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Iwan Simonis & Aramith Supports the Atlantic Challenge Cup

Iwan Simonis, producer of the world's finest billiard cloth, and Aramith professional balls, will again be a partner of the 2017 Atlantic Challenge Cup to be held in KLAGENFURT, AUSTRIA JULY 5-8



Launched in 2015, the Atlantic Challenge Cup features the best youth players from Europe and America in a Mosconi Cup style event. Six players on each team, four boys and two girls, battle it out on an annual basis to see who has bragging rights across the Atlantic. The event is the result of a joint venture between the Billiard Congress of America and the European Pocket Billiard Federation. This year's event will take place at the Sportpark Klagenfurt in Austria between the 5th and 8th of July.

Simonis' finest 860 tournament blue cloth will be used during the third staging of this great event. The Simonis 860 cloth and the Aramith balls give the players the absolute finest conditions to enable them to perform at the highest level.

"We are very excited at the prospect of teaming up again with Iwan Simonis and Aramith for this event," said EPBF President Gre Leenders. "Iwan Simonis & Aramith have been a long-time supporters of the EPBF/IBPF and the events it organizes and this project was a great promotion during the inaugural event in 2015. Simonis cloth and Aramith Balls are used at almost all major tournaments for a reason, which is also important to us as this event deserves the very best equipment."

"We are pleased to continue our enthusiastic support for this forward-thinking initiative," said Iwan Simonis and Aramith North American President Ivan Lee. "This event provides a stage where juniors can face tremendous international competition, yet both teams have displayed world-class sportsmanship. As this event continues to gain prominence, young players will aspire to be members of Team USA or Team Europe!"

Ends.....

28th June 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.

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