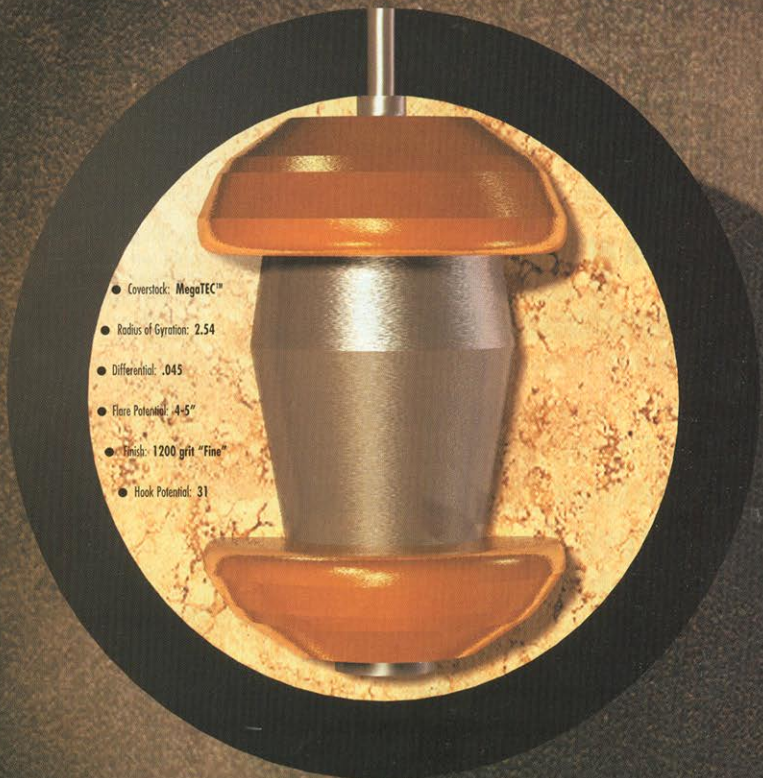


IT'S PURE PERFORMANCE TO THE CORE.



- Coverstock: MegaTEC™
- Radius of Gyration: 2.54
- Differential: .045
- Flare Potential: 4-5"
- Finish: 1200 grit "Fine"
- Hook Potential: 31

## NO GUTS. NO GLORY.

**COLUMBIA 300® IS LEADING THE WAY IN NEW CORE TECHNOLOGY!** With the launch of the Reaction ARC™, Columbia 300 is introducing a whole new element to core design – the patented ARC Block. In the past, most common high performance cores utilized Flip Blocks on the top and/or bottom of the core. These Flip Blocks increased flare potential and caused the ball to “flip” on the backend. The Reaction ARC features ARC Blocks, which, when added to the top and bottom of a high density core, stabilizes the core and creates a strong ARC in the mid-lane and a continuous backend motion.

To create the new Reaction ARC, our team of engineers started with an inner core that has a differential of .154 (with traditional flip blocks), which is almost twice the legal limit according to ABC specifications. We took this high density core, and added low density ARC Blocks to the top and bottom. The ARC Blocks reduced the differential to .045, well within ABC specifications. The end result is a never-seen-before ball motion – hook, control and devastating pin action! Columbia 300 – adding another GREAT Reaction to the Reaction family of bowling equipment.

ARC



COLUMBIA 300

Columbia bowls the world over.  
[www.columbia300.com](http://www.columbia300.com)