

the
BACKSPIN
BIRDIE



APRIL 2016

Putters and Package Sets



PUTTERS

Bridgestone True Balance Putter

Bridgestone's proprietary True Balance design moves the weight into the head of the putter, keeping the club's balance point within 5 inches of its sole, to provide greater feel.

The result is simple. When you can feel the head, you can control the head and that means you can make more putts!

FEATURES:

- Stainless Steel Head Construction
- Dual Layer Grooved Insert provides the perfect combination of feel and roll performance
- True Balance Models feature Unique Lightweight 100% EVA grips providing the ultimate in comfort, feel, and traction (Available in 2 Sizes: Standard and Oversize)
- Steel Models feature Rubber Pistol Grips for improved feel and fit (One Size)
- True Balance Models feature Specially Engineered Lightweight Graphite Shafts providing unmatched feel and user feedback
- Steel Models feature Improved Steel Shafts for increased player feedback
- Putters available in True Balance (TD-01 and TD-03) and traditional Steel models (TD-01, TD-02 and TD-03)

MAP: Starting at \$149.99



VIDEO

WHITEBOARD VIDEO



Cleveland TFI 2135

I can say with great certainty, the biggest difference between PGA Tour pros and amateurs on the greens is the ability to consistently aim the putter correctly. With the advent of the TFI 2135 that gap just shrunk dramatically. Every golfer should check out the ground breaking technology of the 2135 putter."

—Martin Hall

2008 PGA Teacher of the Year,
Golf Digest Top 10 Teacher

We all have different putting strokes, address positions, and club preferences. And setting up over the ball perfectly every time is nearly impossible, leading to misalignment and off-center hits. As a result, Cleveland has developed an alignment technology that allows you to correctly align your putt no matter your set up — They call it 2135.

MAP: Starting at \$129.99

PUTTERS

Odyssey White Hot RX

Odyssey has the most putter wins on Tour, it's the #1 Putter in Golf, and White Hot is the most iconic insert of all-time. With White Hot RX, Odyssey has reached the next evolution in White Hot feel and combined it with better roll to get the ball in to a pure roll faster to help control your speed.

WHITE HOT FEEL IS EVEN BETTER

Legendary White Hot insert combined with a softer core for ultimate speed and feel.

BETTER ROLL

New elastomer insert features an oval striking surface for increased friction and better roll.

TOUR PROVEN HEAD SHAPES AND A NEW V-LINE FANG

Including #1, #7, 2-Ball, and a V-Line Fang built for improved alignment and accuracy.

MULTIPLE GRIP OPTIONS

Choose from standard rubber or Superstroke grips to find the setup for your stroke

MAP: \$159.99

#1 Putter in Golf claim based on combined wins and usage from 2004 – present on the PGA, EPGA, JGTO, Web.com, Champions and LPGA Tours, as reported by the Darrell Survey Co. and Sports Marketing Surveys, Inc. 150438



RX #1 PUTTER



2-BALL V-LINE PUTTER



RX #1



RX #7



RX #9



RX ROSSIE



RX V-LINE FANG



[Click here to see the differences](#)

VIDEO

PING Cadence TR

Cadence TR models advance putter fitting by utilizing different-weight face inserts to fit golfers for their stroke tempo and feel preference. Traditional-weight inserts (blue in color) typically fit mid-to-faster tempos and can improve lag putting. Heavy inserts (black) match slower strokes and can lead to better results on shorter putts. True-Roll face technology provides unmatched ball-speed consistency, the key to holing more putts and reducing three-putts.

