



Nothing Hits Like A Hammer.®

2011-2012 TECH SHEET

You've grown to expect Hammer Bowling will deliver the highest performance and most cutting edge products to the consumer bowling market. Now Hammer is here to provide you with the technical mumbo-jumbo you need to service that Hammerhead bowler in your store. From RG to F.C.C., you'll find every piece of information you need to select the right ball for your customer. Nothing Hits Like a Hammer!

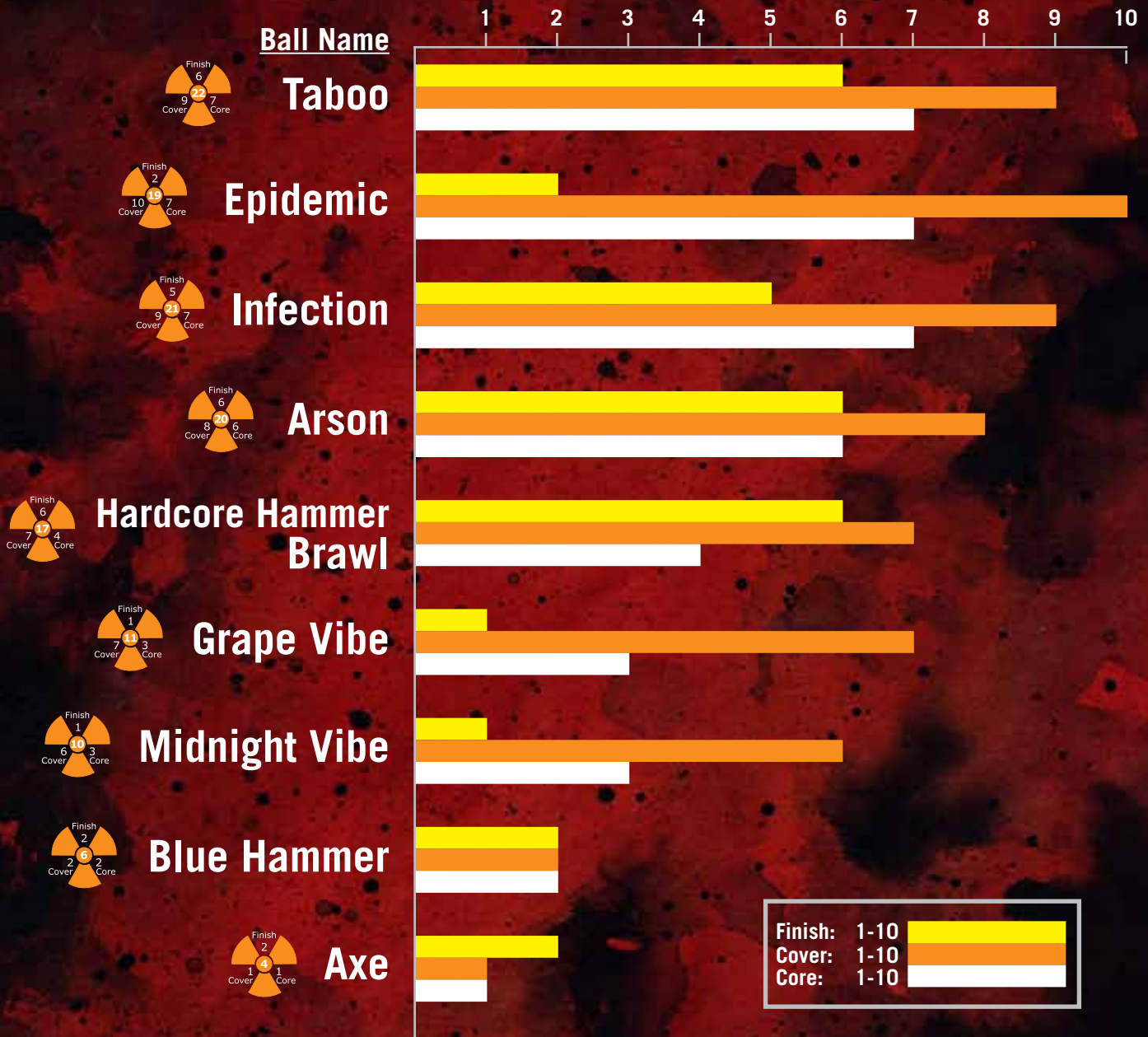
2011/2012 Catalog Balls

Ball Name	UPC Code	Coverstock	Wts.	Ball Color	Part #
Taboo	029744-338xx	Grand Theft Reactive	12-16#	Black/Purple/Blue	HMTABOBK
Epidemic	029744-984xx	Level 5 Reactive Pearl	12-16#	Full Spectrum	HMEPIDMC
Infection	029744-528xx	Level 3 Reactive	12-16#	Black/Blue/Green	HMINFECT
Arson	029744-500xx	Max-Hook Hybrid	10-16#	Red/Black/Silver	HMARSNBK
Hardcore Hammer					
Brawl	029744-607xx	Violent Flip Reactive	10-16#	Black/Violet	HMHBRAWL
Grape Vibe	029744-080xx	CT Reactive Pearl	10-16#	Green/Purple	HMVIBGRP
Midnight Vibe	029744-619xx	Shredder Pearl	10-16#	Black/Blue Pearl	HVMIDNT
Blue Hammer	029744-084xx	Performance Urethane	10-16#	Blue	HMHMRBLU
Axe	029744-624xx	Polyester	10-16#	Steel Sparkle	HPAXESTL

