

STORM®



PRODUCT CATALOG | 2000

STORM

Back in 1991 when we started Storm our goal was to become the bowlers company. Our philosophy was simple, "Don't make promises you can't keep". Storm bowling balls are designed to work in conjunction with a bowlers consistent effort. Our mission is to provide the best products in bowling for the bowler and this year is no exception!

Why should you buy, use or sell Storm?

QUALITY

Ranked number one by the BBIA (Bowling and Billiards Institute of America)

SERVICE

Storm has the largest outside sales staff in the industry to better serve you.

TECHNICAL SUPPORT

Whether by phone, fax or email. There is someone here, a real person, to answer your questions.

PROMOTION

Storm is involved with the promotion of bowling, on every level. We love the game!

PROFITABILITY AND SHELF LIFE

Storm bowling balls have the longest shelf life in the industry. New high performance product launches continue Storm's company philosophy and commitment to the bowling industry through ball introductions only for significant and/or revolutionary reasons. You can be assured that you won't be discounting Storm balls because they are obsolete in a month.

We at Storm are committed to the bowling industry. We are bowlers serving bowlers.

We are the "Bowlers Company"!

Keep Stormin' On!

INTERNATIONAL

Bill
Chrisman



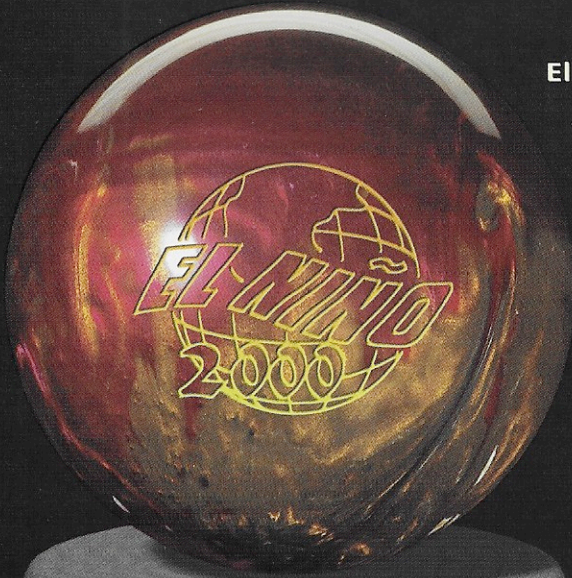
Pete
Weber



El Niño 2000

The first PRO-Thane™ Pearl particle ball in the world, El Niño 2000™ creates more length (2-7') than other particle balls, more friction than pearlized reactive coverstocks for less over-under reaction and a smoother transition from the oil to the dry and increased entry angle to the pocket.

Coverstock - PRO-Thane™ LT Pearl Particle **Hook Potential** - 20/18/Dull/Shiny **Length** - 6 on a scale of 1-10 **Back-end** - 10+ on a scale of 1-10 **Recommended Lane Condition** - Medium to Heavy Oil 10-16 lbs.



10-11 lbs



11.5 lbs



12-13 lbs



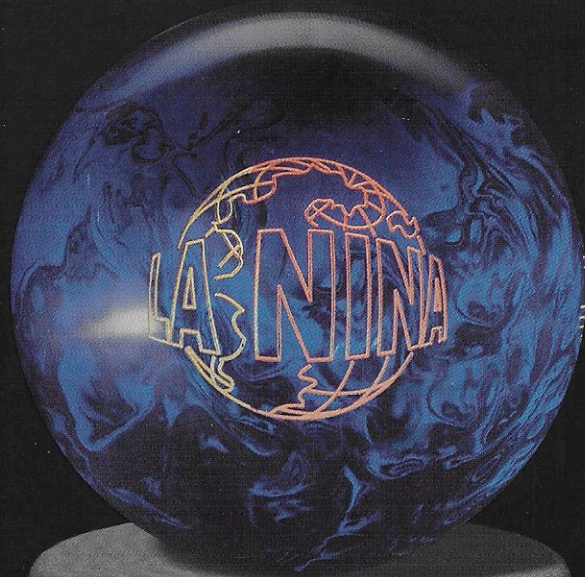
14-16 lbs



La Niña

The PRO-Thane coverstock of La Niña features a heavier TDR particle loading to form an extremely porous surface for extra traction on the oiliest conditions. A vertical dual density Motion Control Weight Block is a perfect match producing an optimum reaction on heavy oil conditions.