FEATURES:

Optimal model is roughly 25g lighter than heavy model, allowing golfers to be fit for their swing tempo

Heavy model is roughly 25g heavier than optimal model

Blade-style head designed for golfers with a straight stroke swing path for consistency and line of sight

Color contrasting alignment aid on the back cavity for improved accuracy

Dark contrasting finish reduces glare and increases confidence at address

MAP: \$169.99



VIDEO

PUTTERS

Ray Cook M1 Mallet & Blade Putters

The Ray Cook M1 has been used to win numerous PGA Tour events and with the new redesign for 2016, we are opening the record books again! The limited edition mallet putter has been meticulously computer milled from forged 6061 forged billet resulting in the perfect size, shape, weight distribution and overall design. The set-up and feel of this extraordinary putter reflect the innovation, quality and ingenuity that you have come to expect from Ray Cook. The M1 is sure to deliver the ultimate feel, touch and performance that the most discriminating golfers demand.

FEATURES:

Precision Milled from
6061 Forged Billet
Oversize Grip
Headcover Included

MAP: \$79.99



TaylorMade OS Putter

The new OS & OS CB putters, a larger, high moment of inertial (MOI) design exhibiting an expanded sweet spot and improved alignment system. The latest in putter stability innovation from TaylorMade Golf comes in both OS (Over Size) and CB (Counter Balance) designations. The OS models feature slightly larger head sizes than traditional putters while also delivering higher moment of inertia. For players seeking even more stability, the OS CB models are even larger in size, deliver higher moment of inertia and feature counterbalance technology to stabilize and smooth the putting stroke.

Performance by Design

- Oversized heads increase stability at impact, ensuring a straighter roll with more putts that start on line and finish in the hole
- Vertical-milled insert allows for better ball-gripping, resulting in improved roll, sound, and feel

Effortless Alignment; Beautiful Finish

- Raised, high-contrast sightline makes alignment easier
- Skin-milled surfaces offer the ultimate in high-quality finishing for a precise and polished look

MAP: Starting at \$199.99



The new OS and OS CB putters offer a revolutionary combination of a traditional shape AND high MOI. Each putter is uniquely crafted with hollow body construction for increased stability, and filled with our proprietary foam to deliver TOUR-validated sound and feel.”

—Clay Long
Director Product Creation —Putter

LEARN MORE

PUTTERS

Titleist Scotty Cameron Select

Scotty Cameron Select putters feature sleek, performance-oriented models with new technology, shapes and configurations. From the sole-to-topline 303 stainless steel inlay of the Newport, Newport 2 and Newport 2.5 models, to the MOI-enhancing, 6061 aircraft grade aluminum and stainless steel combination of the Newport 2 Notchback, Dual Balance, Newport M1 and M2 mallets, the new Select line blends precision milled Scotty Cameron craftsmanship with multi-material technology proven at the highest levels of competition.

Player Benefits

RESPONSIVE FEEL AND FEEDBACK from integrated vibration dampening system which connects mid-milled face inlays and face-sole components to putter heads for soft but solid feel

MODERN AESTHETICS from sole-to-topline inlays and face-sole pop-through technology to misted finishes and refined colors and graphics

BALANCE AND FORGIVENESS from Select heel-and-toe weighting technology, perfectly matched to shaft length

ENHANCED ALIGNMENT OPTIONS including milled flange sight lines and crisscross pop-through visual cues that are matched to head size.

TOUR-PROVEN PERFORMANCE and feedback from player-preferred soft, supple Red Matador Midsized grips

MAP: \$410 (standard) | \$425 (Dual Balance)

Tour Edge Exotics GD Tour Series

To deliver the ultimate in feel and touch, the putters are entirely CNC milled from a solid block of carbon steel. The milled X-grip face pattern provides unprecedented feel and control on the green and reduces skidding. The responsive, pure feel and feedback of the face design translates to incredible accuracy and touch. In addition, each putter has a hand-rolled leading edge ensuring that each stroke glides smoothly through the ball, even in the longer grass on the fringe.

Plus, the five tour-inspired designs feature a high-toe profile which eliminates the tendency to raise the toe at address, causing putts to go left of the hole. Further enhancing the setup, the Exotics David Glod Tour Series putters feature a True Temper stepless steel shaft that provides a clean appearance at address and a responsive feel.

