

RUBBER

1900

POLYESTER

1970

URETHANE

1980

1 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...



2 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.

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.

PATENT PENDING FOR AXIOM™ PROACTIVE URETHANE™