



## **This Week: TrueBounce**

Hello and thanks again for opening our latest newsletter. We trust you will find some valuable information and maybe something that will benefit and upgrade your program.

Last week we pointed you toward our first product, Electro-Mech Scoreboards. If you have any questions about our scoreboards or would like to sit down and discuss how we might be of assistance, please e-mail Emily at [emily@howelltosports.com](mailto:emily@howelltosports.com) and she will respond quickly. If you would like to learn more about our boards, please call or e-mail me at 856-381-8888 or [ed@howelltosports.com](mailto:ed@howelltosports.com).

The second product we decided to represent was True Bounce backboards. We understand that it is rare that you will need new backboards. But, if you ever do, True Bounce is unique and your basketball coaches and players will love it. We would like to tell you that not all backboards are created equal. TrueBounce boards are very unique in their manufacture. They are perforated for quietness and improved shooting.

TrueBounce perforated polycarbonate backboards are designed to release energy through the backboard. A portion of the ball's energy (28%) is released through the holes in the backboard creating what we call a "TrueBounce". It is by this design process that some of the noise as well is absorbed into and through the backboard.

TrueBounce's Quiet Technology is, in part, the result of the perforated holes in conjunction with a high-grade polycarbonate board. Polymers in general are

quieter than wood, steel and aluminum thereby reducing the sound of the ball's impact on the backboard. What also distinguishes us from the rest lies within our component selection and assembly process.

We hope you will consider TrueBounce if and when you are looking for new backboards. Thanks for listening!

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### More About Quiet Technology



- The entire playing surface of the backboard lies within a rubber seal that does not allow the playing surface to come in contact with the aluminum frame.

- Rubber buffers are installed into the frame for expansion and sound.

- A rubber strip is placed behind the rim connection for added benefits.

- Each board goes through a multi-point tightness inspection prior to shipping.

- A tight fit results in a quieter bounce.

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### PRODUCT COMPARISON

TrueBounce XL7048/XL7042 / Our Competitors

48" x 72" (1) / size not available

42" x 72" / 42" x 72"

1/2" polycarbonate / 1/2" polycarbonate

Perforated board (2) / not available

Scratch resistant polycarbonate coating / not available

Graffiti resistant / not available

Wind resistant / not available

Custom Retro-fit capability / not available

Custom color/paint selection / not available

2 1/4" thick aluminum frame (removable) / steel tube uni-frame (permanently attached to board)

1 1/2" thick aluminum corner blocks / not available

Quiet Technology / not available  
Manufacturer custom installation / not available  
Stainless Steel Fasteners (all points) / not available

- (1) As originally quoted
- (2) Patent protected technology

**And lastly, please check out this PDF with visuals on how TrueBounce technology enhances the game!**

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