

Brunswick Brings Out A "Softie" in Tru-Trac

Brunswick is introducing two new bowling balls to answer the bowler's age-old question—How can I score better?

Traditionally, bowling balls have had hard covers while lane surfaces were relatively soft. This provided bowlers with scoring conditions they wanted. New, harder lane conditions have changed the situation. Now bowlers want a soft cover bowling ball.

Brunswick has introduced two soft cover balls designed to grab hard lane surfaces. Brunswick's new Tru-Trac soft cover bowling balls offer bowlers a choice. One is manufactured from a formulation of plastic. The other has a re-formulated soft rubber cover, the first in the industry.