



ELECTRIFY™



LIGHTNING WILL STRIKE. TWICE!

At Storm, our mission is simple: keep pushing the boundaries of research and development in order to provide you with a diverse selection of bowling balls to combat lane conditions of all lengths, shapes, and volumes. Usually, these efforts lead to the creation of one new ball at a time. However, this time, we've come up with something so good that we just had to give you two shockingly good choices at once! With that, we proudly bring you the Electrify Hybrid and the Electrify Pearl.

ELECTRIFY PEARL

COVERSTOCK
Reactor™ Pearl Reactive

WEIGHT BLOCK
Circuit™ Core

FACTORY FINISH
1500-grit Polished

BALL COLOR
Sky / Amethyst / Fuchsia

FLARE POTENTIAL
3-4" (Medium)

FRAGRANCE
Frosted Cake

ELECTRIFY HYBRID

COVERSTOCK
Reactor™ Hybrid Reactive

WEIGHT BLOCK
Circuit™ Core

FACTORY FINISH
1500-grit Polished

BALL COLOR
Silver / Mulberry / Neon Red

FLARE POTENTIAL
3-4" (Medium)

FRAGRANCE
Grape

BRAND NEW, JUST FOR YOU.

Both Electrify balls feature the tried and true Reactor coverstock and come out of the box with a 1500-grit polished finish. The Electrify Hybrid will offer a slightly earlier read of the midlane and a smoother backend reaction when compared to the Electrify Pearl. The pearl version offers a slightly stronger hooking motion off the end of the pattern compared to the hybrid formulation which completes anyone's arsenal nicely.

But wait...there's more! What truly sets these two beauties apart is the Circuit Core. This all new symmetrical design boasts an RG of 2.51 and a differential of 0.030 (in 15lbs), giving the Electrify Hybrid and Electrify Pearl the lowest RG the HOT Line has seen in modern times. What that means for you is more versatility, more performance, and more electrifying bang for your hard-earned buck!

"Whichever ball you choose, when you unleash the striking power of these two balls on the competition, the results won't just be frightening; they'll be electrifying!"



HOT