Coverstock - PRO-Thane™ XT Particle **Hook Potential** - 20/16 Dull/Shiny **Length** - 3 on a scale of 1-10 **Back End** - 10 on a scale of 1-10 **Recommended Lane Condition** - Heavy Oil 10-16 lbs.



10-11 lbs



12-16 lbs



**TO BE UNVEILED
SUMMER 2000!**

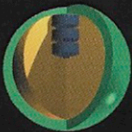
MASTERPIECE

Power Bolt™

An all new inverted Bolt weight block in a core with a PRO-Thane Pearl particle cover gives clean skid through the heads, exceptional mid-lane control and a strong arc on the backend.

Coverstock - PRO-Thane™ LT Pearl Particle **Hook Potential** - 18/16/Dull/Shiny on Storm's scale of 1-20 **Length** - 6 on a scale of 1-10 **Back-end** - 8 on a scale of 1-10 **Recommended Lane Condition** - Medium to Heavy Oil 10-16 lbs.

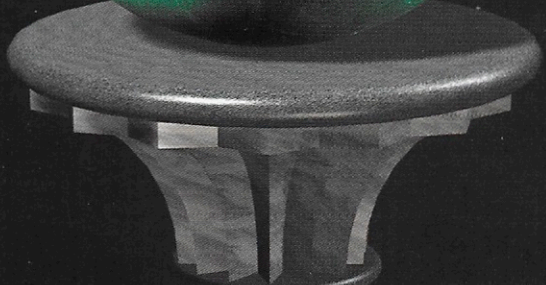
10-11 lbs



12-13 lbs



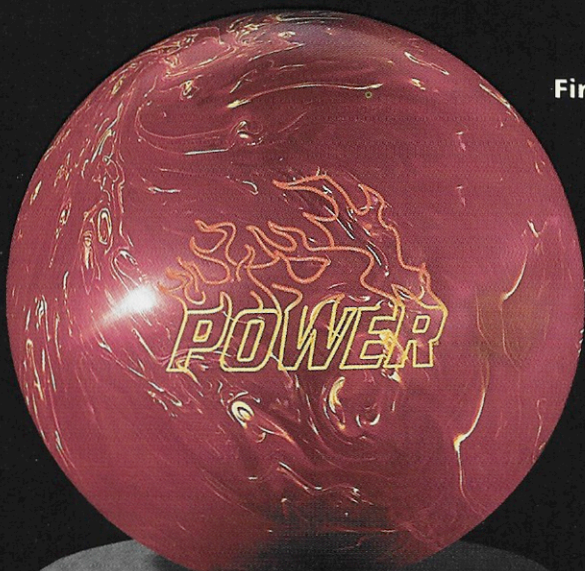
14-16 lbs



Fire Power™

The Fire Power features a 3" FE2 Power Ball inside the legendary Fire storm weight block and an aggressive Curelyon2™ reactive cover for more gripping action on the backend and enhanced the performance. California's Vince Wood used the Fire Power to record his 900 series last season.

Coverstock - Curelyon2™ Reactive **Hook Potential** - 17/13/Dull/Shiny **Length** -6 on a scale of 1-10 **Back End** - 8 on a scale of 1-10 **Recommended Lane Condition** - Medium to Heavy Oil 10-16 lbs.



