

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

2017 888 European Masters Snooker

Belgium staged a World Snooker ranking event for the first time in 23 years in October when the 2017 888sport European Masters took place in Lommel.



Judd Trump won the 2017 title picking up the cheque for £75,000 after beating Stuart Bingham 9-7 in a closely fought final.

The popularity of snooker has grown in Belgium in recent years, particularly through television coverage on Eurosport as well as the success of talented young player Luca Brecel.

World Snooker Chairman Barry Hearn said: “We were thrilled to grow our footprint in Europe by staging a ranking event in the beautiful city of Lommel for the first time.

“Snooker has grown at an astonishing rate in Europe in recent years and our viewing figures on Eurosport are fantastic. Our sport is extremely popular in Belgium and now the fans there have had the chance to see their heroes play live.

“We want to see more gifted young players like Luca Brecel emerge from the continent, and staging major tournaments is an important way of keeping our growth going and inspiring the next generation.”

As with all professional World Snooker events conditions were absolutely perfect with the finest Strachan No.10 Championship cloth with Anti-Kick technology and the Aramith 1G snooker balls. Stuart Gardiner, UK and Ireland sales Manager for Strachan & Aramith, stated:

“Congratulation to Judd on winning and successfully defending his European Masters title. As our Strachan Brand ambassador he understands the importance of playing on the very best cloth and with the very best balls available”.

Ends.....

24th October 2017

For further information please contact: Stuart Gardiner - Stuart.Gardiner@wsp textiles.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