MAKING
YOUR MARK.



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...ne Rip is Pearl Green
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INTRODUCING THE NEW REACTION RIP™.

If you really want to let 'er rip,
you need the new Reaction Rip.
The latest in the Reaction line of
high-performance bowling balls from
Columbia 300®, the Reaction Rip
produces more length through the front part
of the lane and rips it up on the backend.
Featuring a striking Emerald Pearl cover, the Rip's core
is surrounded by an enhanced version of our pearlized
Super-Flex™ coverstock which creates more friction between
the ball and dry lane surface for a sharp turn
on the backend. In short, the Reaction
Rip lets you tear up the lane while the
competition tears up their scorecards.



COLUMBIA 300

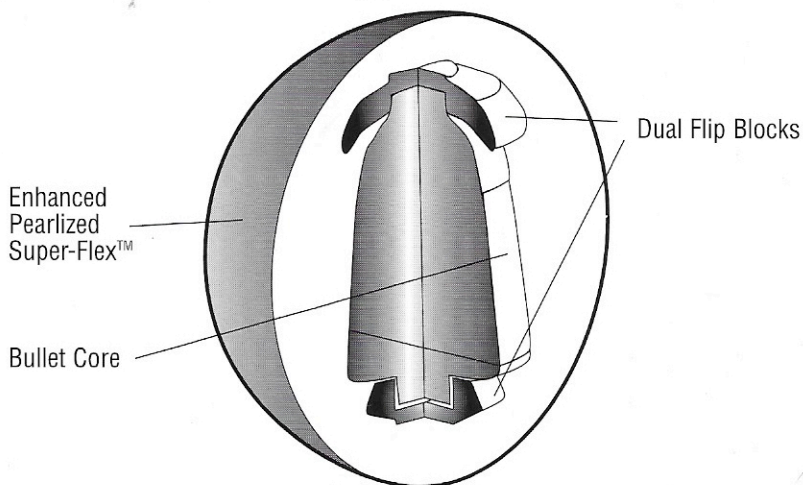
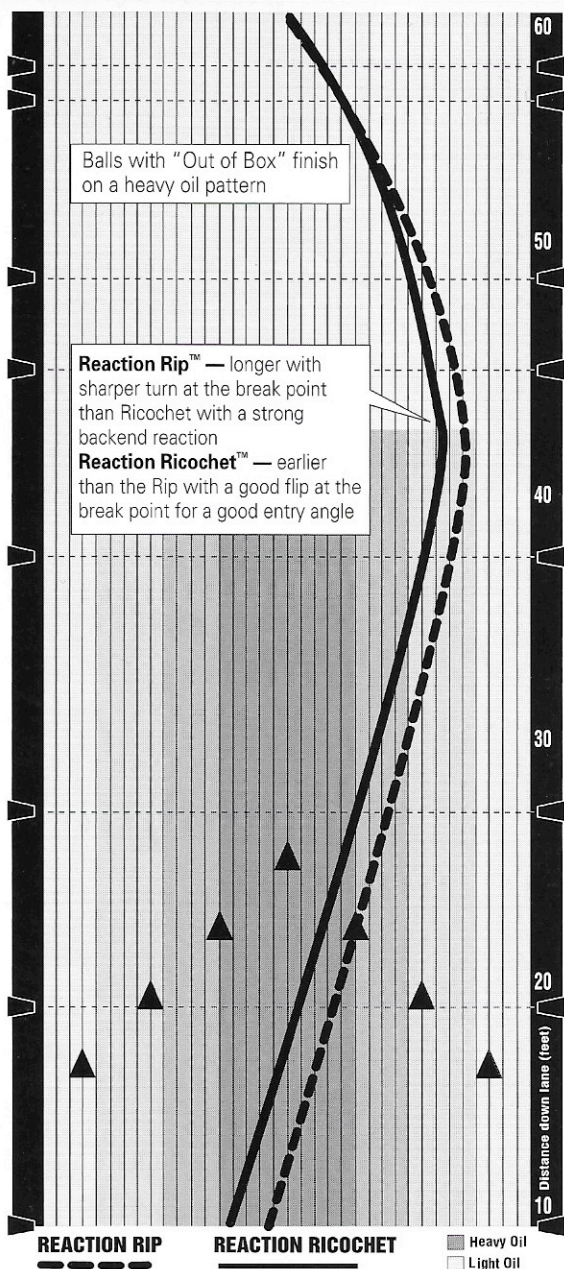
Columbia bowls the world over.®

www.columbia300.com



Introducing the latest in the Reaction™ line of high performance bowling balls from Columbia 300®. The Reaction Rip™, a striking Emerald Pearl bowling ball, which was developed to be the perfect complement to the Ricochet™ and Roll™. The Rip will produce more length through the front part of the lane, and rip it up on the backend. The core has a medium Rg and high differential, which creates a very aggressive move when contacting dry boards down the lane. To complement the core, it is surrounded with an enhanced version of our Super-Flex™ coverstock. This enhancement creates more friction between the ball and dry lane surface, producing a sharp turn on the backend. The Reaction Rip has a hook rating of 24, and a TEC™ rating of 8 in the oil. So, go ahead, get in and let 'er Rip!

TECHNICAL INFORMATION



FEATURES:

BENEFITS:

CORE

TECHNOLOGY:

Bullet Core

Long core body stores energy for aggressive backend reaction.

Dual Flip Blocks

Maximizes the weight to the outside for extra flare.

COVERSTOCK:

Enhanced version of our pearlized Super-Flex™ reactive coverstock

Creates increased friction between the ball and the dry boards on the lanes.

HARDNESS:

75-78

ABC/WIBC approved.

TECHNICAL SPECIFICATIONS:

DYNAMIC PROPERTIES

Weight	Rg	Differential Rg
16 lb.	2.514	0.058
15 lb.	2.570	0.058
14 lb.	2.639	0.058

Track Flare:

5" to 7"

TECHNICAL BALL INFORMATION

	Hook Rating (Boards of hook)	TEC Rating*	
		(End of Oil)	(End of Lane)
REACTION RIP™	24	8	37
REACTION RICOCHET™	25.5	11	40
REACTION ROLL™	30	14	42

All balls were tested with the finish that comes from the factory.

*TEC™ rating is the percent decrease in kinetic energy. The TEC rating is an indication of the energy transferred from kinetic (forward velocity) to rotational (hook). The higher the TEC rating the more hook up to that area of the lane.

ORDER INFORMATION:

AVAILABLE WEIGHTS:

12-16 lbs.

ITEM NUMBER:

W11-15

COLOR:

Emerald Pearl with Silver Sparkle Engraving

FACTORY FINISH:

Polished



COLUMBIA 300

Columbia bowls the world over.®

For more information, visit your local pro shop.
www.columbia300.com