

GROUP PRESS RELEASE
SIMONIS® – ARAMITH® – STRACHAN®
FOR IMMEDIATE RELEASE

Strachan Superfine Cloth is the New Benchmark

Have you ever wondered what it is like to play snooker in the World Championships at the Crucible, Sheffield? Now you can replicate that playing experience on your home or club table. Strachan Superfine with Antikick™ technology gives you the speed, consistency and control only before experienced by the professionals.

Strachan® Superfine

The new Strachan Superfine is a genuine innovation. It offers the club or home player the chance to replicate conditions only before experienced by the professional players. It is a light weight but durable, 100% wool, napped cloth that replicates the speed, control and consistency of the Championship No. 10 cloth used for all ranking pro tournaments since 1980, including the World Championships at Sheffield.

The Strachan Superfine is available in 160cm and 193cm and was developed with our partners in snooker and English pool.

The Strachan Superfine cloth has been selected by the International Billiards and Snooker Federation (IBSF) for all of its tournaments in 2019 including the IBSF World Championships.

Stuart Gardiner, UK & Ireland Sales Manager for Strachan added: "Today's players want speed from their cloth but not at the expense of control and response. Other manufacturers make quick cloth but the Superfine, by Strachan, is the only cloth that is fast, whilst offering tournament levels of control. The players are saying that it's the best napped cloth that they have ever played on."

Strachan Superfine snooker and pool cloth has Antikick™ technology which has almost eliminated the kick from the professional game and the pool version is treated with SpillGuard™ to protect your investment from accidental drink spillage. Superfine is now available from official Strachan cloth distributors worldwide.

Ends.....

20th July 2019

For further information please contact: Stuart Gardiner - Stuart.Gardiner@wsptextiles.com



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.

www.wsptextiles.com