



# CRUSH/R

## New Product Evaluation

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| <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™ 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>VDNEER</b>                                  | (1) 4.5 pounds of 76-77 hardness Reactive Resin™ in the outer shell of a finished 14, 15 and 16 pound ball.<br>(2) 6.8 pounds of 65-67 hardness urethane in the secondary shell.<br>(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

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| <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"                 |