

## The Guts



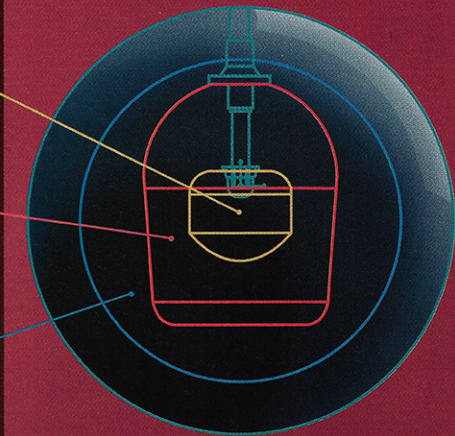
**TITANIUM CERAMIC CORE**  
The Titanium ceramic core allows for more rev, so the ball is easier to turn off the bowler's hand.



**FLARE CORE**  
The shape of the flare core gives the ball more flare potential. It adds more weight to the center of the ball, but is a drillable material.



**STABILIZER CORE**  
Counterbalances the two heavier cores inside. Fills space around the inner core to balance the whole system.



## TITANIUM -The New Generation.

### LANE PERFORMANCE

The BOSS, with its Titanium core system, outperforms most other balls on the market today. It's a more forgiving ball than previous balls, giving the BOSS greater pin carry, pocket and off-pocket hits. Combining speed, balance, and hitting power, the BOSS is the perfect ball for both novice and advanced players.

- RAGE
- PULSE
- PRIMAL RAGE
- BOSS



Combination of extra RPMs from TICOR and medium aggressive Super-Flex Resin II cover saves energy for strong backend arc.

Solid Super-Flex Resin II coverstock gives arcing breakpoint.

Center-heavy TICOR generates more rotation off the bowler's hand, which results in earlier roll in the oiled area of the lane.

Reactive cover skids in heavy oil.



## The Glory



STRIKE



STRIKE



STRIKE



## INTRODUCING THE BOSS™ WITH THE NEW TITANIUM TICOR™ SYSTEM.

For the last thirty-seven years Columbia 300® has been setting new standards in bowling ball technology. Our goal is simple. Make bowlers better and the sport better. We are now going to raise the bar once again. Introducing the BOSS. The first bowling ball ever made with a Titanium ceramic core.

The denser Titanium ceramic is part of a unique core-in-a-core-in-a-core design called TICOR. The TICOR design with the Titanium ceramic core means more revs with less effort resulting in more entry angle and therefore more hitting power.

## HOW DID WE REVOLUTIONIZE THE BOWLING BALL?

## WE PUT A WHOLE NEW SPIN ON IT, OF COURSE.

The BOSS is designed to be the maximum revving, earliest rolling and most forgiving ball every produced.

There is no other ball like this. No other ball has a Titanium ceramic core. No other ball has the TICOR technology. This is a high performance ball that is easy to drive. It gives the bowler more control because it reads the lane and is incredibly forgiving. This is the story of a breakthrough new ball called the BOSS and a company that never stops moving forward.



COLUMBIA 300

Columbia bowls the world over.®

www.columbia300.com