



# CRUX™ PRIME



## THE PRIME EXAMPLE

There have been some shifts within the bowling world as of late. A few changes will affect some more than others. Rest assured, we have your back. It's not just our job here to put Storm at the forefront of technology. It's our responsibility as the industry leader to usher this sport into a new era. After all, we are an innovation company who just so happens to make bowling balls.

## THE CRUX OF THE MATTER

Of course, the Premier™ badge brings a lot with it besides prestige, and it all starts under the shell. With the Catalyst Core, you, too, will bear witness to unprecedented power, increased entry angle, and a greater margin for error with its dynamic asymmetrical design and vertical cavity technology. This is the design almost every Storm PBA tour player was demanding to be brought back.

SPEC stands for "Storm Performance Enhanced Coverstock". The intent behind this formula was to create something that withstands the rigors every bowling ball endures each time it takes a trip down the lane; namely, the friction and oil it encounters. We all know and accept that bowling balls smooth out over time, just like the tread on the tires of your car. With SPEC, you can expect consistent performance that is as tireless as it is dynamic. It's bold, definite, and extremely potent.

The benefits of SPEC Solid Reactive can be truly appreciated on heavier conditions, especially when they begin to transition. When this coverstock encounters midlane friction, it digs in harder, unlike anything Storm has produced to date. Losing too much energy too early? Not anymore. Throw any condition you want at this ball, and it will continue to read the midlane without sacrificing any backend.

## TECHNICAL DATA

### COVERSTOCK

*SPEC™ Solid Reactive*

### WEIGHT BLOCK

*Catalyst™ Core*

### FACTORY FINISH

*2000-grit Abralon®*

### BALL COLOR

*Red / White / Purple*

### FLARE POTENTIAL

*6" Plus (High)*

### FRAGRANCE

*Pomegranate Cider*

"SPEC stands for Storm Performance Enhanced Coverstock"



PREMIER