



# PARALLAX™ EFFECT

## EXTRAORDINARY BY DESIGN

Every aspect of a bowling ball must serve a purpose. So, while Parallax Effect aesthetics are distinctive, they're not simply a matter of appeal. Every shape and contour of the core; the unique chemistry of the cover; the color down to the finish is optimized to support its dynamic performance.

## FORM FOLLOWS FUNCTION

This novel Parallax Effect takes to the lanes like a boss, getting you from foul line to head pin with confidence and ease. With potency that looks out for you when tough oil conditions abound, this fast-moving tech keeps up with you showing off standout style that looks good on and off the rack.

## TECHNICAL DATA

### COVERSTOCK

*TractionX7™ Pearl Reactive*

### WEIGHT BLOCK

*Aeroflo™ Core*

### FACTORY FINISH

*1500-grit Polished*

### BALL COLOR

*Tangerine / Midnight / Turquoise*

### FLARE POTENTIAL

*High*

### FRAGRANCE

*Orange Coffee Cake*

Since making its debut on the Parallax, TractionX7 has made its fair share of waves. Combining seven of our best coverstock characteristics was a towering challenge, but our R&D team stood up to the task. TractionX7 headlines the durability of TX-16, the backend of R2S, and the slower oil absorption rates of SPEC. Simply put, there's versatility encased in TractionX7's genome that stays put for as long as it stays in your bag.

The Aeroflo Core renders a higher innate radius of gyration than the typical Storm asymmetric design thanks to the ellipsed hole in the center of the design. When the thumb hole is placed in this enclosure of lightweight core material, the post drilled RG numbers aren't affected as greatly as its other top-shelf asymmetric counterparts. Simply put: it maintains its dynamics through multiple drilling combinations. Being driller and user friendly is extremely important today with the elimination of balance holes in our sport. Drillers are no longer able to tweak a ball's reaction characteristics after the fact. The Aeroflo Core easily accepts many different layout combinations to fit any style of bowler.

"The Aeroflo Core builds on the classical Storm credence of elegance and simplicity."

