

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

Strachan & Aramith Agree a New 3 Year Sponsorship Deal with EPA & UK Pool Tour

Strachan Cloth the world's leading woollen snooker and pool cloth manufacturer & Aramith the world's best professional balls, have expressed delight at agreeing a new 3 year sponsorship deal with the UK Pool Tour and the EPA at the European Championships in Blackpool last month.



Organised by the English Pool Association (EPA), the European Championships see some of the world's best players competing for one of the sport's top accolades.

With over 500 players attending the 2017 European Championships in Blackpool, in excess of £16,000 prize money on offer and 8 solid days of live Streaming, the sport of World Rules Pool has taken another historic move forward.

16 countries and 63 teams will play out what is the largest event ever organized by the World and European Eightball Pool Federations, in terms of player involvement.

George Harwood of the EPA explained, "There are 7 divisions for the Europeans, with early rounds played in a round-robin format plus individual tournaments for each division. A massive entry of 256 for the Men's individual event will make this a hotly contested title with a lot of top amateurs gaining their places in the nationwide qualifiers, played in various pool clubs, adding to the national team members already in the event".

Stuart Gardiner, UK sales Manager for Strachan Cloth, Simonis Cloth and Aramith Balls commented, "We have supported the EPA and UK Pool tour for many years, we are proud to provide the very best cloth and balls for these events. The new deals with the EPA guarantee the best possible playing conditions for the tour and other leading events, including the World and European Championships, for years to come".

Harwood stated, "We are absolutely delighted with the extension of the long term partnership with Strachan and Aramith".

"These are some of the best players in the world playing at the highest level; they deserve the very best conditions. Strachan cloth, Aramith balls and Supreme tables are the very best available and the new 3 year deal guarantees perfect conditions for our events for years to come".

Pictured: The arena at the World Championships in Blackpool, England.

Ends..... 13th May 2017

For information on the WPS series go to: www.worldpoolseries.com.

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