TWO FINISHES TO CHOOSE FROM: All five models are available in a silver-bead finish or black PVD finish

**MAP: \$249.99 — WITH EXOTICS WINN GRIP
\$279.99 — WITH SUPERSTROKE GRIPS**



VIDEO



4.1 and 5.1 not pictured

Backspin Birdie

PACKAGE SETS

Adams Tight Lies Set

The original Tight Lies fairway wood was one club for many shots. With the Tight Lies packaged set, Adams now giving golfers one set of clubs for ALL shots. The clubs are easier to play, and since they are specially distance-gapped and come complete with a matching golf bag, they are easier to buy, as well.

Key Features: In this set, the traditional long irons are replaced by easy to hit hybrids and the hybrid-irons make for an easy transition to the cavity-back scoring clubs. The driver is a new model under the Tight Lies name, and the bag is a stylish, durable, full-sized Adams cart bag.

MAP: \$699.99



Callaway Ladies Solaire Complete Set

Callaway looked at every aspect of a club's design and in-depth research on womens' swings to find a way to deliver more forgiveness and performance. The result is longer and more forgiving irons, fairway woods and hybrids that launch high and are easy to hit, and a driver that delivers longer, straighter drives more often. And for extra measure we've included an Odyssey Putter, the #1 Putter in Golf. All of this is engineered specifically for the demands of women golfers with a stylish and contemporary sporty retro bag you'll want to show off.

Stylish Retro Bag and Color Options

- Solaire comes with a brand new, stylish and functional 7-pocket golf bag with a 6-way divider top to help keep your clubs organized and looking great.
- Available in both Black and Pink colors

Images: individual clubs and full set images can be found on The Bunker

MAP: \$899.99 (13-piece set)



PACKAGE SETS

Cobra MAX Complete Set

The Cobra MAX set has it all. The most forgiving full set Cobra has ever introduced. Lightest weight set with improved weight in the heel and offset club head design for optimal slice correction. Improved graphics on the club crown makes it easy to line up shot at address.

The most forgiving set Cobra has ever introduced

The lightest set Cobra has ever introduced

Weight in the heel and offset club head for optimal slice correction

Improved graphic on club crown makes it easy to line up shot at address

MAP: \$999.99



Ray Cook Mens Silver Ray Package Set

The perfect package set requires the clubs to be engineered using the latest technology and game improvement features accompanied by a look and feel that are second to none. At Ray cook, they understand that golfers come in all different shapes and sizes so they provide custom lengths to fit you correctly.

Designed to deliver control and distance. Great looks, performance and playability all at an affordable price.

SPECS:

460cc, oversized driver with black PVD finish
Oversized, stainless steel fairway
Easy-to-hit, stainless steel hybrid
Oversized, stainless steel irons
Mallet style, non-glare putter
Lightweight stand bag with rainhood
Headcovers included with all woods.

AVAILABLE IN:

Mens Right Handed Standard, Mens Left Handed Standard,
Mens Right Handed All Graphite, Mens Right Handed +1

Also available in Ladies

MAP: \$379.99



PACKAGE SETS

Backspin VTS Mens Set

The Backspin VTS Package Set is a full-featured package set designed for recreational to mid-handicap players. Features premium construction and material.

17-pc set includes the following:

10.5° Driver 460cc high MOI forged oversize head. Sole features selectively placed recessed perimeter combined with solid center and channel behind face for faster ball speed. The driver features a low and deep center of gravity to get the ball airborne with ease. Equipped with an optimum flex graphite shaft and soft feeling velvet rubber grip.

#3 Fairway Wood features hyper steel in a high MOI forged oversize head. Sole features selectively placed recessed perimeter combined with solid center and channel behind face for faster ball speed. The fairway wood features a low and deep center of gravity to get the ball airborne with ease. Equipped with an optimum flex graphite shaft and soft feeling velvet rubber grip.

#4,5 Hybrid features hyper steel in a high MOI forged Iron/wood head that replaces your hard to hit long irons in a traditional set. Sole features selectively placed recessed perimeter combined with solid center and channel behind face for faster ball speed. These hybrids feature a low and deep center of gravity to get the ball airborne with ease. Equipped with an optimum flex graphite shaft and soft feeling velvet rubber grip.

