

DXM

FROM DRAWING TO SCORING

GM quality is already acknowledged as the best in the World but with over 120 years of craft experience, we know that we can always improve.

Our new DXM process implements the findings of a 5 year research programme into bat materials and manufacturing technology.

Substantial investment in research, expert advice and machinery means:

- superior wood conditioning improves the stability and consistency of willow pre-production
- a new paperless design process using state of the art CAD (Computer Aided Design)
- quantum improvements to the vital pressing operation
- blade crafting by advanced CAM (Computer Aided Manufacturing)

Delivering what they promote must be a concern for those Cricket Brands that have no facility to make their own bats but choose to label third party manufacturers' products. Whilst it may be cheap and convenient, it gives no control over innovation, consistency or quality.

That is not the Gunn & Moore way. We believe that GM customers deserve the best, that they should be confident as to where and by whom their bat of choice is made.

All GM English Willow bats are produced by our own craftsmen in our own factory in Nottingham, England using these industry-leading techniques.

SO WHAT'S NEW?

FLARE DXM and APEX DXM - new for 2010 with state of the art CAD profiles exquisitely crafted in the most exacting grading of finest English Willow.

Look out for the new GM+Range - if you've got the Heft, we've got the HUGE!

ICON DXM and HERO DXM with their unique shapes and complex curves that are only realisable using GM's advanced Design, Execution and Manufacturing technology, have found favour and huge success with discerning batsmen the World over.

AND WHAT'S NOT CHANGED?

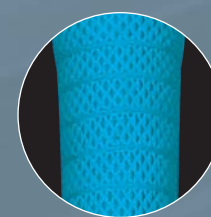
Gunn & Moore's passion, craftsmanship and drive to deliver better products to aspiring and accomplished cricketers. Even at over 125 years old, we are the first to admit that we are never too old to add to our vast store of knowledge.



NEW

APEX DXM™ FOR CONTROLLED STROKE PLAY

JONATHAN TROTT
England



GM CONTROL™ GRIP



SHAPED EDGES
SUBSTANTIAL AT
DRIVE ZONE



LIGHTWEIGHT DESIGN



GM SUPER POWER ARC BLADE



PRECISION
MACHINED TOE
TO ENHANCE
PICK UP



MADE IN ENGLAND
FROM PRIME
ENGLISH WILLOW

MODELS AVAILABLE

APEX DXM™ ORIGINAL L.E.
1150 Mens · Harrow · 6 · 5 · 4

APEX DXM™ ORIGINAL
1250 Mens · Harrow · 6 · 5 · 4

APEX DXM™ 909
1550 Mens

APEX DXM™ 606
1350 Mens · Harrow · 6 · 5 · 4 · 3

APEX DXM™ 505
1650 Mens

APEX DXM™ 404
1850 Mens · Harrow · 6 · 5 · 4 · 3 · 2 · 1

APEX DXM™ 303
1750 Mens · Harrow · 6 · 5 · 4 · 3 · 2 · 1

TREATED WITH
GM DRI GUARD™
TO RESIST DAMP AND
MINIMISE TOE SWELL

All Gunn & Moore English Made bats* are treated with GM DriGuard™, a water repellent solution applied to the toe of the bat to reduce the absorption of water.

This helps prevent toe swelling, making the toe less susceptible to moisture induced damage.

*except polycoated bats

KEY BAT INFORMATION

MENS BAT SHAPE CHARACTERISTICS

| | WEIGHT | | | SWELL DEPTH | | SWELL POSITION | | BOW | | EDGES | | | BACK PROFILE CONCAVITY | | | | | | | |
|----------------------------|--------|--------|-------|-------------|-----|----------------|-------|------|--------|-------|------------|----------|------------------------|-----|--------|-------|----------|------------|----------|--------|
| | HEAVY | MEDIUM | LIGHT | VERY BIG | BIG | MEDIUM | SMALL | HIGH | MIDDLE | LOW | PRONOUNCED | DISTINCT | VERY BIG | BIG | MEDIUM | SMALL | CONTURED | PRONOUNCED | DISTINCT | SLIGHT |
| FLARE DXM™ | | | | | | | | | | | | | | | | | | | | |
| FLARE DXM™ GM ₊ | | | | | | | | | | | | | | | | | | | | |
| ICON DXM™ | | | | | | | | | | | | | | | | | | | | |
| ICON DXM™ GM ₊ | | | | | | | | | | | | | | | | | | | | |
| HERO DXM™ | | | | | | | | | | | | | | | | | | | | |
| APEX™ | | | | | | | | | | | | | | | | | | | | |

TYPICAL WEIGHT COMPARISON FULL SIZE AND ACADEMY BATS

| | 2lb | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 3lb | 1 | 2 | |
|----------------------------|-----|---|---|---|---|---|---|---|---|---|----|----|-------------|----|----|----|-----|---|---|--|
| APEX DXM™ | | | | | | | | | | | | | ORIGINAL LE | | | | | | | |
| FLARE DXM™ | | | | | | | | | | | | | ORIGINAL | | | | | | | |
| FLARE DXM™ GM ₊ | | | | | | | | | | | | | ORIGINAL | | | | | | | |
| ICON DXM™ | | | | | | | | | | | | | ORIGINAL LE | | | | | | | |
| ICON DXM™ GM ₊ | | | | | | | | | | | | | ORIGINAL | | | | | | | |
| HERO DXM™ | | | | | | | | | | | | | ORIGINAL LE | | | | | | | |
| ICON DXM ACADEMY™ | | | | | | | | | | | | | ORIGINAL | | | | | | | |

Weights stated are for guidance only and refer to bats complete with a single grip and natural finish. Please note GM NOW! finish adds 1/2 oz. ToeTek shield adds 1/4 oz.

