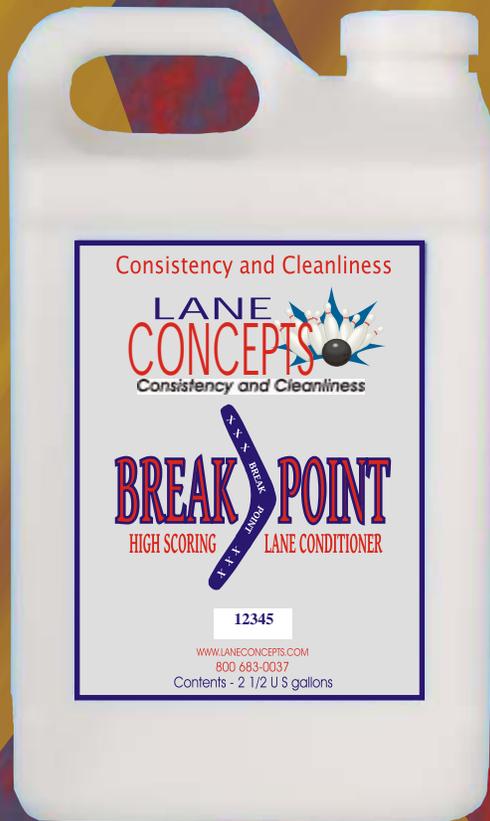


The Worldwide Specialist In Lane Maintenance Supplies

LANE CONCEPTS



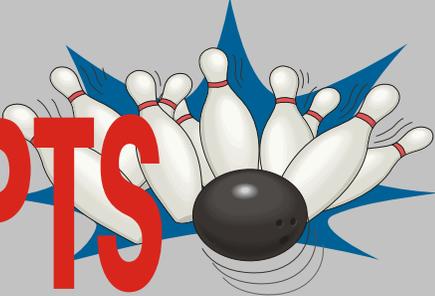
Consistency and Cleanliness



2012 - 2013

PRO'S CHOICE

LANE CONCEPTS



Entering its 17th year in the bowling business, Lane Concepts is pleased to be the recognized leader dedicated to lane maintenance solutions throughout the world. With the release of C1 lane conditioner in 1995, C2 in 1999, Syn-Pro in 2003, Lubricity in 2008, and Break-Point in 2011. Lane Concepts consistently demonstrates their ability to bring leading edge technologies to market. Mastering the core competencies of utmost integrity, superior customer support, and proven demand for their products has led them to achieve a tremendous infusion of loyalty from their marketing partners and customers alike, and is paving the way for Lane Concepts to design and manufacture the best lane maintenance products in the bowling industry.

We believe that in the long run, superior products and good people really do make a difference. Being 100% owners of Lane Concepts has allowed the management team to always put its customers first, and “Do Whatever It Takes” to create satisfied customers, while promoting the bowling industry. Our pride of ownership and long-term bowling and service backgrounds provide for the best environment to do business. We thank you for taking the time to look us over, and if we can be of assistance, please let us know. One of our qualified sales or service professionals will be happy to answer any questions that you may have.

Paul Lane
President

Marty Lane
Executive VP

Dino DePasquale
VP Sales

LANE MAINTENANCE

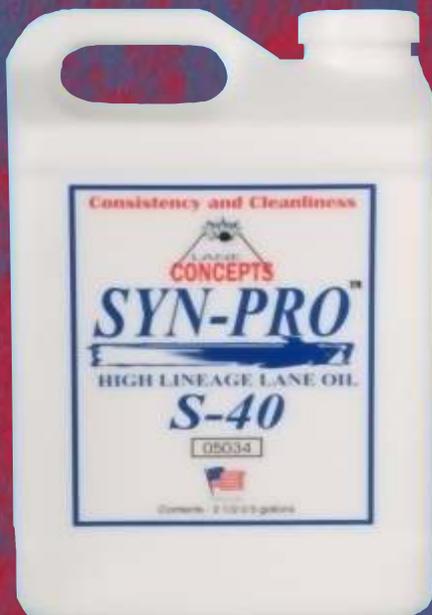
Our lane conditioner success comes from the unique additives that we incorporate into the various base oil blends. These exclusive additives greatly reduce out-of-ranges and machine problems, saving valuable mechanic time. Our products increase the consistency and cleanliness of performance by repelling dirt and providing the greatest reduction of carrydown available while allowing the oil to “flow back” together once a ball rolls through it, eliminating true breakdown. Oils that are 100% solids or separate in a few minutes to hours cannot compete with our conditioners. When Lane Concepts conditioner was used on the PBA Tour, virtually all scoring records were broken, and Bob Learn’s amazing TV scoring record still holds true today. Along with our Green-Earth, Biodegradable Lane Cleaning products, see for yourself why Lane Concepts are known as, “The Cure For Breakdown and Carrydown.”



