

# Information Sheet

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## Pro Active Zone

### Specifications

Axiom Proactive Urethane Cover Stock  
Polished finish  
Hook Potential: 22 - 13(dull/shiny)  
Typical Length: 2  
Typical Backend: 11  
Average RG: 4.0  
Track Flare Potential: 10



### Reaction Characteristics

Introducing **ZONE ZONE** the first zone ball with **AXIOM Proactive Urethane**. AXIOM Proactive Urethane coverstock provides a lane-hugging *traction effect* that creates better contact with the lane in the presence of oil. Proactive Urethane inspires confidence in the strength of the reaction and in the repeatability of the shot.

The traction effect generated by AXIOM Proactive Urethane, even when shined, generates a significant increase in overall hook for virtually any bowler style on a wide variety of lane conditions. If the bowler desires more hooking action out of the box, AXIOM Proactive Urethane can be sanded and will provide a cleaner front end reaction than dull reactive balls, while maintaining strong mid-lane and back end reactions. Proactive Urethane is a significant improvement over reactive urethane technology when used dull and delivers a reaction that is much less sensitive on the front part of the lane. Most of the increase in hook will come in the middle and backend parts of the lane, offsetting any early reaction that may be created by sanding the ball.

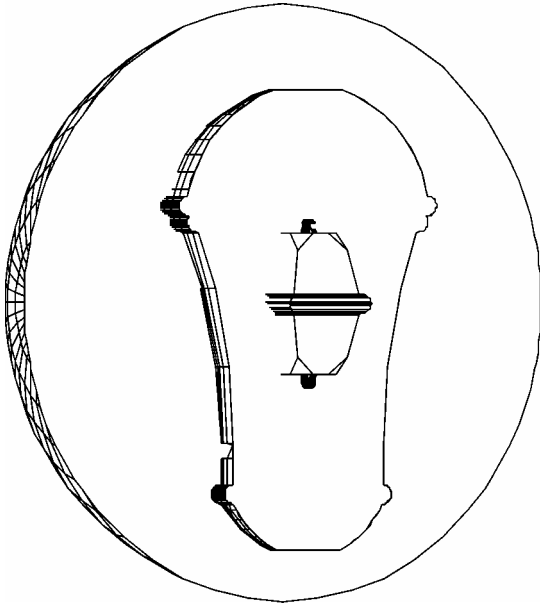
### Polishing and Cleaning

Axiom's Proactive Urethane's textured surface is more resistant to polishing than reactive urethane. The maximum achievable gloss will be lower than reactive urethane.

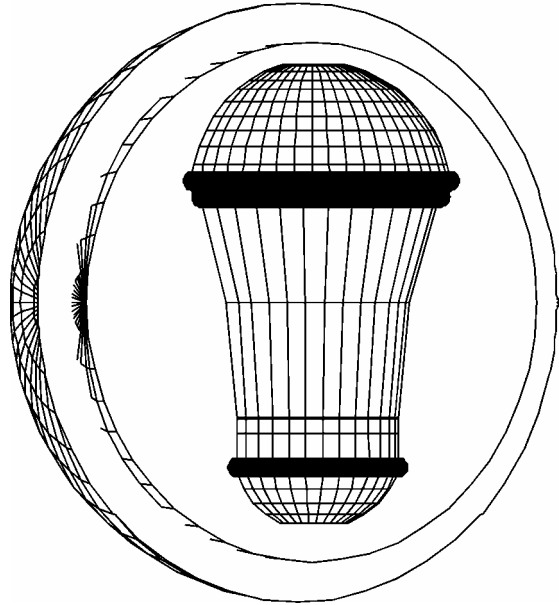
Axiom Proactive Urethane can be cleaned using the same methods and materials used to clean reactive resin balls.

# Information Sheet

## New Proactive Zone



**16 Pounds**



**12 - 15 Pounds**

### *Drilling Information*

All weights of the ***NEW ZONE*** can be drilled using the techniques developed for two-piece balls. See Brunswick's "Seven Popular Layouts" for detailed drilling information.

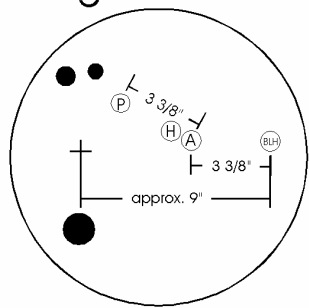
The revolutionary performance characteristics of AXIOM Proactive Urethane allow the pro shop to fully utilize layout choices to create desired reactions. Due to the strength of the Proactive Urethane material stronger release players would be advised to use layouts 4-7 on the seven popular layouts sheet. For average release players that desire a ball reaction more like a "cranker", layouts 1-3 will produce very strong reactions if their release generates a fair amount of side roll, even if they don't have a lot of revs.

Due to the even arcing characteristics of Proactive Urethane, Brunswick advises using early arcing drillings such as the Pin-down/Hole-down layouts **ONLY** when faced with extremely heavy oil patterns.

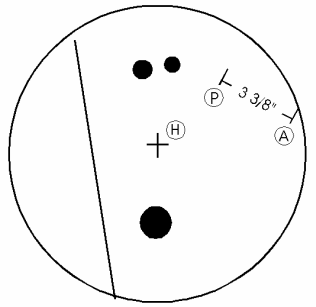
# SEVEN POPULAR LAYOUTS

MAXIMUM  
TRACK FLARE  
HIGH  
REACTIVITY

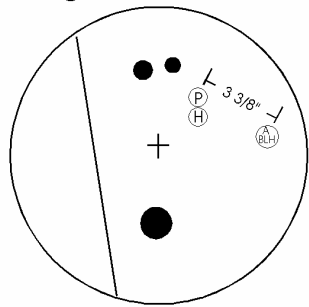
1-Leverage Pin with 9" hole



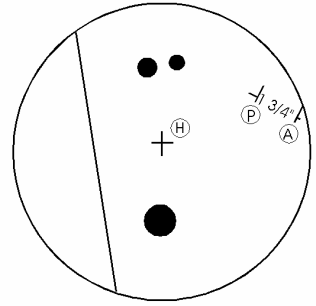
2-Leverage Pin-heavy spot toward grip center



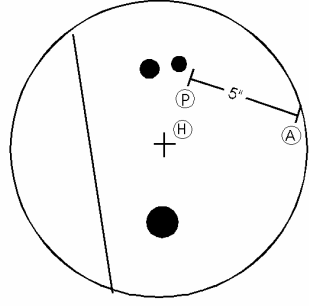
3-Leverage Pin with Axis hole



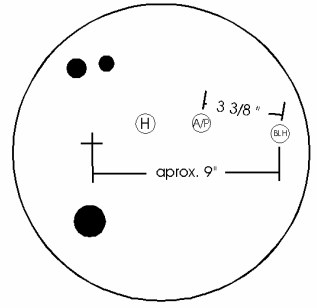
5-Pin between Axis and Leverage



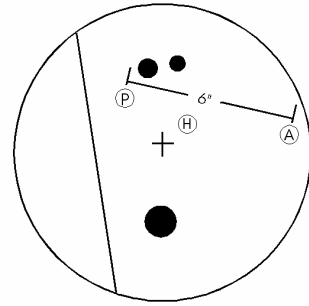
4-Positive label shift



6-Axis Pin with 9" hole



7-Negative label shift



MINIMUM  
TRACK FLARE  
LOW  
REACTIVITY

(P) = Pin      (H) = Heavy Spot      (A) = Axis      (BLH) = Balance hole

