



ALL-ROAD™

INNOVATIVE EXCELLENCE

How do we test a bowling ball? It seems like an easy answer, but when your focus is designing and manufacturing the #1 bowling ball in the world there are countless roads the voyage to finding the answer will take. One thing is for sure: ALL ROADS will be considered.

PERFORMANCE, CRAFTED

Testing is a long process that involves a lot of people and first-rate technology but most importantly, it begins and ends with the bowler.

TECHNICAL DATA

COVERSTOCK

NRG™ Hybrid Reactive

WEIGHT BLOCK

Inverted Fe² Technology™

FACTORY FINISH

4000-grit Abralon®

BALL COLOR

Carbon / Teal

FLARE POTENTIAL

5-6" (High)

FRAGRANCE

Blueberry

Nanotechnology: Why is something so small so big? Our NRG material deals with the smallest of the small. In fact, it is the manipulation of matter at the molecular level. In bowling ball tech, you can't see what's there, but you can certainly feel it every shot you make. There's an abundance of enhanced traction when our proprietary Nano additive is mixed with our coverstocks. Materials reduced to the nanoscale can show different properties compared to what they exhibit on the macroscale. NRG Hybrid is unique unto itself.

The coefficient of restitution is the ratio of the final to initial relative velocity between two objects after they collide. Why is this important to the bowler? Well, simply put, when a ball has to contend with almost 40lbs worth of pins you want as much help in your corner as you can. The Inverted Fe² weight block allows for a greater amount of coverstock material to be utilized. The ALL-ROAD has a high strength-to-weight ratio, allowing for an amplified energy transfer at the pins. Sizeable carry gains upwards of 15% have been noted from all styles of play during testing.

It's a fact. Bowling with a perfectly tuned bowling ball will increase your carry, scores, and wins. From one ball to millions, having a highly-skilled team in your corner with the manufacturing process mastered is what you get when you are a part of "The Bowler's Company™."

"Every ball in the ROAD family is armed with Inverted Fe² Technology to give the wielder even more power and control due to enhanced dynamics."