BREAK-POINT

Lane Concepts latest release, *BREAK-POINT*, uses new chemical technology to bring you the perfect balance between breakdown and cleanliness. *BREAK-POINT*'s enhanced additive package promotes mid-lane durability to give you maximum scoring properties while reducing OOR's, pin jams, and ball calls, helping to put your center “A step ahead of the competition.”

BREAK-POINT is specifically deigned to work perfectly in all Sanction Spray Technology machines without separation. No Funk, No Gunk, No Goo.



SYN-PRO

SYN-PRO's world famous formula culminated eight years of research & development to bring you the least carrydown of any oil on the market today. Medium friction and maximum cleanliness makes *SYN-PRO* #1 worldwide in the reduction of all annoying machine, pin, and ball call issues.

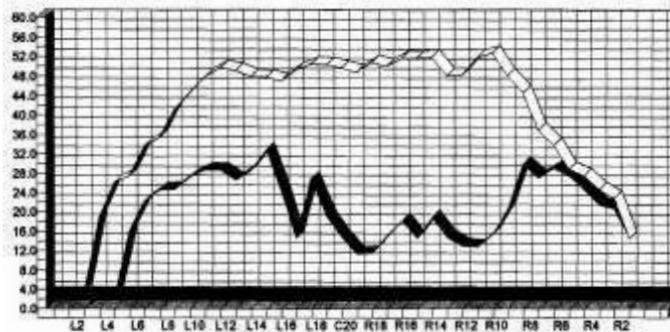
Available in 20, 26 and 40 viscosity for perfect application in all of today's lane machines,

Even if your center has great scores now, see why our oils have an 80% or greater success rate at improving your scoring, cleanliness and stop calls, providing the best bowling environment possible

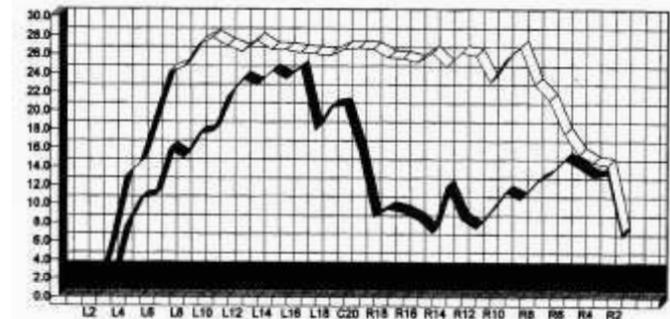
LANE MAINTENANCE

Shown here are actual lane readings taken from the WTC event at Super Bowl in Appleton, WI. Each graph represents the before and after 30 game (5-man X6 games) conditions from 15 ft, 25 ft, 35 ft, & 45 ft distances. Readings show that Syn-Pro averaged less than 1.5 units of carry down on a tough tournament condition, allowing scores to actually improve in games 4, 5, 6.

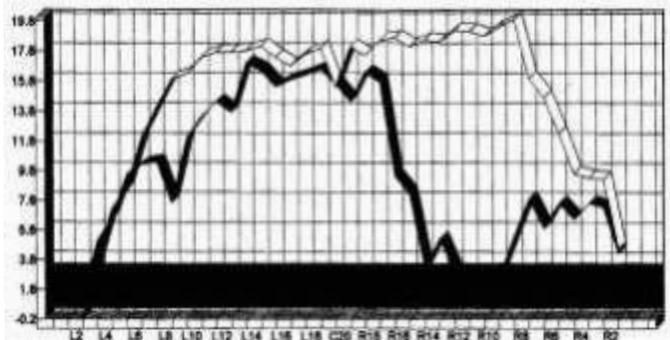
Jeff Kacala, renowned lane professional and head mechanic for Super Bowl, "I was extremely pleased with the results. This was the best WTC event we have ever had. *Syn-Pro's* ability to virtually eliminate carry down allowed the bowlers to create their own area and open up the lane. The results speak for themselves. The tournament director and bowlers remarked surprisingly that the lanes were still playable after completion of play on Saturday, this after 30 games! I felt that two more game could have yielded more 1,100's and possibly some 1,200's. All of this on a Sport Lane Condition.



