

RUBBER

1900

POLYESTER

1970

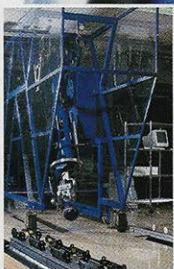
URETHANE

1980

**To Reinvent Ball Performance, We Put Our Best Claw Forward.**

It's called Throbot™. It cost a million. And it quantifies advances in bowling technology a million times more accurately. At more-than-a-half-ton, this towering arm is the world's most consistent bowler — perfectly duplicating any release, precisely repeating it time after time. Any ball speed.

Revolution rate. Release direction. Axis orientation. Height. Loft. Even dead-on impersonations of superstars like Parker Bohn and Walter Ray. Why bother? Well, Throbot's unmatched replication ability was integral in creating and testing a cover stock that surpasses reactive resin. Getting interested? Read on...



**It Only Took \$1,000,000 Of Research For 60 Feet Of Transformation.**

Axiom™ Proactive Urethane™. Pro-active. Not re-active. That means this entirely new compound makes something happen, instead of reacting to the boards. So Axiom lets your game—not lane conditions—dictate your score.

Axiom was developed by Brunswick in partnership with Bayer Corporation® to much-more-than-outperform reactive urethane (and by an even further margin than reactive eclipsed original urethane a decade earlier). How? The reason's so simple it's stunning: Axiom's microscopically textured surface gives better contact with the lane, in the presence of oil (much like all-weather tires grip the road on wet and dry pavements). So without a doubt (and tested beyond debate), Proactive Urethane gives you more control over all 60 feet, while creating more hook down-lane.

200X



**Jade Quantum®** not only brings you Proactive power—the most muscle in cover stock history — but all the Quantum qualities you've come to expect from the best products in bowling.