10-11 lbs



11.5 lbs



12-13 lbs



14-16 lbs



Anne Marie Duggan



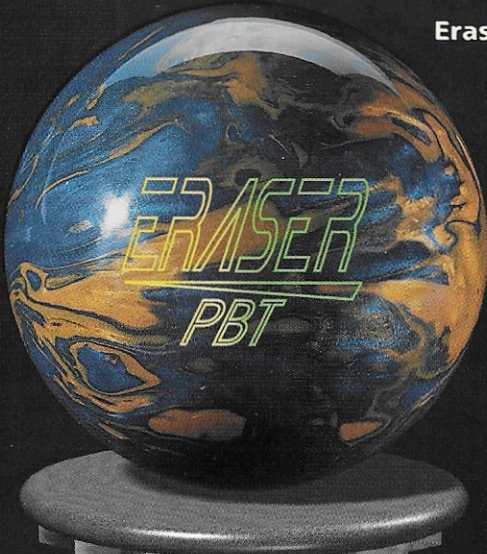
**TO BE UNVEILED
FALL 2000!**



John Hricina



Eraser™

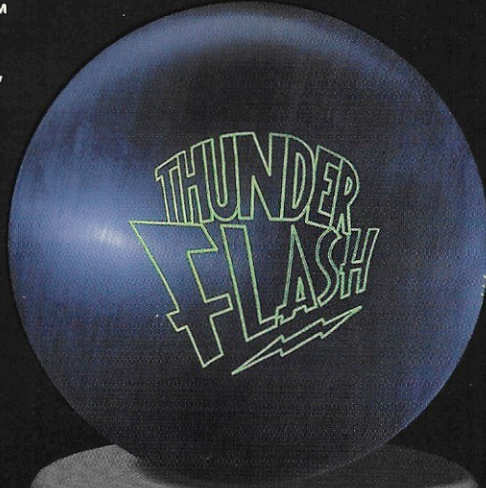


STORM'S NEW ACCU-TREAD™ brilliant 2-color pearl reactive coverstock combined with a modified Thunder Road weight block with added Power Ball™ Technology.

Coverstock - Accu-Tread™ Pearl Reactive **Hook Potential** - 17/13/Dull/Shiny on Storm's scale of 1-20 **Length** - 8 on a scale of 1-10 **Back-end** - 8 on a scale of 1-10 **Recommended Lane Condition** - Medium Oil

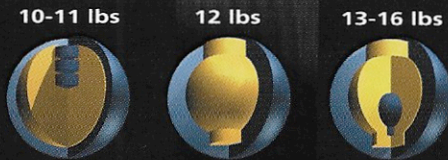


Thunder Flash™

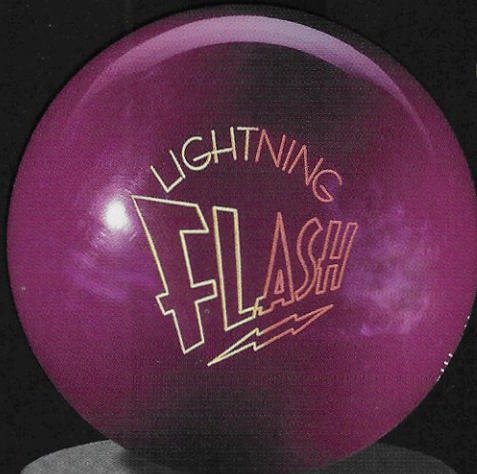


The U-2000™ is the new generation urethane of the 21st Century, aggressive enough to perform on today's high viscosity oil conditions for an even transition from the oil to the dry for exceptional hooking potential, superior performance and control.

Coverstock - U-2000™ Urethane **Hook Potential** - 15 /10 Dull/Shiny **Length** - 4 on a scale of 1 to 10 **Backend** - 8 on a scale of 1 to 10 **Recommended Lane Condition** - Light to Medium Oil

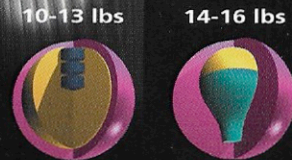


Lightning Flash™

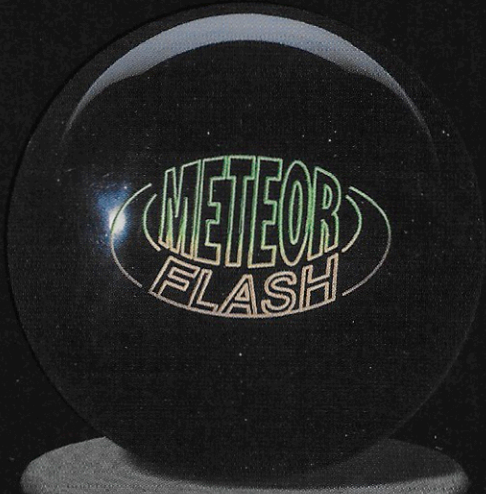


An inverted "Flash Bulb" weight block is encompassed by an aggressive Curelyon2 pearlcover that delivers excellent value and performance.

Coverstock - Curelyon2™ Pearl Reactive **Hook Potential** - 15/10 Dull/Shiny **Length** - 6 on a scale of 1 to 10 **Backend** - 6 on a scale of 1 to 10 **Recommended Lane Condition** - Light to Medium Oil



Meteor Flash™



Great length and outstanding backend reaction make this lower priced ball a must for a bowlers arsenal or an excellent choice for that first performance reactive ball.

