



PHYSIX™



BIGGER YET SIMILAR

The game has never seen ball designs like this before – ones that focus only on the essentials and strips away all the unnecessary elements. What remains are enduring, uncontaminated designs, meticulous in detail and bold in performance. Storm creates balls that want to be rolled and a psychological edge for the player bold enough to compete.

DRIVING IMPRESSIONS

Innovation abounds within the halls of the Storm factory, but we couldn't do it without your help. The development of the new PhysiX has been a sprawling process that has spanned several years. Dialing in the precise dynamics of a shape that is iconic to the Storm brand was our ambition, and the PhysiX became our destination.

TECHNICAL DATA

COVERSTOCK
NRG™ Hybrid Reactive

WEIGHT BLOCK
Atomic™ Core

FACTORY FINISH
3000-grit Abralon®

BALL COLOR
Red / Blue / Purple

FLARE POTENTIAL
6" Plus (High)

FRAGRANCE
Apple Berry Crisp

Firmly ensconced at the top of the Storm performance heap is the all-new Atomic Core. Yes, it officially boasts a 0.053 total differential in a 15 pound ball, and the rest of its prodigious oomph accepts credit from the strategically placed inlets surrounding the oval bolt and greater mass displacement along the z-axis creating an enhanced intermediate differential. With extreme amounts of power and dynamics, the PhysiX almost feels like cheating.

After some rigorous testing, we settled on the new internal design of the Atomic Core. But what was going to encase this new specimen? The timing, thankfully enough, couldn't have been more perfect. Bowl Expo 2018 was around the corner and what better way to take the testing from our facility to the hands of the people who matter most: our fans. We placed the Atomic Core in several of our most beloved coverstocks and gathered hours upon hours of feedback from real bowlers, like you. NRG Hybrid was the undisputed winner, and so the merger of an entirely original piece of ingenuity was born: the PhysiX. Compared to the Intense Fire, the PhysiX yielded 3.2% more midlane thanks to the Nanotechnology in the coverstock, and 2.1% more backend due to the inner core locating its preferred spin axis quickly and effectively. On the lane, this translates to the feeling of extra heft and slightly more roll.

But would our public testers embrace this new shape? The answer was a resounding yes.

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