



ALPHA CRUX™ Design Intent

Storm Strong

Each and every Storm bowling ball is manufactured with the utmost care and a commitment to excellence. No matter which level of engineered-performance you need, Storm has the perfect fit for you.

Looking for a ball to create maximum hook potential? If so, look no further than Storm's Premier™ Line. It features the newest technology and pushes the limits of design in an effort to help you get the very most out of your game.

It is essential that you have the right piece of equipment in your hand, and in science, chemical reactions are sped up with the use of a catalyst. So, keep reading to find out how Storm's new Catalyst™ Core will help speed up your scoring pace.

Unparalleled Performance

The word 'alpha' can take on a few different meanings. It can imply a beginning or launch of something. Additionally, it can reference social dominance. However you look at it, the introduction of the new **Alpha Crux** is sure to help you impose your dominance on the lanes.

For eight years running Storm has dominated professional bowling, winning more titles than any other brand. Why? Superior performance. With a strong, consistent motion and exceptional power at the pins, Storm bowling balls are like no other.

It features exciting new technology in the coverstock which is sure to take the lead in many categories. Immaculately finished with a 2000-grit Abralon® pad, the new **Alpha Crux** is the perfect vessel to showcase the **GI-16™** solid reactive coverstock. Following up on the GI-15™ (Game Improvement-2015) coverstock introduced on the Lock™, the solid GI-16 is a force to be reckoned with. There is discontent for oil in its veins. In its DNA lies caverns of porosity and cliffs so deep that the shell acts like oars on a canoe helping your ball turn the corner on command.

The proven **Catalyst Core** featured in the original Crux and Crux Pearl has left bowlers wanting more. More strikes, more hook, and more winning. It's a dynamic asymmetrical design that really stands on its own. And it's powerful, relentless, and unforgiving. It never backs down and, with the Alpha Crux in your hand, neither will you.

Storm - We are "The Bowler's Company™."