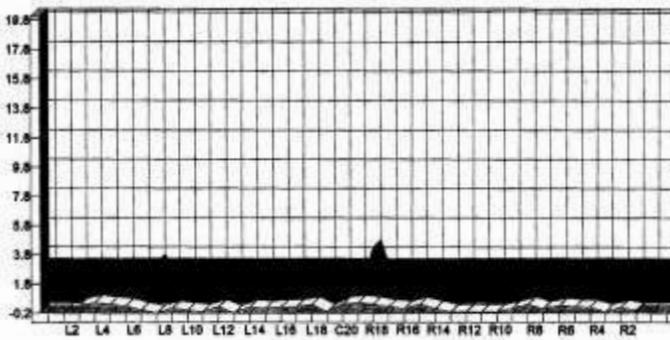
WTC Super Bowl Distance: 15 Feet



WTC Super Bowl Distance: 25 Feet



WTC Super Bowl Distance: 35 Feet



WTC Super Bowl Distance: 45 Feet

Actual Carry Down Readings

	<u>Before</u>	<u>After</u>		<u>Before</u>	<u>After</u>
L2	0.3	1.1	R19	0.4	4.3
L3	0.5	0.9	R18	0.2	0.8
L4	0.4	1.0	R17	0.1	1.8
L5	0.3	0.3	R16	0.4	2.5
L6	0.0	1.0	R15	0.1	2.3
L7	-0.2	3.3	R14	-0.1	1.9
L8	0.1	1.7	R13	-0.1	2.5
L9	0.0	3.0	R12	-0.1	1.9
L10	-0.1	1.1	R11	-0.1	1.3
L11	0.2	0.9	R10	0.1	1.7
L12	-0.2	1.7	R9	0.4	1.6
L13	0.2	1.0	R8	0.1	2
L14	0.1	0.7	R7	0.3	2.1
L15	0.2	0.4	R6	0.2	1.8
L16	0.2	1.1	R5	0.2	1.1
L17	0.4	0.7	R4	-0.1	1.7
L18	-0.1	1.1	R3	0.2	1.1
L19	0.4	2.1	R2	0	-0.1
C20	0.5	0.9			

LUBRICITY



LANE MAINTENANCE

2008's introduction of Lubricity was designed as an answer to the problem of ever increasing aggressive bowling balls and higher friction lane surfaces. During testing, it was proven to assist in the performance of the newer equipment. It was also proven that not just wood lanes, but any medium-to-high-friction synthetics can also benefit from **Lubricity's** advanced formulation.

Lubricity possesses similar carrydown, breakdown, and cleanliness characteristics of our current flagship product, **Syn-Pro**, however, **Lubricity** creates less friction between the high-tech bowling balls and the lane surface, creating a "longer-life" pattern on most lane beds.

Lubricity (W) was developed to work perfect in all wick type machines, and has the ideal characteristics, and possesses the best overall conditioner qualities for the **A-22** lane machine.

Lubricity (S) was designed for use in **Sanction Technology** "spray type" lane machines

C1-PRO



THE Original High Linage Lane Oil. Released in 1995, C1-Pro's formula is the perfect conditioner for centers that need "Consistency and Cleanliness" at a lessor price. Available in 16, 19, & 26 wt viscosities.

WOOL WICKS



Century 100 - Silver Bullet
Summit - Phoenix

LANE CLEANERS

EXTREME
Lane Cleaner

Think Green

SUPREME
Lane Cleaner



Extreme
Value

Supreme
Strength

Biodegradable, Green-Earth Formulas, With Industry Leading Cleaning Strengths





PRO'S CHOICE



Pro's Choice 6-HR Ball Plug

Pro's Choice 6-HR Ball Plug is specially designed to combat the effects of today's heat resistant composite cores and the hi-tech cover stocks that promote the need for multiple pours and ineffective plug work. Pro's Choice guarantees that holes up to 1 1/2" wide can be poured in one step without worry from chipping or cracking. See for yourself why Pro's Choice Ball Plug is the best way for you to show off the professionalism of your plug work in this very competitive industry.



