

Recipients: CEB Federations and Sports Media

Via E-Mail

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## **PRESS RELEASE**

### **CEB and Simonis/Aramith extend partnership**

CEB is delighted to announce an extension to the current partnership with their official cloth partner Simonis and with their official balls partner Saluc (Aramith) for a further 4 years to the end of 2025.

This will result in all CEB events continuing to be played on the superb Simonis 300 cloth which is the indisputable reference of carom for many years with its superior playability at a high level. In addition, CEB has also extended its current contract with Saluc, the manufacturers of the Aramith balls which are simply the best carom balls available. All CEB events up to the end of 2025 will feature the Aramith balls which are generally accepted as the highest quality product available.

**CEB President Diane Wild** said *"This new four-year contract with our long-time partners Simonis & Aramith confirms the close cooperation between CEB and these 2 brands. We are now in the starting blocks to organize events again very soon, promoting our sport and all our partners in CEB events. Many thanks to both companies for their support."*

**Group Commercial Director Bernard Bollette** commented *"At the level reached by the CEB events, only the best conditions are acceptable. This can only be achieved using Simonis 300 cloth and Super Aramith carom balls. The CEB players deserve these materials and conditions with the Simonis and Aramith brands having the well-deserved reputation of industry leaders."*

CEB is hoping to start events as soon as the Covid restrictions allow and further information will be available in the near future. For all dates and events, visit the calendar on the CEB website [www.eurobillard.org](http://www.eurobillard.org)

Official Photos Followed on Page 2

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CEB Secretary General (Jean-Pierre Guiraud) and Simonis/Aramith Group Commercial Director (Bernard Bollette) signing the contract.



CEB President (Diane Wild) attending the meeting via Zoom from the CEB Headquarters.



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