

March 15, 2019

PR62-S24

## FIBA Basketball World Cup 2019 Introducing Exclusive Tournament Design Official Game Ball



Molten Corporation (Headquarters: Nishi-ku, Hiroshima City, Japan; President and CEO: Kiyo Tamiaki), a manufacturer of competition quality sports balls and equipment, will provide the exclusive tournament design official game ball for the “FIBA Basketball World Cup 2019,” taking place in China from Saturday, August 31<sup>st</sup> to Sunday, September 15<sup>th</sup>. Sales of the official game ball and the replica model will begin in countries around the world starting with an official game ball launching event in Shenzhen, China, on Friday, March 15<sup>th</sup>.

The BG5000 brings Molten's range of basketballs into a new era. The highly-valuable and crucial input of players was sought after and factored into the process. Following extensive testing, the ball received unanimously positive feedback, paving the way for it to be manufactured.

The end result is a basketball, with markedly improved control and grip performance, as well as an authentic texture. The new surface texture helps give it an ideal grip, even in contact with sweat or moisture. The ball is softer than in the past and therefore easier to control in every moment of the game. This ball is decorated with the four key elements of the Basketball World Cup Branding- heart, goal (basket), ball and court.

Molten will continue to develop and supply basketball products of outstanding function and design to players of all level, and work to fulfill the brand promise of “For the real game.”

## ■ Product Features

### 1) Exclusive Tournament Design

The dragon design symbolizes the basketball players' drive to compete with the fundamental elements of basketball: "heart," "basket," "ball," and "court." The referenced elements are incorporated and illustrated throughout the body of the dragon.



### 2) Improved control

- **Less Slippery**

New surface texture helps give an ideal grip even in contact with sweat or moisture. Branded logos also give a tackier grip than transfer printing method used in prior model. Printed proportion was reduced by 25% which also contributed to giving a better grip.\*  
\*Compared to Molten's previous balls

BG5000



Branded

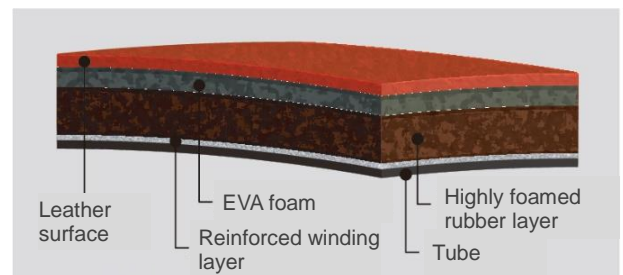
Previous ball



Transfer printing

- **Improved grip performance**

Foam concentration increased by 35% and EVA foam backing layer has been newly applied, making the ball softer and easier to control.\*  
\*Compared to Molten's previous balls



Internal structure of the BG5000

### 3) Authentic Texture

BG5000 takes full advantage of the natural leather properties to ensure better texture. All lettering design on the BG5000 is branded into the ball to offer an authentic look to the natural leather basketball.



New color of the genuine leather and new shape of the pebbles

## ■ Product Overview

Name	BG5000 2019 FIBA Basketball World Cup Official Game Ball	BG3800 2019 FIBA Basketball World Cup Replica
Item Number	B7G5000-M9C	B7G3800-M9C
Cover Material	Premium Leather	Synthetic leather
Size	Size 7	
Official Approval	FIBA official approved ball	
Country of Origin	Thailand	

Name	BG2000 2019 FIBA Basketball World Cup Replica		BG200 2019 FIBA Basketball World Cup Replica
Item Number	B7G2000-M9C	B5G2000-M9C	B1G200-M9C
Cover Material	Rubber		
Size	Size 7	Size 5	Size 1
Official Approval	FIBA official approved ball		-
Country of Origin	Thailand		Vietnam

## ■ Official Tournament Website

<http://www.fiba.basketball/basketballworldcup/2019>

## ■ About Molten

Molten, a manufacturer of balls and sports equipment, has been making and marketing basketballs, handballs, soccer balls, and volleyballs, of uncompromising quality since 1958. Molten continues to raise global standards, supplying the official game balls and sports equipment for major leagues, teams and international tournaments around the world.

For further information, please visit [www.molten.co.jp/sports/en/](http://www.molten.co.jp/sports/en/)

## ■ For the real game

Molten's brand statement, "For the real game", encapsulates what we hope to accomplish through our products and activities. It is our conviction that the real game happens only when impeccable balls and sports equipment enable athletes to realize their full potential and maximize performance.

■ **Product image data (JPEG) is also available**

Contact:

Kan Li Li (Email: [kanlili@molten-sports.cn](mailto:kanlili@molten-sports.cn))

Molten Sports (Sihong) Corporation

Tel: +86-527-86201805

Fax: +86-527-86203501

28 Hongyuan RD., Sihong Economic Development Zone, Sihong, Jiangsu, CHINA