Coverstock - Curelyon2™ Reactive w/ REACTA-FLECK **Hook Potential** - 16/12 Dull/Shiny **Length** - 6 on a scale of 1-10 **Backend** - 8 on a scale of 1-10 **Recommended lane Condition** - Light to Medium Oil



FLASH LINE

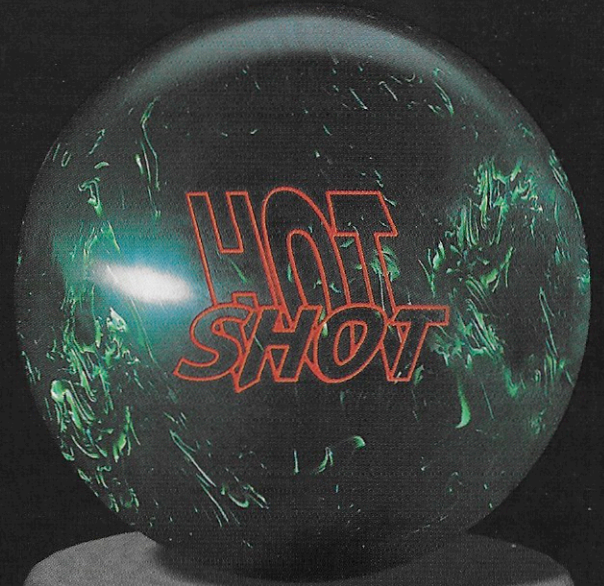
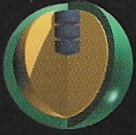
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Hot Shot™

The Hot Shot features a 4-piece multi-density core surrounded by an aggressive sanded reactive coverstock for added traction in the oil.

Coverstock - Curelyon2™ Reactive **Hook Potential** - 12/8 Dull/Shiny **Length** - 7 on a scale of 1-10 **Back-end** - 4 on a scale of 1-10 **Recommended Lane Condition** - Medium Light to Light Oil

10-16 lbs



Blue Hot™

A best seller, the Blue Hot's sparkle coverstock gives great length and a hard charge to the pins.

Coverstock - Curelyon2™ Pearl Reactive with REACTAFLECK **Hook Potential** - 12/8 Dull/Shiny **Length** - 8 on a scale of 1-10 **Backend** - 5 on a scale of 1-10

10-16 lbs



Eric Forkel



**TO BE UNVEILED
FALL 2000!**



Paul
Fleming



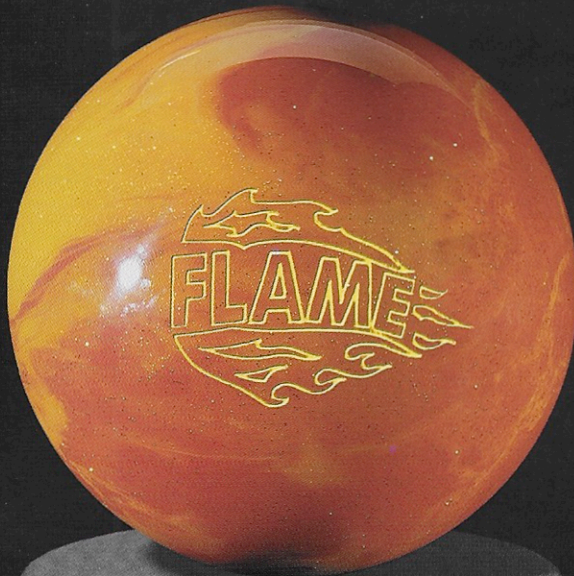
COMING FALL 2000!

Flame Reactive™

You'll be in paradise with this tropical 2-color fluorescent ball from Storm. It'll be a hit, both on the lanes and in the pins. Great for "Glow in the Dark" bowling!

Coverstock - Curelyon Reactive **Hook Potential** - 10/7 **Dull/Shiny Length** - 8 on a scale of 1-10
Backend - 3 on a scale of 1-10

10-16 lbs



Blue Sanded Flame™

Specifically designed for entry level bowlers, the Blue Sanded Flame maintains control on the toughest of lane conditions. The traditional urethane coverstock has performance and durability for many years of bowling fun.

