



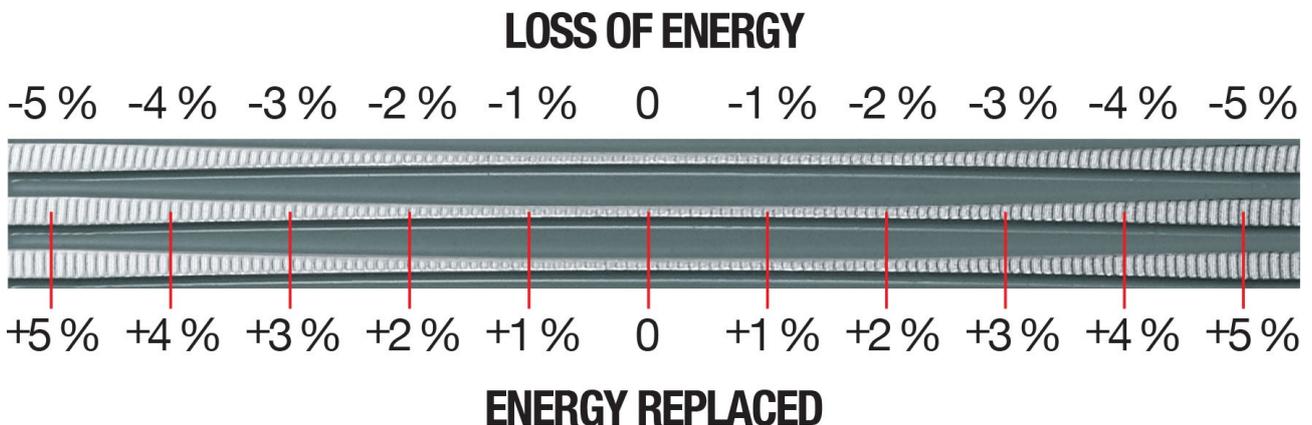
## THE TECHNOLOGY STORY

Twenty years ago Guerin Rife designed putters with closely spaced grooves running across the face allowing a putter to roll the ball smoothly at impact. Despite initial resistance, many major golf manufacturers using alternate versions of Guerin's original groove technology now use this idea.

While closely spaced grooves create a superior roll they also soften the impact. Simply stated, less contact surface means less hit. In tests, a ball hit in the center of a non-grooved putter travelled 25 feet, that same putter with grooves and just a quarter of the contact surface only reached 23.5 feet.

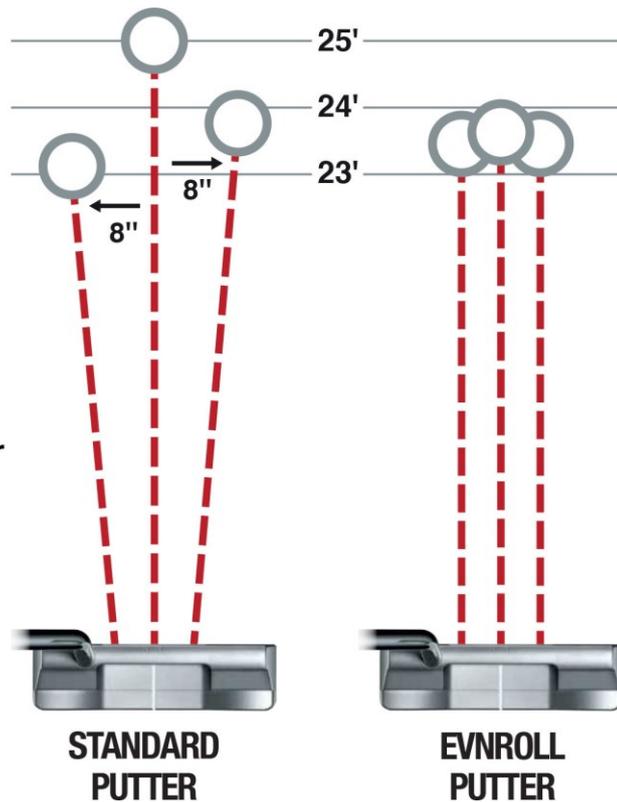
Hitting a straight putt isn't easy. On a 15 footer, a ball hit just half an inch off-center will travel about 6" off line and 5% shorter. That slight miss-hit is a **missed putt!**

Introducing **Evnroll®**. Precise face milling imparts progressively more energy transfer on off-center hits to roll the ball a consistent distance with every stroke.



This unique milling pattern also gears the ball back to the center. So you can roll your putts the same distance to the same spot. **Sweet.**

The result is that the ball rolls virtually the same distance from center and off-center hits, meaning that Evnroll Putter delivers unprecedented accuracy:



## THE DESIGN STORY

Each design has two small, unpainted dots on the top line of the putter 1/8" to either side of the center cavity sightline. This gives the golfer a subtle alignment reference for consistent lie angle positioning. The dots also assist the golfer on aligning breaking putts. Align the ball in front of the toe-side dot for right-to-left putts and the heel-side dot for left-to-right putts. This keeps the ball travelling on the high side of the target line.

Head comes in a specified weight that compliments the length. Head weights are 15 grams heavier to allow for a 30-gram counter-weight. This combination maintains a Tour preferred swing weight for excellent distance control with heavier overall weight for a smoother stroke and greater stability.

Has a putter head precision CNC milled in Carlsbad, California from a block of extruded (billet) 303 stainless steel, then hand ground, finished and assembled to exact specifications.