



FOR IMMEDIATE RELEASE

For:
ASHAWAY RACKET STRINGS
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Ashaway Introduces Two New 0.66 mm Badminton Strings: ZyMax® Fire and Fire Power

- Proprietary BETA Polymer multifilament core optimized for precision or power
- Both strings offer 25% increase in dynamic stiffness and elasticity, plus reduced tension loss

Ashaway, RI – Ashaway Racket Strings offers the best of both worlds with the introduction of two new 22 gauge (0.66 mm) badminton strings. Both ZyMax® 66 Fire and ZyMax 66 Fire Power use Ashaway's proprietary BETA polymer fibers, and are constructed using the company's special ZyWeave™ string core technology. But by varying the polymer formulation slightly, ZyMax 66 Fire has been optimized for precision shot making, while ZyMax 66 Fire Power maximizes power and repulsion.

"When R&D was working on the formulation for ZyMax 66, they asked me if we wanted more power or more precision," said Ashaway's Steve Crandall. "Jokingly, I said, 'both,' and they said, 'OK!' So now, thanks to the versatility of our new BETA polymer, we can offer players a choice of ZyMax 66 strings depending on their style of play. ZyMax 66 Fire is tailored to provide precise shot making, while 66 Fire Power is designed to provide maximum power and explosive repulsion."

Both ZyMax 66 strings are designed for high performance players. As part of the ZyMax Fire line, they are the first to offer the benefits of the new BETA polymer, including a 25% improvement in elasticity and dynamic stiffness over most popular badminton strings. ZyMax strings generate excellent feel and repulsion, as well as optimum power and durability, and incredible knot and loop strength.

Ashaway's trademarked ZyWeave technology creates a string core that is stronger and holds tension better than traditional badminton strings. This allows for thinner, more playable strings that perform consistently at higher tensions throughout the life of the string.

Both ZyMax 66 Fire and 66 Fire Power strings are available in traditional white and in a distinctive "Fire" orange color, and in either 10-meter sets or 200-meter reels. Recommended stringing tension is up to 35 lbs.

Ashaway Racket Strings are made by Ashaway Line & Twine Mfg. Co., the only U.S. manufacturer of string for squash, tennis, racquetball, and badminton. Operated by the Crandall family since 1824, Ashaway has been making racquet strings since 1949, and is responsible for several important technical innovations. Ashaway has been the Official String of USA Racquetball for more than ten years, and has

recently been named the Official String of Professional Tennis Registry. Ashaway Line & Twine Mfg. Co. also makes braided products for medical and industrial applications. For more information visit www.ashawayusa.com

For additional product information, contact:
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Photo Caption << ZyMax66_Fire&FirePower.jpg >>

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