

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

**Gareth Potts Announced as Brand Ambassador for Strachan Cloth**

**Strachan Cloth the manufacturers of the famous 6811 snooker and pool cloth are proud to unveil arguably the biggest name in English and Chinese 8-Ball pool as their brand Ambassador.**



Gareth 'Golden Boy' Potts started his cuesports career at a young age when he won the 2000 Junior World Pool Championships. He then went on to become an English 3 time world champion eight-ball pool player, winning the English Pool Association World Rules World Championship in 2005, 2007 and 2008. He went on further to show his class in any type of competition by winning the IPA World Blackball Professional Champion in 2014.

Potts then switched disciplines and won the Chinese 8 Ball Masters in 2013 beating Chris Melling in the final.

He then won the Chinese 8 Ball Masters in 2014 by beating Shi Hang-Qing in the final.

Potts then signed a contract with Joy Billiard so he can play regularly in the Chinese 8 Ball Tournaments. As of 2015 Potts has concentrated his career on Chinese 8 Ball pool and as a result has become a big fan of the world's leading Chinese pool cloth manufacturer Strachan so becoming brand ambassador for Strachan cloth is a perfect partnership.

When asked about the new role Gareth said: "I am pleased to announce that I have signed a 3 year sponsorship deal with Strachan, the best cloth company in the world, and I'm happy to be working with them. The Strachan 6811 is the best cloth for Chinese 8-Ball and Strachan is used at all the biggest events".

China Sales Manager for Strachan Cloth and Aramith Balls added: "We are proud to have Gareth as our Brand Ambassador. He is a highly respected, world class player and understands the importance of using the very best equipment. Strachan Cloth and Aramith balls are the very best and they give him the confidence and control to perform at the very highest level".

Ends.....

2<sup>nd</sup> January 2018

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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](http://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](http://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](http://www.wsptextiles.com)