

Weighted putters

With so many tight USGA clubmaking regulations, it's nice to see a couple of companies think outside the box with respect to putter design. Bridgestone, for one, debuted the True Balance at the PGA Show with a featherweight — to the point it feels weightless — grip and graphite shaft. When you hold the putter by its bright yellow EVA grip, it feels like all of the weight is in the head. That encourages a more pendulum-like stroke, say officials. Then there's Odyssey's Tank Cruiser that features a tall 15-inch-long grip plus adjustable head and grip counterbalance weights. It's in the newly popular category of counterbalanced putters bearing long and heavy grips and shafts that counter the weight in the head. This definitely helps some players putt more consistently, as several Tour pros will attest to. I can't do justice to either of these with words — you will “get” them immediately upon picking each of them up, as will your customers.



Even easier on your body

Would any of us actually have thought that, say, an 11-ounce shoe was too heavy back in 2011? Yet, here we are just three years later and companies are breaking the 10- and even 9-ounce barrier. I'm talking about products such as Oakley's Cipher 3 that weighs just 8.7 ounces (about half the weight of an iPad Air), Puma's 9.5-ounce Monolite, and adidas Golf's sub-10-ounce adizero One. Then consider bags. Datrek's Lite Rider cart bag — yes, cart bag — barely tips the scale at 4.7 pounds, while it still offers all of a typical full-sized bag's features in terms of storage, pockets and roominess. And Oakley's Factory Lite carry bag weighs just 2.85 pounds. If things keep heading in this direction, golfers walking 18 will be far less likely to complain about being tired after their rounds.