PLEASE NOTE!

All mens bats except 303 will be supplied:
ToeTek Now finish/Short handle/Right handed

ADDITIONAL OPTIONS

Please specify:
Long handle which is available in all adult sizes except 303
Super short in LE and original bats only

Perfectly scaled junior bats - the shape of all Junior GM English Willow Bats directly replicate the shape of the Men's version

WWW.GM-CRICKET.COM



NEW

FLARE DXM™ FOR ALLROUND CONTROLLED POWER

STUART BROAD
England



GM CONTROL™ GRIP

+

FLOWING
CONTOURED EDGES

+

PERIMETER WEIGHT

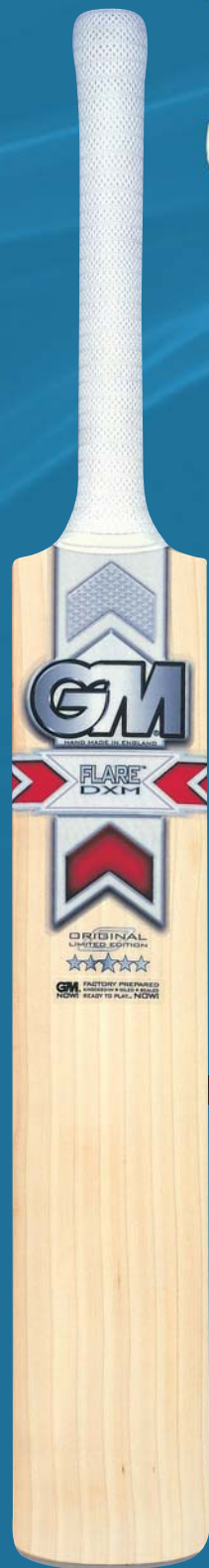
+

GM POWERARC BLADE

+



LIGHT PICK-UP



MADE IN ENGLAND
FROM PRIME
ENGLISH WILLOW

MODELS AVAILABLE

FLARE DXM™ ORIGINAL L.E.

1130 Mens · Harrow · 6 · 5 · 4

FLARE DXM™ ORIGINAL

1230 Mens · Harrow · 6 · 5 · 4

FLARE DXM™ 909

1530 Mens

FLARE DXM™ 707

1430 Mens · Harrow · 6 · 5 · 4

FLARE DXM™ 606

1330 Mens · Harrow · 6 · 5 · 4 · 3

FLARE DXM™ 505

1630 Mens

FLARE DXM™ 404

1830 Mens · Harrow · 6 · 5 · 4 · 3 · 2 · 1

FLARE DXM™ 303

1730 Mens · Harrow · 6 · 5 · 4 · 3 · 2 · 1

Perfectly scaled junior bats – the shape of all Junior GM English Willow
Bats directly replicate the shape of the Men's version

WWW.GM-CRICKET.COM



NEW

FLARE DXM™ GM+ FOR FEARSOME POWER

SHOCK-ABSORBATM GRIP

+

MASSIVE GM+ EDGES

+

HUGE PROFILE AND SWEETSPOT

+

GM POWERARC BLADE

+



AMAZING PING



THE BIGGER BAT



MODELS AVAILABLE

FLARE DXM™ GM+ ORIGINAL L.E.

1135 Mens

FLARE DXM™ GM+ ORIGINAL

1235 Mens

FLARE DXM™ GM+ 909

1535 Mens

FLARE DXM™ GM+ 707

1435 Mens

MADE IN ENGLAND
FROM PRIME
ENGLISH WILLOW

GRAEME SMITH
South Africa



SHANE WATSON
Australia



GM CONTROL™ GRIP



LIGHTWEIGHT DESIGN



THICK POWER EDGES



HIGH SWELL POSITION



GM POWERARC BLADE



SUPER CONCAVE PROFILE AND TOE

MADE IN ENGLAND FROM PRIME ENGLISH WILLOW

MODELS AVAILABLE

- ICON DXM® ORIGINAL L.E.
1120 Mens · Harrow · 6 · 5 · 4
- ICON DXM® ORIGINAL
1220 Mens · Harrow · 6 · 5 · 4
- ICON DXM® 909
1520 Mens · Harrow
- ICON DXM® 707
1420 Mens · Harrow · 6 · 5 · 4
- ICON DXM® 606
1320 Mens · Harrow · 6 · 5 · 4 · 3
- ICON DXM® 505
1620 Mens
- ICON DXM® 404
1820 Mens · Harrow · 6 · 5 · 4 · 3 · 2 · 1
- ICON DXM® 303
1720 Mens · Harrow · 6 · 5 · 4 · 3 · 2 · 1

Perfectly scaled junior bats – the shape of all Junior GM English Willow Bats directly replicate the shape of the Men's version



SHOCK-ABSORBA™ GRIP



MASSIVE GM+ EDGES



EXTENDED SWEETSPOT



GM POWERARC BLADE



SURPRISINGLY LIGHT PICK-UP



HIGH SPINE WITH CONTOURED PROFILE AND TOE



THE BIGGER BAT

ROSS TAYLOR
New Zealand



MADE IN ENGLAND FROM PRIME ENGLISH WILLOW

MODELS AVAILABLE

- ICON DXM® GM+ ORIGINAL L.E.
1125 Mens
- ICON DXM® GM+ ORIGINAL
1225 Mens
- ICON DXM® GM+ 909
1525 Mens
- ICON DXM® GM+ 707
1425 Mens