Coverstock - Urethane **Hook Potential** - 8/5 **Dull/Shiny Length** - 7 on a scale of 1 - 10 **Backend** - 3 on a scale of 1 - 10

10-16 lbs

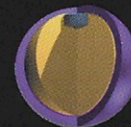


Purple Pearl Flame™

The Purple Pearl Flame flaunts beauty and performance. Traditional urethane and quality construction gives the Purple Pearl Flame a smooth, even arc that still delivers power in the pocket. The Purple Pearl Flame is a super ball for beginners or for those who wish to conquer dry lanes.

Coverstock - Urethane **Hook Potential** - 8/5 **Dull/Shiny Length** - 8 on a scale of 1 to 20 **Backend** - 2 on a scale of 1 to 10

10-16 lbs



FLAME

Carol
"Stormin"
Norman

For those who will accept only the best! The Special Edition Rolling Thunder bags from STORM are the ultimate in design, fashion, quality and value. Its popularity has forced expansion for 2000. We searched the ends of the earth to bring you the finest and seeing is believing. Take a look!



Rolling Thunder™ 4-Ball Special Edition Specifications

- 1800 Denier Polyvinyl Fabric • Heavy Duty Frame and Hardware • Over-sized Bearing Wheels • Fully Retractable Telescoping Handle with Locking Feature and Push Button Release • Individual Shoe Compartment accepts up to U.S. Men's size 15
- Increased Accessory Storage • Detachable 2-Ball Deluxe Bag with Adjustable Non-Slip Shoulder Strap • 3 Wheels for Added Mobility
- 2-Color Gold/Silver Embroidery • Available Colors: Black/White Tweed SKU# BG00R4TBK & Green/Black Tweed SKU# BG00R4TGR



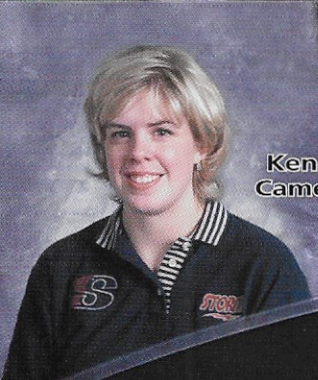
Rolling Thunder 3-Ball Special Edition Specifications

- 1800 Denier Polyvinyl Tweed Fabric
- Heavy Duty Hardware
- Exceptional Upright Stability
- 4" Oversized Bearing Wheels, Stronger Axle
- Detachable Storm Logo Accessory Bag
- Shoe Compartment accepts up to U.S. Men's size 15
- Exceptional Storage Capabilities Including Water Bottle Compartment
 - Ultra-Duty Locking Handle with Grip Release Shoulder Strap
 - 2-Color Gold/Silver Embroidery
 - Available Colors:
 - Black/White Tweed SKU# BG00R3TBK
 - Green/Black Tweed SKU# BG003RTGR

Rolling Thunder 2-Ball Special Edition Specifications

- 1800 Denier Polyvinyl Tweed Fabric
 - Heavy Duty Hardware
 - Exceptional Upright Stability
 - 3" Bearing Wheels, Stronger Axle
- Shoe Compartment accepts up to U.S. Men's size 15
 - Exceptional Storage Capabilities Including Water Bottle Compartment
- Ultra-Duty Locking Handle with Grip Release Shoulder Strap
 - 2-Color Gold/Silver Embroidery
 - Available Colors:
 - Black/White Tweed BG00R2TBK
 - Green/Black Tweed SKU# BG00R2TGR
 - Purple/Black Tweed SKU# BG00R2TPR





Kendra
Cameron

ROLLING

Rolling Thunder™ 4-Ball Bag



At Storm, we have the "Show me, don't tell me!" attitude. The Rolling Thunder™ Bag Line is designed by Bowlers for Bowlers. Need we say more!

- 1500 Denier Polyvinyl Fabric
- Heavy Duty Frame and Hardware
- Over-sized Bearing Wheels, Stronger Axle
- Fully Retractable Telescoping Handle with Locking Feature and Push Button Release
- Individual Shoe Compartment accepts up to U.S. Men's size 15
- Increased Accessory Storage
- Detachable 2-Ball Deluxe Bag with Adjustable Non-Slip Shoulder Strap
- 3 Wheels for Added Mobility
- 2-Color Embroidery

Available Colors:

Navy/Silver SKU# BGRLR4BLU

Black/Burgundy SKU# BGRLR4BLK

Roll into your favorite bowling center with a Storm Rolling Thunder 3-Ball Bag. Unequaled in design, this roller allows for ample storage space for shoes and accessories.

