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Aramith & Matchroom Sign a New Three Year Deal

Matchroom Multi Sport is excited to announce that SALUC, the blue-chip billiard ball manufacturer from Callenelle, Belgium have renewed their agreement to provide their world-class Aramith balls at all Matchroom's pool events over the coming three years.



The new three-year agreement continues a long-standing relationship between the two organisations that goes back to the 1990's.

There are four events scheduled for 2019, including the first year with Matchroom at the helm of the US Open. In what promises to be the biggest year yet for pool, Aramith Balls will be seen by more viewers and have a bigger social media reach than ever before.

Commented Yves Bilquin, COO SALUC SA said, "We are so proud to renew this long-standing and successful partnership with Matchroom and to be the Official and Exclusive Ball Supplier to such prestigious events as the World Pool Masters, the World Cup of Pool, the Mosconi Cup, and the US Open!

"The world's best players must get the ultimate conditions. This can only be achieved with Aramith balls, the choice of the modern players but also of the leisure players thanks to its life-span exceeding several times that of the average polyester and phenolic-like resin balls."

Emily Frazer, COO of Matchroom Multi Sport said, "We are thrilled to be continuing our long-standing relationship with Aramith across our pool events. We pride ourselves in delivering world-class 9-ball events and by using Aramith balls means we know we have the best equipment.

"As a result of over two decades of this partnership between Matchroom and SALUC, the Duramith TV Pro-Cup balls with their unique 2-half-circle design, have become industry standard and we look forward to many more years working with SALUC across the Matchroom Pool events."

The calendar starts with the World Pool Masters from 29-31 March in Gibraltar and that is followed by the US Open at the Mandalay Bay – 21- 26 April. The World Cup of Pool follows in June in Asia and November sees the 26th annual Mosconi Cup which again takes place at the Mandalay Bay in Las Vegas. Ends.....

14th January 2018

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Sold in over 50 countries, **Simonis™** cloth is truly the universal choice for cue sports. Having earned its reputation with professional players and amateurs alike, Simonis remains the choice for more tournaments worldwide than any other cloth.

www.iwansimonis.com



Made by Saluc in Belgium, **Aramith™** Billiard balls have enjoyed a legendary reputation for outstanding endurance and uncompromised quality. Used by almost 80% of players worldwide, they are recognised as the reference of the industry.

www.aramith.com



Strachan™ is made in the West of England and is the world's leading brand of snooker and English pool cloth. The official cloth of World Snooker and used at professional tournaments worldwide. It is the choice of champions.

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