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Strachan & Aramith Agree New Long Term Contract with World Snooker

World Snooker has signed a new long term contract with Strachan cloth and Aramith balls guaranteeing the very best playing conditions for years to come across all international professional events.

Strachan No. 10 Championship cloth has featured on the tables at the World Championships for over thirty seven years and offers the professional players the ultimate playing conditions. The cloth has incredible levels of speed, response, touch and control. The Aramith Tournament Champion phenolic balls are also used exclusively at all professional events offering levels of precision that others find impossible to match.

The conditions now provided at tournaments are so precise and technically perfect any slight variation in ambient conditions can be detected by the players. Cloth is monitored for speed and weight and now features the new Anti-Kick™ technology. Balls are less than a single gram different from the lightest to the heaviest ball which no other manufacturer can get close to.

Stuart Gardiner, UK Sales Manager for Strachan cloth and Aramith balls, feels that playing conditions are probably the biggest factor in guaranteeing player satisfaction and a successful tournament. “We are constantly listening to the feedback from World Snooker and trying to improve. We want to make the best even better. We have worked tirelessly to understand and eliminate kicks from the game and have made huge steps forward last season as kicks have reduced by over 80%. The Strachan Anti-Kick™ cloth and the Aramith 1G ball are genuine innovations in the game”.



World Snooker Director and WPBSA Chairman Jason Ferguson added: “Professional tournament conditions are now at a near perfect level with cloth, balls, tables and venues controlled to incredibly high tolerances. Despite taking our events to some challenging, hot and humid locations, the new cloth has reduced kicks by as much as 80% whilst maintaining the incredible playing conditions that we are now used to. The consistency of the balls also has a huge positive effect on the standard of the snooker. The modern professional plays at such a high standard, they deserve the ultimate conditions. This is guaranteed with Strachan Cloth and Aramith balls, it really is the very best combination”.

“We at World Snooker are delighted with the new deal with two of the game’s most iconic brands. As an ex professional player I can fully understand the importance of ensuring the very best playing conditions perfect as we can for the current top professional players. This is backed up by the ever increasing number of 100 breaks each season.” concluded Ferguson.

Strachan cloth with Anti-Kick™ technology is available now on the flagship No. 10. The technology will soon be available on the Strachan premium snooker cloth range from our distributors around the world. Aramith 1G balls are available now from official worldwide Aramith Dealers.

Pictured: WPBSA Chairman, Jason Ferguson.

Ends.....

30th May 2017

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