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Strachan Cloth Get a Kick out of the World Snooker Championships

TV pundits talked about many things at this year's World Snooker Championships but one issue not up for discussion was the kick.



Strachan, the Stroud based snooker and pool cloth specialist, has developed a genuine innovation in snooker cloth designed to significantly reduce the number of kicks or poor contacts in the game. World Snooker, in conjunction with the professional sports governing body the WPBSA, has been using the new cloth on all of this season's professional tournaments and qualifiers.

Strachan Championship No. 10 cloth has featured on the tables at the World Championships for over thirty eight years and offers the professional players the ultimate playing conditions. The cloth has incredible levels of speed, response, touch and control.

The conditions now provided at tournaments are so precise and technically perfect that any chalk particles trapped between two balls can grip on impact. This occasionally results in an irregular contact and this is the phenomena known as a kick.

Stuart Gardiner, the UK Sales Manager for Strachan cloth, Simonis Cloth and Aramith balls, feels that kicks were probably the biggest issue in the modern game causing genuine frustration amongst the professional players.

"We have been working hard to understand and eliminate the causes of kicks for many years now and there have been a lot of theories as to what exactly causes the bad contact. We have explored all of these theories in our search to find a solution and have concluded that there is probably more than one cause. We now strongly believe that the biggest cause of kicks is static electricity which attracts chalk particles to the cue ball. These tiny particles cause the two balls to grip and jump on impact, resulting in a different and unpredictable contact, often leaving the player badly out of position." said Gardiner. "Anti-Kick™ technology stops the balls from carrying charge and holding chalk particles, which in turn leaves the balls clean and greatly reduces the incidence of kicks".

The science behind the new innovation lies with a new conductive fibre added to the wool blend. This fibre stops static charge being generated between the cloths and balls so that minute chalk particles are not attracted to the ball. The cloth simply releases the static into the earthing device that is attached to the cloth and table.

World Snooker Director and WPBSA Chairman Jason Fergusson added: "Professional tournament conditions are now at a near perfect level with cloth, balls, tables and venues controlled to incredibly high tolerances. Yet the kick remained a huge source of frustration, the new Anti-Kick™ cloth that Strachan has developed eliminates the static build up and massively reduces the number of kicks. Despite taking our events to some challenging locations, the new cloth has reduced kicks by over 85% whilst maintaining the incredible playing conditions that we are now used to".

"We at World Snooker are delighted by the work that has been carried out by our partner WSP Textiles, the manufacturer of Strachan, to improve the conditions and to significantly reduce the number of kicks. As an ex-professional player myself I can fully understand the

importance of this brilliant new innovation in cloth, it is a massive step forward in the sport as we strive to make conditions as near to perfect as we can for the current top professional players” concluded Ferguson.

Strachan cloth with Anti-Kick™ technology will soon be available on the Strachan premium snooker cloth range from our distributors around the world.

Anti-Kick™ is a Trademark of WSP Textiles and is patent pending.

Ends.....

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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