



product review

1 Groove Equipment Limited (GEL) PUTTER

Former CEO of Yes! Golf Asia Pacific and entrepreneur, Alec Pettigrew has launched a new putter company, and unveiled what recent independent studies indicate could be the best performing line of putters on the market. Pettigrew's **Groove Equipment Limited (GEL)** is poised to have an immediate impact on the U.S. golf market with GEL's inaugural line of grooved putters. Unlike industry counterparts, GEL putters feature horizontal grooves milled onto a much softer aluminum insert. The result is a putter that starts the ball rolling faster, straighter and offers unparalleled feel.

Recent unbiased testing conducted by Quintic Consultancy Ltd. to analyze a putter's ability to impart forward roll on a ball has shown that GEL putters outperformed the competition by an average of 14%. The head-to-head comparison tested three GEL putters against models from Titleist, Ping, Odyssey, Taylor Made and Yes! Two GEL models finished 1st & 2nd respectively and generated 20% greater forward roll when compared to the competition.

GEL introduced six innovative models at the 2007 PGA Show spanning decades of putter design with everything from traditional blade style putters to cutting-edge designs. Several models are available in ladies and left handed, and each GEL putter comes standard with a specially designed WINN grip. The MSRP for all GEL models in the United States is \$165. For more information log onto: www.gelputters.com