- ✍ **Plug large holes in "ONE-STEP" without cracking.**
- ✍ **Cures Clear. The Clearest plug on the market.**
- ✍ **Easy to carve. Cures to a 76 -78 hardness.**
- ✍ **Similar drilling properties to balls of today.**
- ✍ **2 year guarantee shelf life.**
- ✍ **Recommended by top pro shop professionals.**
- ✍ **Colors easily with Lane Concepts or other resin color kits.**
- ✍ **Absolutely NO pin holes due to trapped air.**
- ✍ **No Shrinkage.**

1-HR Quick Plug

The leader in quick plug technology is here, and only from Pro's Choice. Pro's Choice 1-HR Quick Plug is an advanced RESIN based Quick Plug and is unmatched for "Those In The Need Of Speed." Whether you currently use quick plugs or not, Pro's Choice 1-HR Quick Plug has proven to exceed all expectations for a fast plugging product. Urethane plug products cannot compete with Pro's Choice quality and clarity. For those who have tried Urethane in the past with no luck, this is the answer.

- ✍ **Sets up in 15 minutes; carves about ONE HOUR later.**
- ✍ **Virtually NO pin holes due to trapped air. Simple to color and use**
- ✍ **Almost no color change. Approved for use on PBA equipment.**
- ✍ **Easy to carve. Cures to 78-80 hardness.**
- ✍ **Virtually no shrinkage. Urethanes shrink by 2% or more.**
- ✍ **Resin based quality and performance. Why risk your health and Reputation on Urethane based quick plugs?**



PLUGGING ACCESSORIES

- ✍ **Guaranteed "NO LEAK" plug dams. Ovals & Rounds.**
- ✍ **Plug Pumps**
- ✍ **Color Kits (colors available separately)**
- ✍ **Silver Pearl Paste**
- ✍ **Gold Flakes**



ADVANCED WATER BASED BALL POLISHES

We broke the code for Water Based Polishes! Our Extreme Dull Reconditioner and Extreme Shine Ball Polish are revolutionary as they do not contain petroleum distillates, mineral spirits, or silicone derivatives that smell terrible, reapply oil onto the cover stock, and plug the pores of the bowling ball. Even better, on a ball spinner, heat is quickly generated that maximizes the ability of the product to work. Both products actually bring equipment back to "out-of-the-box" status by leaving the ball tacky and grease free. Stop using products with harmful MSDS's and find out for yourself why 3M's oil based polishes and other company's "Knockoffs" can't compare!

EXTREME DULL "WATER-BASED" BALL RECONDITIONER



Advanced Water Based formula designed to deep clean and restore the surface of all types of bowling balls, including the newest reactive and particle cover stocks, and is the premier method of bringing a dull surface ball back to "out-of-the-box" condition. Additionally Extreme Dull is designed to pre-clean a polished ball before applying Extreme Shine.



GREEN EARTH PRODUCTS

EXTREME SHINE "WATER-BASED" BALL POLISH

The latest technology in ball polish is here, and only available from Pro's Choice. Our Water Based polish is perfect for polished resin and other polished bowling balls. The No-Wax, water based technology shines the ball to a bright (1,000 - 5,000 grit or more finish), while leaving the pores open and the surface remarkably tacky, achieving maximum scoring.



EXTREME CLEAN DUAL ACTION BALL CLEANER



Dual action process is specially formulated for use on today's hi-tech bowling balls. USBC approved, our ball cleaner aggressively lifts oil, dirt, and grime from both dull and polished surfaces, then wipes away easily and streak free. Because it noticeably works better than any other ball cleaner bowlers have used, they use it more often. Extreme Clean creates higher scores and more sales.



Free Private Labeling Available

Engraving Filler



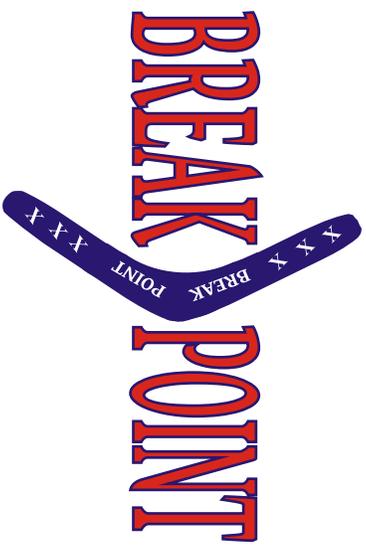
Available in 10 great colors including Silver and Gold.



LANE CONCEPTS

An illustration of a bowling ball in motion, striking a set of bowling pins. The ball is black with a white motion blur trail behind it. The pins are white with red bands and are arranged in a standard triangular formation. The background behind the pins and ball is a blue, starburst-like shape.

Consistency and Cleanliness



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SUPREME
Lane Cleaner

