



**REIMAGINED  
FOR WHAT'S**

**NEXT  
FACTOR**

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**STORM'S ICONIC BALL  
MOTION CONTINUES.**



With the Next Factor, Storm continues its legacy of innovation by perfecting a shape that once defined the game, making it stronger, more versatile, and built for the challenges of today's bowling.

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## Next Factor: Innovation Meets Legacy

### Overview

The Next Factor embodies Storm's philosophy of combining trusted performance with forward-looking innovation. Inspired by the legendary X-Factor from the early 2000s, this release reimagines a proven core shape using modern materials and manufacturing processes.

### Key Innovations

- **Inspired Core:** Built on the asymmetric foundation of the X-Factor, refined for today's competitive environments.
- **Proven Materials:** Utilizing past successful materials in new ways to enhance and push forward with this innovative technology.
- **Precision Manufacturing:** Modern processes ensure superior consistency, durability, and repeatability.

### What It Means for Bowlers

The Next Factor bridges tradition and progress—delivering the familiar motion bowlers trust, optimized for modern lane conditions. It's a ball that respects our heritage while pushing the sport forward.

### Conclusion

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Hank Boomershine, Chief Technology Officer

CHECK OUT  
THE NEWEST  
INNOVATION ▶

