



# CRUSH/R

---

## New Product Evaluation

---

<b>PRODUCT</b>	<b>CRUSH/R</b>
<b>PROJECT</b>	EBO-0492
<b>START DATE</b>	April 1992
<b>COMPLETION DATE</b>	December 1992
<b>OBJECTIVE</b>	To develop a 4-piece, double shell Reactive Resin <sup>TM</sup> bowling ball. Ball must be lightly sanded to increase reaction in oil. Ball must also be able to be polished for harder snap on a dry back-end condition.
<b>CORE</b>	<b>STRATA</b> Core
<b>VENEER</b>	(1) 4.5 pounds of 76-77 hardness Reactive Resin <sup>TM</sup> in the outer shell of a finished 14, 15 and 16 pound ball. (2) 6.8 pounds of 65-67 hardness urethane in the secondary shell. (3) 4.7 pounds of 82 hardness filled polyester <b>STRATA</b> core in a finished 16 pound ball.
<b>PERFORMANCE CHARACTERISTICS</b>	The softer inner shell creates a wider footprint and it acts as a shock absorber which keeps pins lower for greater carry power. The concentrated top weight offers an increased angle to the pocket.
<b>TEST RESULTS</b>	Eight (8) in-house pilot ball tests were conducted from August 1991 to July 1992. Additional tests were conducted with Pro and Amateur players in El Paso, Texas; Belleville, Illinois; Hopkinsville, Kentucky; Rochester, New York; and Columbia, Tennessee. The overall choice of the bowlers was the <b>CRUSH/R</b> .
<b>QUALITY ASSURANCE DEPARTMENT EVALUATION</b>	Based on the above test results and production schedules, this product is ready for introduction in December. Authorization is hereby granted for unlimited production.

---

## General Specifications

---

<b>HARDNESS</b>	76 - 78 Shore D
<b>TARGET WEIGHT</b>	14, 15, 16 pound -1.0 oz., + 4.0 oz.
<b>TOP WEIGHT</b>	2.0 to 4.5 ozs. <b>AVERAGE</b> 3.25 ozs.
<b>APPEARANCE</b>	Red Lightly Sanded Finish with Yellow Paint.
<b>BALL ROUNDNESS</b>	+ or - .002" nominal
<b>CORE ROUNDNESS</b>	Dynamically balanced to + or - .005"
<b>DIAMETER</b>	8.595" <b>AVERAGE</b> 8.585"