



## CRUX™ PEARL

Design Intent

### Game Progression

By now you've probably seen the broadcast which documented the inspiration and perspiration which went into the development of the Catalyst™ Core which powers Storm's Crux.

Many would say that we were crazy to take such a risk. Anytime a new technology is introduced into the marketplace there is a bit of uncertainty as to how it will be received. But some risks are worth taking as the benefits are just too great.

It is this type of thinking which creates breakthroughs in sport and keeps us moving forward in the information and computer age. Not long ago you had to pay extra for power steering and getting online was a 10 minute process through AOL®!

### Backend at its Best

Remember when you had trouble carrying the corner pins and your score every game was about 30 pins shy of where it should have been? Was that the moment you decided to give Storm a chance? We're guessing you haven't looked back since.

Many choose Storm because they know that, top to bottom, there is no product line which can compare. With a wide variety of weight block shapes and coverstocks throughout the line, each with its own unique benefits, Storm satisfies a multitude of player styles and lane conditions.

Both the original Crux™ and new pearlized version feature the asymmetrical **Catalyst™ Core**, the dynamic design about which bowlers have been raving. They love the generous flare potential and consistent heavy roll throughout the entire lane. And when surrounded by the grippy **ERG™** pearl reactive coverstock, know that the new **Crux Pearl** is backend at its best!

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



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