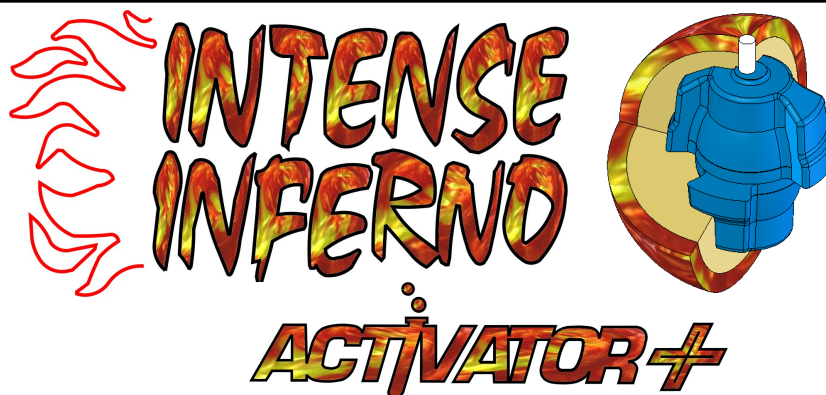


Brunswick® *Intense Inferno™ – Activator+™ Reactive*



Part Number

60-104168-93X

Coverstock

Activator +

Color: Sunfire Pearl

Hardness: 76-78

Glow Engraving

Factory Finish

High Gloss Polish

Core Dynamics @ 16#

RG Max: 2.575

RG Min: 2.529

RG Diff: 0.046

Average RG: 4.4

Performance

Hook Potential: 120

Length: 115

Typical Breakpoint Shape: 90

Chart Position: O-7

Available Weights

12-16 Pounds

Hook Potential: Low (10)  High (175)

Length: Early (25)  Long (235)

Breakpoint Shape: Smooth Arc (10)  Angular (100)

Flare Potential: Low (0.0)  High (0.080)

RG-average: Center Heavy (1)  Cover Heavy (10)

Technology – Stuck to the Lane

The Inferno line has been a tremendous success for Brunswick. Defined by Ultra-Low RG Core Systems and Activator coverstock technology, the Inferno line is known for its clean front-ends and a quick revving core that helps create mid-lane recovery and a hard arcing back-end reaction.

To expand the Inferno line, Brunswick's engineers set out to create a new Inferno that delays its hooking action further down the lane while retaining the recovery and hard arcing back-end reaction the Inferno line is known for.

That ball is the **Intense Inferno** featuring Activator + coverstock.

Activator+ is a new version of Activator coverstock technology that is a better match-up for the medium RG core system designed to delay the Intense Inferno's hooking action. More aggressive in the mid-lane and back-ends, Activator + has a **"Stuck to the Lane"** quality that improves mid-lane recovery and the ability to handle carry down when compared to any coverstock Brunswick has used on a medium RG ball.

The **Intense Inferno** uses a new medium RG, medium differential Inferno family core that complements the Activator+ coverstocks increased traction creating the most angular Inferno to date.

Smoothly blended lane conditions will especially showcase the mid-lane traction qualities of Activator+. Broken down lane conditions will find the **Intense Inferno's** medium RG core providing length and the Activator+ coverstock cutting through carry down. The **Intense Inferno's** **"Stuck to the Lane"** quality will help improve pin carry on lane conditions that cause other balls to lose traction and hit.

Reaction Characteristics

•**Out of the Box:** With its High Gloss Polish finish the **Intense Inferno** will match up well on medium-dry to medium-oily lane conditions.

•**When dulled:** The **Intense Inferno** hooking action will increase and its arc will become more even, creating a better match-up for oily lane conditions and help blend the over/under reactions seen on wet/dry lane conditions.

For the most up to date Product Line Information go to www.brunswickbowling.com

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Drilling & Layouts

The *Intense Inferno* can be drilled using the standard drilling techniques developed for two-piece symmetric core balls. See the included drilling instructions for reaction characteristics and layout details.

Maintaining Your Ball Reaction

Brunswick recommends the following procedures to maintain and restore your Brunswick ball's reaction characteristics:

--Clean your Brunswick ball with **Brunswick Remove All** or similar ball cleaner after every use to reduce oil absorption.

--If you think your Brunswick ball has lost some of its "Out of the Box" reaction, restore the ball to its original factory finish listed on the product information sheet. This is especially important for balls that are highly sanded or polished.

Use **Brunswick's Factory Finish High Gloss Polish** to restore the original factory finish on highly polished balls. For dull balls, wet sand with the sandpaper listed on the product information sheet.

--If after restoring the original factory finish you feel your Brunswick ball has still lost some of its hooking action, remove the oil from the ball by gently warming it with either the **Revivor** or **Rejuvenator** Pro Shop devices that have been designed for this purpose. This service is available, for a fee, at many Pro Shops. Brunswick's testing has shown that by combining the restoration of the **factory finish** with **oil removal** your Brunswick ball can maintain its original "Out of the Box" reaction for hundreds of games.






Note: Oil soaked balls tend to traction less in the oil and respond less to the dry boards on the lane. If you are matching-up using an oil soaked ball on wet/dry or broken down lane conditions, removing the oil from the ball will significantly change your match-up and possibly create undesirable over reactions.

Ball Comparisons

Want to compare the performance of this ball to other Brunswick balls? Go to our web site at www.brunswickbowling.com. Click on **Balls**, then click on **Pro Shop Information**. This page contains a link to the **Brunswick Ball Comparison Chart**. This chart allows you to see, at a glance, the performance of all Brunswick balls relative to each other, defined by their **Hook Potential** and **Arc Characteristics**. There's even an essay to help explain and guide you through the chart.

Lightweight Engineering

At Brunswick the unique core shape of each individual ball is used for all weights from 12 to 16 pounds. This approach to lightweight ball engineering is unique in the industry and provides bowlers with consistent ball reaction characteristics across this weight range. This approach also allows Pro Shops to drill lighter weight balls using the same layout techniques as heavier balls with confidence that the lighter ball doesn't need special drilling instructions due to the core shape being different.

Weight	16#	15#	14#	13#	12#	11#	10#
Core Shape						Not Available	Not Available
RG-max.	2.575	2.593	2.615	2.640	2.706		
RG-min.	2.529	2.547	2.559	2.594	2.660		
RG-diff.	0.046	0.046	0.046	0.046	0.046		

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