F.C.C. BALL RATINGS TABLE

Our F.C.C. (Finish/Cover/Core) Ratings are designed for you to easily identify where the bowling ball's strengths are built. These three components are built into every ball, and they are base factors in determining the ball's potential motion. A bowling ball won't be a great product without a good combination from all three driving forces. Add the FINISH, COVER, and CORE strength to get to the total hook potential of the ball - found in the center of each F.C.C. logo. Check out how each of our new balls stack up:

2011 / 2012 Catalog Balls



SPECS TABLE

Ball Name	16# RG, Diff	15# RG, Diff	14# RG, Diff	13# RG, Diff	12# RG, Diff	11# RG, Diff	10# RG, Diff	Mass Bias Strength
Taboo	2.51/.049	2.50/.060	2.49/.057	2.53/.055	2.60/.039			0.016
Epidemic	2.51/.045	2.51/.050	2.53/.052	2.53/.055	2.60/.039			0.012
Infection	2.51/.053	2.50/.055	2.49/.056	2.53/.055	2.60/.039			0.011
Arson	2.50/.040	2.48/.045	2.47/.049	2.53/.055	2.60/.039	2.62/.031	2.72/.031	
Hardcore Hammer Brawl	2.57/.029	2.56/.045	2.58/.047	2.53/.055	2.60/.039	2.62/.031	2.72/.031	
Grape Vibe	2.51/.039	2.51/.042	2.51/.045	2.53/.055	2.60/.039	2.62/.031	2.72/.031	
Midnight Vibe	2.51/.039	2.51/.042	2.51/.045	2.53/.055	2.60/.039	2.62/.031	2.72/.031	
Blue Hammer	2.57/.028	2.57/.032	2.61/.026	2.53/.055	2.60/.039	2.62/.031	2.72/.031	
Axe	2.64/.020	2.65/.020	2.69/.020	2.72/.020	2.75/.020	2.77/.020	2.81/.020	

BALL SURFACE FINISHES

Ball Name	Surface Finish
Taboo	800 / 1000 / 2000 / 2000
Epidemic	800 / 1000 / 2000 / 2000 / Polish
Infection	800 / 1000 / 2000 / 4000
Arson	800 / 1000 / 2000 / 2000
Hardcore Hammer Brawl	800 / 1000 / 2000 / 2000
Grape Vibe	800 / 1000 / 2000 / 4000 / Polish
Midnight Vibe	800 / 1000 / 2000 / 4000 / Polish
Blue Hammer	800 / 1000 / 2000 / 4000
Axe	800 / 800 / 1000 / 2000 / Polish



Abranet®



Abralon®



Powerhouse®
Factory Finish

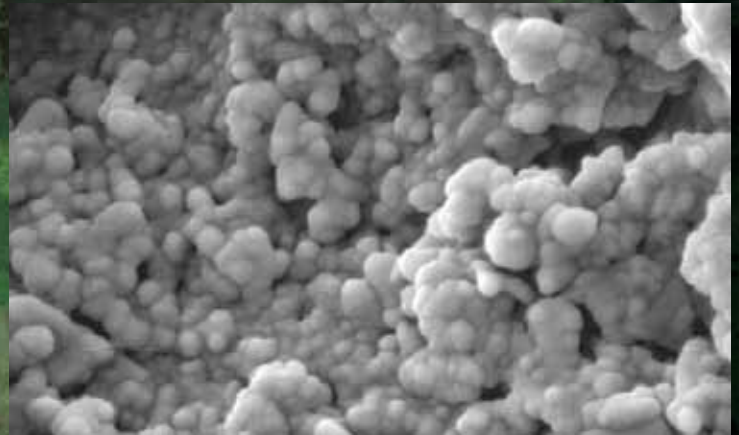
HAMMER POLISHED BALLS:

All Hammer Balls manufactured with a polished finish use Powerhouse Factory Finish to get a shiny, out of the box lustre.

EXPLANATION OF RA

Ra is the measurement of the average surface roughness on the surface of the bowling ball. The higher the number, the greater the surface texture of the bowling ball. Higher Ra values create more friction with the lane surface, and give the ball the ability to hook more in oily conditions. While Ra is NOT a total measurement of the hook potential of the ball, it is one of the factors that helps to determine the total ball motion. You can greatly affect the Ra of the bowling ball by changing the surface of the coverstock. Sanding a ball rougher will increase the Ra number, while polishing the ball will decrease Ra.

Ball Name	Out of Box Ra
Taboo	11.4
Epidemic	5.2
Infection	8.2
Arson	10.6
Hardcore Hammer Brawl	10.0
Grape Vibe	3.8
Midnight Vibe	3.3
Blue Hammer	6.6



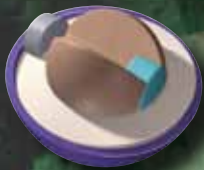
12 & 13 Pound Balls

Hammer uses different core shapes in lighter weight bowling balls that enable us to produce high-performance ball motions throughout different lightweight products. For our 12 and 13 pound bowling balls, Hammer uses a Diesel core shape to give bowlers a great heavy rolling motion with unmatched power at the pins in a light weight ball.



10 & 11 Pound Balls

For 10 and 11 pound bowling balls, Hammer uses a symmetric core shape once featured in the Nitro R Squared ball. This core allows us to create great performance for the bowler who needs a lighter weight Hammer ball.



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