

GROUP PRESS RELEASE
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Simonis Strachan & Aramith Support Global Cuesports

The three biggest brands in worldwide cue sports put more into the support of billiards than any other company by promoting the sport from grass roots level, through to the professional game.



The Simonis group of companies comprising of Simonis Cloth, Aramith Balls and the latest addition to the group Strachan Cloth believe strongly that billiards sports will continue to grow and firmly believe in supporting the game at all levels. The group put a huge amount of support by way of money and product into every type of cuesport including American Pool, Carom, Snooker, Chinese Pool, English Pool and Pyramids. The support spans every continent and many countries.

Significant long term partnerships have been made with many of the worlds governing bodies at all levels from grass roots to disability sports and right through to the professional sports.

Strachan's partnership with World Snooker dates back to 1980 meaning that every Snooker World Championship at the Crucible in Sheffield for 37 years on the flagship No.10 Championship cloth. Likewise Simonis 860 has been the cloth of choice on the Mosconi Cup for many years.

In the past few months alone, the group have signed three major new contracts:

1. EBA (European Blackball Association), Saluc - 3 years exclusive until 2020 & Strachan 861 - 3 years exclusive until 2020.
2. CEB (Confédération Européenne de Billard) European Carom Confederation, Simonis - 4 years until 2021.
3. FIBIS, Italian Billiard Federation, Saluc has signed a 3-year exclusive for 3 seasons until 2020. Saluc will be the exclusive balls supplier for all official FIBIS events in all cuesport games: 5 pins, bocette, carom, pool and snooker.

The Group Sales and Marketing Manager, Bernard Bollette, said: "As the world's leading producer of billiard sports cloth and balls our products are very much in demand but we feel a duty to support tournaments and associations at all levels to grow and develop the various sports. It is our belief that we should support development from grass roots up. We also feel that at the professional end of the scale the very best players deserve the very best equipment and conditions".

"Our new contracts with the EBA, the CEB and the FIBIS are something that we are very proud of and these will not be the last contracts that we announce this year".

Ends.....

26th October 2017

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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.

www.wsptextiles.com