



INTENSE™ FIRE



EMBRACE THE INTENSITY

When Storm introduced the Intense in 2017, it created what would become one of the hottest segments in the bowling ball industry: a smooth, heavy-rolling pearl. Hard to believe as it may be now, this was quite the risk. Would bowlers go for a ball based not on how much it hooks but rather when it hooks? Would they be willing to trade the skid/flip reaction for something that's clean yet stable? The answer is a resounding yes.

LIGHT A FIRE THEY CAN'T PUT OUT

Of course, the Premier badge brings a lot with it besides prestige, and it all starts under the shell. Radial Accelerating Disk™ (RAD) technology is now in its sixth generation with the RAD-E and earns some of the highest marks on the Professional Bowler's Tour. The "E" stands for ENERGY as the elongated ellipses near the pin increase the separation of mass as well as the potential energy of this dynamic beast.

In the months to come the Intense became one of Storm's top-selling balls, and would often be imitated but never duplicated. During the initial testing of the Intense Fire we tried many different coverstocks that all performed admirably, but R3S Hybrid shined above all else. The Intense™ was renowned for strong midlane read thanks to its R3S coverstock. We take it a step further by changing gears to a hybrid form. You may also notice a shift in the coloring of the Intense Fire to something never-before-seen that's come from the Utah factory. This ball looks as good as it rolls, too.

Each new release is carefully crafted with the bowler in mind. That's why we are "The Bowler's Company™."

TECHNICAL DATA

COVERSTOCK
R3S™ Hybrid Reactive

WEIGHT BLOCK
RAD-E™ Core

FACTORY FINISH
1500-grit Polished

BALL COLOR
Ultramarine / Persimmon / Black

FLARE POTENTIAL
6" Plus (High)

FRAGRANCE
Lava Spice

"From the coverstock to the core to the color, and even the fragrance, everything about this new ball is INTENSE!"

