



Tour Edge Announces New Pure Feel Template Series Putter line

Tour Edge announces their all new Pure Feel Template Series Putter line that will start shipping to authorized Tour Edge retailers 2/1/2019.

The new Template series includes two mallet designs, three blade designs and a semi-mallet, all featuring micro-groove technology to promote immediate topspin for an accurate roll. The micro-groove technology provides an extremely soft feel upon contact and reduces skidding off the face, which is the essence of "Pure Feel" technology that Tour Edge has long employed on its putters and wedges.

A Template golf hole in golf course design is a hole so perfect that it was set aside as the ideal example of a how future holes should be designed.

For example, Biarritz template holes are long par 3's designed to test a player's ability to hit accurate long shots (typical yardage is 210-240 yards). Their defining characteristic is the massive green that at some courses stretches nearly 80 yards. Examples of the Biarritz can be found at Piping Rock, Chicago Golf Club and the Camargo Club.

The Pure Feel Template putters feature the classic designs forged with modern innovations that will help any golfer improve their scoring. With that in mind, Tour Edge Master Club Designer David Glod set out to bring out six models of new shapes that are based on some of the best known putter designs of all time.

These classic designs have long been used as a guide to manufacturing new putters with updated technology featuring a classic look.

The New Template Series models include:

Mallets: Alps, Biarritz (RH and LH available), Road

Blades: Cape, Eden (RH and LH available)

Semi-Mallet: Redan

The Pure Feel Template series utilizes 304-Stainless Steel with bead blasted top-line and flange to eliminate glare and a CNC milled micro-groove face that results in a finely balanced putter with a soft, consistent feel.

"The first thing you will notice about all six of these new designs is the classic mirror stainless look," said Tour Edge Master Club designer David Glod. "They are sleek designs and have a distinct, double-chrome finish with a silver frosted premium look and feel to them. The next thing you'll notice is the unique oversized Pure Feel TAC grip. It's a new material that is extremely tacky that we've started perfecting that is similar to the technology used in wide receiver's gloves in the NFL."

The oversized PureFeel TAC grip provides a jumbo grip that prevents the golfer's wrists from breaking down during the putting motion. This minimizes grip pressure and head rotation for a softer touch and purer putting stroke.

The grip utilizes a never-before manufactured thermal plastic that is born from a special process called Thermal Plastic Suspension Polymerization, or T.P.S.P. The T.P.S.P. manufacturing process uses mechanical agitation to mix a monomer with a liquid, forcing the monomer to polymerize and form perfectly aligned spheres of polymer.

These SP SuperTac polymer spheres form into white dots sitting on a black thermal plastic base on the grip, ensuring extreme tackiness and protecting the grip and its cohesive stickiness from all elements and wear and tear.

A sleek, black Contrast Technology Alignment aide is featured on each putter design. All six putters have a 71-degree lie and a 3-degree loft. Optic Technology increases the contrast between the putter and green, helping golfers focus on the leading edge for an accurate aim.

The Pure Feel Template putters are named after "Scottish template holes" that feature classic designs forged with modern innovations that will help any golfer improve their scoring. The Pure Feel Template putters are named after these Template holes and feature classic designs forged with modern innovations that will help any golfer improve their scoring.

Just like those classic template holes, each landscape brings something new into the mix of the original design.

Below is a list the top 5 examples of the Template holes selected to represent the Template series by Tour Edge.

The Alps - 1. Fishers Island (#4) 2. National Golf Links of America (#3) 3. Lookout Mountain Club (#11) 4. The Greenbrier (Old White, #13) 5. Yale (#12)

Biarritz- 1. Fishers Island (#5) 2. Yale (#9) 3. Camargo (#8) 4. Mid Ocean Club (#13) 5. Sleepy Hollow (Lower Nine, #7)

Cape - 1. Mid Ocean Club (#5) 2. Shoreacres (#4) 3. St. Louis CC (#8) 4. CC of Fairfield (#3) 5. Lookout Mountain Club (#7)

Eden - 1. Fishers Island Club (#11) 2. Essex County CC (#11) 3. Camargo Club (#5) 4. St. Louis CC (#3) 5. Mid Ocean Club (#3)

Redan- 1. Camargo Club (#15) 2. National Golf Links of America (#4) 3. Yeamans Hall Club (#6) 4. CC of Charleston (#11) 5. Mountain Lake CC (#11)

Road - 1. National Golf Links (#7) 2. Yale (#4) 3. Piping Rock Club (#8) 4. Fishers Island Club (#8) 5. North Shore (#3)

The new models come in standard lengths of 33", 34", and 35" inches. The six Template Series putters will be available in a Tour Edge authorized retailer store starting February 1, 2019 for an MSRP of \$99.99. Two models are being made available in both right and left handed models.

About Tour Edge

In 1986, David Glod founded Tour Edge with a focus on offering golfers with high quality and technologically advanced golf products that were as cutting edge as they were affordable. He is now considered one of the preeminent master club designers in golf club design and has led Tour Edge to be a Top 10 manufacturer in every club category.

Tour Edge products have been put in play on the PGA TOUR, PGA Tour Champions, LPGA Tour and Web.com Tour, as well as European professional tours, and have been in play in every PGA TOUR major event and in Ryder Cup competitions, leading to 17 wins for players playing Tour Edge products on the PGA Tours (10 PGA TOUR, 6 PGA Tour Champions and 1 Web.com Tour). In 2018 alone, Tour Edge clubs have earned seven wins, nine runner-up finishes, 34 Top 5 finishes and 60 Top 10 finishes on the three PGA Tours.

Tour Edge, an American owned and operated company for more than 32 years, manufactures and sells golf clubs under three distinct brand names: Exotics, Hot Launch and Bazooka.

- Exotics products bring futuristic technologies to the marketplace with tour preferred designs and smaller production runs. Exotics clubs utilize higher-grade, avant-garde materials and manufacturing methods that have led Exotics to establish itself as a leader in quality craftsmanship and to redefine what is possible in golf club performance.
- Hot Launch has forged a name for itself as a producer of high-quality premium game improvement golf clubs from driver to wedge. Hot Launch has proven to provide the greatest custom fit value in golf and includes an unprecedented guaranteed 48-hour custom fit delivery program.

- Bazooka represents the absolute best value available in golf, offering advanced players, beginners, women and juniors the best in playability and affordability.

All Exotics and Hot Launch clubs are hand built in the United States in Batavia, Illinois and then distributed throughout the world. Every Tour Edge club comes with a Lifetime Warranty and a 30-day play guarantee.

Media Contact:

Jon Claffey

Vice President of Marketing

Tour Edge

Phone: 800-515-3343 Ex: 110

Email: jclaffey@touredge.com