Rolling Thunder™ 3-Ball Bag



- 1500 Denier Polyvinyl Fabric
- Heavy Duty Hardware
- Exceptional Upright Stability
- 4" Oversized Bearing Wheels, Stronger Axle
- Shoe Compartment accepts up to U.S. Men's size 15
- Exceptional Storage Capabilities Including Water Bottle Compartment
- Ultra-Duty Locking Handle with Grip Release
 - Non-Slip Shoulder Strap
- 2-Color Gold/Silver Embroidery

Available Color:

Black/Black SKU# BG00R3BLK

THUNDER

Brian Kretzer



Rolling Thunder™ 2-Ball Roller Bags

Available Colors:

Blue/Black SKU# BG00R2BLU

Black/Black SKU# BG00R2BLK

- 1500 Denier Polyvinyl Tweed Fabric
 - Heavy Duty Hardware
 - Exceptional Upright Stability
 - 3" Bearing Wheels, Stronger Axle
- Shoe Compartment accepts up to U.S. Men's size 15
- Exceptional Storage Capabilities Including Water Bottle Compartment
- Ultra-Duty Locking Handle with Grip Release
 - Non-Slip Shoulder Strap
- 2-Color Gold/Silver Embroidery



Rolling Thunder 1-Ball Roller Bags

Available Colors:

Navy/Royal SKU#

BG99R1BLU

Black/Purple SKU#

BG99R1PUR



- 600 Denier Polyvinyl Fabric
- Molded Ball Cup
- Padded Side walls
- 2-Color Embroidered Logos
- Pull-Out Retractable Handle
 - Heavy Duty Hardware
- Ample Storage for Sizes up to US Men's 14 Shoes and Accessories.

Spare Kit™

Added capacity for your Storm 2-Ball and 3-Ball roller bag. The Spare Kit is easily attached to and removed from the telescoping handles of the new Storm 2-Ball and 3-Ball Rolling Thunder Bags. Available Color: Black/Black SKU# BG00SKBLK



Robert
Smith

New this year, the STORM 2-Ball Tote Plus. This new tote goes back to the basics. For the no-nonsense bowler that needs to get the job done, these totes have just enough room for two balls, two shoes and the essentials. Storm's 2-Ball Tote and Tote Plus bags are perfect to get you from the car to the lanes or pair to pair when crossing the house.

2-Ball Tote Plus (A. & C.)

- 600-Denier Polyvinyl Fabric
- Large Storage Compartment that Fits Shoes up to U.S. Size 15
 - Reinforced Stitching
- Non-Slip Shoulder Strap
 - 2-Color Gold/Silver Embroidery

Available Colors:

A. Black/White Tweed

SKU# BG00T22TB

C. Black/Black

SKU# BG00T22BK

A.



B.



C.



2-Ball Tote (B. & D.)

- 600-Denier Polyvinyl Fabric
 - Reinforced Stitching
 - Non-Slip Shoulder Strap
 - 2-Color Gold/Silver Embroidery

Available Colors:

B. Black/White Tweed

SKU# BG00T2TBK

D. Black/Black

SKU# BG00T2BLK

D.





**Storm Cloud™
1-Ball Deluxe Totes**



After Blasting the pins, your ball can find sanctuary in one of these great Clouds from Storm.

- 600 Denier Polyvinyl Fabric
- Deluxe Upright Shoe Compartment Accepts up to U.S. Size 12 Shoes
 - Removable Shoulder Strap with Non-Slip Pad
 - Heavy Duty Hardware
 - Reinforced Stitching, Embroidered Logos
 - Foam Ball System
 - Zippered Accessory Storage Compartment

Available Colors:

A) Purple SKU# BG00T1XPR

B) Black SKU# BG00T1XBK

C) Burgundy/Green SKU# BG00T1XBG

D) Green/Blue SKU# BG00T1XNV

Made of top quality construction, these bags are the perfect companion for your bowling equipment.

