



**WANTING TO WIN VS.
BOWLING TO WIN AND WIN
AND WIN AND WIN.**

Since the introduction of the Matrix™ and Vortex series, Ebonite has led the industry in tournament wins. Developing our next winning weapon was no easy task. Introducing the Apex. Our latest high-performance particle resin ball that bridges the gap between reactive and particle resin balls. With the Big Easy™ coverstock, a low volume, and 50% reduction in particle loading, the Apex

pushes through the fronts cleaner than the Matrix TPS™ III with more energy retained for the backend. Combine that with the new Fusion double core (a high-energy cylinder fused inside of a controlled, offset lightbulb core) and you've got the most versatile ball on the market today. So check out the new Apex at your pro shop today. Because if you want to win, this is the Apex.