

Every paddle has a voice.

Most of the category sells “pop” as a feeling and apologises for the noise. BainPower treats sound as an engineered specification.

Face stiffness, core density and the bond between them dictate the note a paddle makes at contact. We choose to tune it on purpose.

BRAND LINE

Every paddle has a voice. We tune ours.

BASELINE

Transparency is the minimum standard for every claim.



STRATEGIC POSITIONING

Sound is the moat.

BainPower competes on frequency and decay. Published measurements turn an overlooked product behaviour into a commercial advantage.

- Frequency in Hz describes the pitch at contact.
- Decay in ms describes how long the signature remains.
- The measurement method must travel with every published result.

FOUNDATION

CATEGORY HABIT

Sound is treated as a by-product and described with subjective language.

BAINPOWER METHOD

Sound is treated as a product parameter and published after testing.

COMMERCIAL VALUE

The customer can choose a paddle voice for a specific playing context.

PUBLISHING STANDARD

No product number appears before the lab or anechoic cell confirms it.

Crack, or hush.

BAM and TAP are two distinct acoustic intentions within one engineering philosophy.

- SWOOSH is retired.
- Factory codes such as Model E and Model H do not appear in public copy.
- Series colour always follows the product voice.

BAM

Built to crack. A bright, fast report off the face and a ring that carries.

TAP

Built to hush. A low, short signature for touch players and noise-curfew courts.

NON-NEGOTIABLE

The honest protocol.

We publish what is known and identify what remains unresolved.

- If a specification is not lab-verified, write “cell test pending”.
- Failed tests remain visible in the product record.
- Approval seals appear only after the relevant body confirms compliance.

GOVERNANCE

MEASURED	Publish the result with the method, sample and date.
PENDING	State the unresolved status. Do not estimate a result.
FAILED	Record the failure, corrective action and re-test requirement.
APPROVED	Use a seal only after written confirmation and asset clearance.

Dark mode leads.

Graphite and night surfaces create the working environment. Teal is the only signal colour in the master brand system.

- Green #35d96f and forest green are retired.
- BAM owns the magenta-to-orange spectrum.
- TAP owns the purple-to-blue spectrum.

GRAPHITE

#05070A

SURFACE

#10151A

SIGNAL TEAL

#18BCBB

BAM

MAGENTA → ORANGE

TAP

TEXT

Each typeface has one job.

Display, explanation and measurement remain visually distinct.

DISPLAY XL	Archivo 72/65, −4% tracking
DISPLAY L	Archivo 48/45, −3% tracking
HEADING	Archivo 24/27, −2% tracking
BODY	IBM Plex Sans 16/26
CAPTION	IBM Plex Sans 13/19
SPEC	JetBrains Mono 11/16, +10% tracking

Every paddle has a voice.

IBM Plex Sans carries the product story, explanatory copy and interface language.

JETBRAINS MONO / CELL TEST PENDING / DECAY – MS

ARCHIVO

700 display; 600 subheads. Avoid body copy.

IBM PLEX SANS

400 body; 500 interface. Minimum 16px for web body copy.

JETBRAINS MONO

400–500 specs and status labels. Never use for paragraphs.

One master mark. Controlled use.

The final vector logo remains an asset blocker. Until it arrives, no one should redraw, stretch or rebuild the wordmark.

- Master files required: SVG, AI or EPS, plus transparent PNG exports.
- Use one-colour white on dark surfaces and graphite on light surfaces.
- Teal may signal an interface action; it is not a default logo recolour.

CLEAR SPACE

Hold space equal to the cap height of the “B” on all sides. Confirm against the final vector artwork.

MINIMUM SIZE

Digital target: 120px wide. Print target: 30mm wide. Validate legibility when the master arrives.

NEVER

Stretch, outline, bevel, add glow, rotate, place over busy detail or recreate with typed text.

STATUS

Provisional rules. Final lockups, clear space and minimum sizes await approved vector masters.

The physical product leads.

AI renders are not approved for product representation. AI may support temporary lifestyle comps only when clearly labelled and replaced before launch.

- Use the current physical BAM or TAP paddle.
- Capture front, back, both edges, throat, grip, end cap, texture macro and scale reference.
- Retouch exposure, colour and dust. Do not invent product features.

E-COMMERCE SET

Front, back, 45°, edge, handle and detail crops on a neutral repeatable setup.

HUMAN SET

Grip, ready position, contact and follow-through with the real paddle visible.

BAM CONTEXT

Explosive contact, warm light and enough negative space for the acoustic trace.

TAP CONTEXT

Touch play, controlled body language and quieter blue-violet environments.

Make the claim auditable.

Campaign language earns attention. Supporting evidence earns belief.

- Use “Coming soon” or “In the anechoic cell”.
- Use no exclamation marks in coming-soon copy.
- Keep the evidence status and last-updated date close to the relevant claim.

APPROVED PATTERN

BAM is built to crack. Acoustic cell result pending.

COPY BANS

“It’s not X, it’s Y”, seamless, elevate, unleash, game-changing and rule-of-three adjective lists.

AGENT RULE

Agents may reformat approved facts, but must not infer missing numbers, certifications, materials, prices or availability.

One row per claim.

The ledger is the single source for model names, price, colour, specifications, selling points and proof status.

- Required fields: model, market, value, unit, status, source, owner and updated date.
- “Brief-supplied” is not the same as lab-verified.
- Agents publish only rows marked approved.

GOVERNANCE				10
MODEL	FIELD	CURRENT VALUE	STATUS	
BAM	Position	Power / bright, resonant voice	Brief-supplied	
BAM	Price	HK\$1,950 (~US\$250)	Commercial confirmation pending	
BAM	Face	Kinetic T700 Composite	Evidence source pending	
BAM	Core	EPP vs EVA + honeycomb conflict	Blocked	
BAM	Thickness	15.2mm test / 16mm marketing	Blocked	
BAM	Deflection	0.006 in initial test	Failed / re-test required	
TAP	Position	Touch / damped, precise voice	Brief-supplied	
TAP	Price & specs	Not confirmed	Pending	
Both	Hz / decay	No approved values	Cell test pending	

Same test, or no comparison.

Hz and decay values are meaningful only when BAM and TAP are recorded under one documented, repeatable method.

- Use the same ball batch, strike rig or player, impact location and paddle condition.
- Fix microphone model, gain, distance, angle, room and sample rate.
- Record multiple valid strikes; retain raw WAV files and rejected takes.

CAPTURE

24-bit / 96kHz WAV preferred. No compression, EQ, denoise or automatic gain.

ARCHIVE

Raw audio, room notes, mic calibration, paddle serial/sample ID and analysis file.

REPORT

Peak frequency in Hz, defined decay metric in ms, sample count, variation and test date.

PUBLISHING

Website visualisers must use the measured audio. Decorative traces must be labelled illustrative.

Inputs needed to complete the system.

These assets unlock the product modules and final publishing workflow.

AUDIO CAPTURES

High-fidelity BAM and TAP strikes recorded with the protocol in section 11.

VECTOR LOGO

Approved SVG, AI or EPS master artwork and cleared lockups.

REAL PHOTOGRAPHY

Approved BAM and TAP e-commerce, detail and human action sets.

CT SOURCE FILES

Original X-ray / CT assets from Element report PR158704-4769.

ENGINEERING ALIGNMENT

Final core material, true thickness, revised layup and re-test result.

PUBLISHING OWNER

One accountable owner to approve ledger rows and record source dates.