- 600 Denier Polyvinyl Fabric
- Zippered Accessory Pocket
- Shoulder Strap with Non-Slip Pad
 - Reinforced Stitching
 - Foam Ball System
- Accepts up to Men's Size 12 Shoes

Available Colors:

A) Navy SKU# BG00T1NAV

B) Purple SKU# BG00T1PUR

C) Black SKU# BG00T1BLK

**Storm Cloud
1-Ball Basic Totes**



Accessory Bag

Get organized with a Storm accessory bag. Storm accessory bags feature ample storage and are made of 600 denier polyvinyl fabric for protection and durability.

Available Color: Black/Silver SKU# BG99ACBLK



John
Gaines

PROFESSIONAL

NEW!

Xtras™ 8oz. Bottles

The best line of products, has just gotten better with the convenience of 8oz. Bottles.



NEW!



Proacta-Clean™ Particle Bowling Ball Cleaner

Proacta-Clean one-step cleaner and rejuvenator is scientifically formulated to break down dirt and deep clean the pores of particle technology bowling balls. Using Proacta-Clean bowling ball cleaner adds consistency and life to your particle coverstock. Proacta-Clean is also safe to use on reactive and urethane surfaces.

SKU# PCDZ (4-oz) - PC8Z (8-oz) - PCQT (Quart)

Reacta-Clean™ Bowling Ball Cleaner

One-step bowling ball cleaner and rejuvenator specifically designed for all reactive bowling balls. Reacta-Clean restores that "tacky" feeling to your bowling ball. Packaged in a retail display box of (12) 8 ounce bottles or (12) 4-ounce bottles with flip top or pump spray.

Also available in quarts and gallons:

SKU# RCDZ (4-oz.) - RCDZSDP (4-oz. spray top) - RCQT (Quart) - RCGL (Gallon) - RC8Z (8-oz)



U-Clean U-Score™ Bowling Ball Cleaner

The ORIGINAL one-step bowling ball cleaner designed for urethane and polyester bowling balls. Packaged in a retail display box of (12) 4-ounce bottles with flip top.

Also available in quarts and gallons:
SKU# UCUSDZ (4-oz.) - UCUSQT (Quart) - UCUSGL (Gallon)

Purvis
Granger



NEW!



Proacta-Shine™ Particle Bowling Ball Cleaner and Polish

Increase the length and backend reaction of your particle technology bowling ball with Proacta-Shine. Storm's exclusive formula deep cleans and maintains the polished surface of your particle bowling ball for increased length and exceptional backend reaction.

SKU# PSDZ (4-oz)
PS8Z (8-OZ)
PSQT (Quart)



Reacta-Shine™ Bowling Ball Cleaner and Polish

Storm's Reacta-Shine is a one-step cleaner and polish that safely cleans and polishes bowling balls, restoring that "tacky" feeling. Reacta-Shine applied with or without a ball spinner provides outstanding length and monster back-end reaction. Finishes to 1500-grit. Packaged in a retail display box of (12) 8-oz. bottles or (12) 4-oz. bottles.

Also available in quarts:
SKU# RSDZ (4-oz.) - RSQT (Quart) - RS8Z (8-oz)

Xtras Value Kit™



Xtras™ Professional Ball Maintenance Products.

Step 1: Ultra Duty Finishing Compound Finishes 220/800-grit (works on all urethane and polyester balls) SKU# PF1QT (Quart)

Step 2: Super Duty Finishing Compound Finishes 320/1500-grit SKU# PF2QT (Quart)

Step 3: Heavy Duty Finishing Compound Finishes 1500/2500-grit SKU# PF3QT (Quart)

Xtra Shine™: Pro Finishing Material is the perfect finishing touch for your reactive bowling ball Finishes to 3500-grit. Available in quart, 8oz. and 4 oz. bottles
SKU# XSQT (Quart) - XS8Z (8-oz) - XSDZ (4-oz)

Diamond Gloss™: For the supreme high gloss finish. Finishes to 5000-grit. Available in quarts and 8 oz. bottles. SKU# DGQT (Quart) - DG8Z (8-oz)

Half Ball Displays

Use Storm's half-balls to inform and educate your customers that all bowling balls "are not created equal". Each half ball is hand finished, engraved and painted for a professional appearance. A must for all pro shops.



STORM PRODUCTS INCORPORATED

165 S. 800 W.

Brigham City, UT. 84302

www.stormbowling.com