

Part Number

60-104712-93X

Coverstock

Activator™ – 7 Reactive

Color: Purple/Red/Light Blue Pearl

Hardness: 76-78

Glow Engraving

Factory Finish

High Gloss Polish

Core Dynamics @ 16lbs

RG Max: 2.522

RG Int: 2.505

RG Min: 2.474

RG Diff: 0.048

RG Asy: 0.017

Average RG: 2.9

Spin Time approx. = 8.6 sec

Performance

Hook Potential: 115

Length: 110

Typical Breakpoint Shape: 85

Available Weights

11-16 Pounds



COMFORT ZONE

ACTIVATOR - 7

Hook Potential:



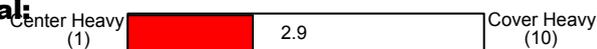
Length:



Breakpoint Shape



Flare Potential:



RG-Average:

Brunswick's International Series has been developed specifically for Asian markets using core and coverstock systems that provide Asian bowlers with a range of equipment that matches up to typical Asian lane conditions. The looks of International Series balls are also adapted to Asian tastes making the International Series completely customized for Asian bowlers. Available only through International Distributors.

Reaction Characteristics

The **Comfort Zone** combines a High Gloss Activator pearl coverstock with the Ultra-Low-RG Asymmetrical core system to produce a ball reaction that will give the bowler Maximum Forgiveness and Maximum Backend.

Response Time

To understand the International Zone Coverstocks better we will be using a 1-10 number scale system after the coverstock name to describe **Response Time**. Response Time is how fast or slow the ball changes direction when it encounters friction. The Higher the number the Faster the ball will change direction similar to Skid/Snap. The Lower the number the Slower the ball will change direction similar to Smooth Arc.

Utility

- Out of the Box:** With its high gloss surface most players will find the **Comfort Zone** matches up well on medium-oily to medium-dry lane conditions.
- When dulled:** The hooking action will increase and its arc will become more even, creating a better match-up for oily lane conditions and for smoothing over/under reactions seen on wet/dry lane conditions.

Reaction Setup

There are additional layout considerations for a ball with a significant Preferential Spin Axis (PSA) such as the **Comfort Zone**. The distance from the riser pin still determines the overall strength of the layout the same way it does in symmetric core balls that have an insignificant PSA. In the **Comfort Zone**, placement of the PSA locator relative to the riser pin and the bowler's axis can be used to modify the reaction created by a given riser pin position. See the attached sample layouts for the most popular drilling options.

WARNING – The Comfort Zone has a large amount of asymmetry designed into the core. Do not place the PSA locator pin on the negative side of the ball; you could track over every hole on the ball!

Maintaining Your Ball Reaction

Brunswick recommends the following procedures to maintain and restore your Brunswick ball's reaction characteristics:

- Clean your Brunswick ball with **Brunswick Remove All** or similar ball cleaner after every use to reduce oil absorption.
- If you think your Brunswick ball has lost some of its "Out of the Box" reaction, restore the ball to its original factory finish listed on the product information sheet. This is especially important for balls that are highly sanded or polished. Sand to 400-grit then use **Brunswick's Factory Finish High Gloss Polish** to restore the original factory finish on high gloss polish balls. Sand to 220-grit then use **Brunswick's Factory Finish Rough Buff** to restore the original factory finish on rough buff balls. For dull balls, wet sand with the sandpaper listed on the product information sheet.
- If there is a visible track on your ball have your Pro shop use a Haas or similar resurfacing machine to remove the track then restore the ball to its original factory finish. This service is available, for a fee, at many Pro Shops.
- If after restoring the original factory finish you feel your Brunswick ball has still lost some of its hooking action, remove the oil from the ball by gently warming it with either the **Revivor** or **Rejuvenator** Pro Shop devices that have been designed for this purpose. This service is available, for a fee, at many Pro Shops. Brunswick's testing has shown that by combining the restoration of the factory finish, resurfacing of the track and oil removal your Brunswick ball can maintain its original "Out of the Box" reaction for hundreds of games.
- Absorbent materials sold by other bowling ball manufactures to remove oil can also be used on Brunswick bowling balls. Information to date seems to indicate that absorbent materials have a more limited ability to remove oil than warming, so you may be disappointed with results on heavily oil soaked balls.

Note: Oil soaked balls tend to traction less in the oil and respond less to the dry boards on the lane. If you are matching-up using an oil soaked ball on wet/dry or broken down lane conditions, removing the oil from the ball will significantly change your match-up and possibly create undesirable over reactions.

Ball Comparisons

Want to compare the performance of this ball to other Brunswick balls? Go to our website at www.brunswickbowling.com. Click on **Balls**, then click on **Pro Shop Information**. This page contains a link to the **Brunswick Ball Comparison Chart**. This chart allows you to see, at a glance, the performance of all Brunswick balls relative to each other, defined by their **Hook Potential** and **Arc Characteristics**. There's even an essay to help explain and guide you through the chart.

Lightweight Engineering

At Brunswick the unique core shape of each individual ball is used for all weights from 12 to 16 pounds. This approach to lightweight ball engineering is unique in the industry and provides bowlers with consistent ball reaction characteristics across this weight range. This approach also allows Pro Shops to drill lighter weight balls using the same layout techniques as heavier balls with confidence that the lighter ball doesn't need special drilling instructions due to the core shape being different.

Weight	16#	15#	14#	13#	12#	11#
Core Shape						
RG-max.	2.522	2.538	2.567	2.635	2.666	2.771
RG-Int.	2.505	2.521	2.550	2.621	2.652	
RG-min.	2.474	2.490	2.521	2.590	2.622	2.769
RG-diff.	0.048	0.048	0.046	0.045	0.043	0.002
RG-Asy.	0.017	0.017	0.017	0.014	0.014	

For the most up to date Product Line Information go to www.brunswickbowling.com