#6-9, & PW irons feature an oversized stainless steel iron head with an extra large sweet spot delivering solid, accurate shots. A wide, undercut sole design positions weight low, enabling an easy launch toward the target.

Tour Style Sand wedge provides shot making versatility

Mallet putter with Tour preferred oversize soft style grip to promote a smooth stroke and precise roll

Premium Stand Bag with a classic look and cart friendly pocket placement adds to the VTS versatility and value. Large 9.5 inch top with 6 way graphite shaft protection. 6 zipper compartments including a velour lined valuables pocket and score card sleeve. Dual padded strap, hip pad, rain hood, tee and umbrella holder are all included.

Four headcovers are included to protect your club and graphite shafts.

Driver: Forged Alloy

Fairway & Hybrid: Stainless Steel

Irons: Stainless Steel

Graphite Shaft: Backspin Custom Graphite

Steel Shaft: Backspin Custom Steel

Grip: Backspin Custom Velvet

MAP: \$299.99



PACKAGE SETS

Backspin Marquise Ladies Set

The Marquise Set is an attractive full-featured package set that will have women golfers looking good and playing great. Higher lofts and graphite shafts throughout the set make this set easy to hit and fun to play. Available in Black or Magenta.

16-pc set includes the following:

HL Driver (460 cc) driver helps you get the ball airborne quickly and stay in the air longer for added distance. Specially designed lightweight high modulus graphite shafts for increase swing speed which results in greater distance off the tee and throughout the set.

FW & HL Fairway Woods with graphite shaft feature an offset design that help get your hands in front of the ball for clean contact. The added loft helps get the ball up in the air off of any lie. Deep face technology allows you to attack the ball off the tee or on the fairway.

#6 Hybrid with graphite shaft, features an iron/wood combination for longer shots with more accuracy. Low center of gravity launches the ball higher and longer with less effort than long irons.

#7-9, PW, SW Irons with graphite shaft feature an offset head and wide sole that are very forgiving and allow for easy playability. Expanded sweet spot allows you to go for the green with confidence.

High M.O.I. Style Putter with alignment system helps keep you stroke on line for more accurate putts.

Lightweight Cart Bag features 7-way graphite friendly divider top with full length dividers. 6 large zipper pockets including a fur lined valuables pocket, padded shoulder strap and lift handle for easy transportation. Additional features include rain hood, tee and umbrella holder

Four headcovers are included to protect your club and graphite shafts.

Driver: Forged Alloy

Fairway & Hybrid: Stainless Steel

Irons: Stainless Steel

Graphite Shaft: Marquise Custom Graphite

Grip: Backspin Custom Velvet

MAP: \$349.99



PACKAGE SETS

Tour Edge Hot Launch Set

Tour Edge Hot Launch titanium driver features a deep face design with variable face thickness technology to maximize launch speed from more points on the face. Internal weighting positions the center of gravity low in the head to create a higher launch with less spin for maximum distance.

Hot Launch fairway woods are constructed from 450 SS hyper steel and utilize variable face thickness (VFT) technology to enhance rebound effect for powerful distance.

Hot Launch hybrids feature the perfect blend of progressive technology designed to deliver power and accuracy. Constructed from 450 SS hyper steel and featuring a forged face with variable face thickness (VFT) technology, Hot Launch hybrids provide players with a massive sweet spot for easy-to-hit shots.

Hot Launch irons incorporate an expanded undercut cavity to provide maximum forgiveness and consistent performance. Featuring advanced toe weighting, the soft 431 stainless steel design provides great accuracy and feel for players of all levels.

MAP: \$799.99

Available in Ladies: \$799.99



Tour Edge HP25 Set

The HP25 comes complete with a driver, 3-wood, 5-wood, 4 hybrid, 5-SW irons, high-MOI putter and a lightweight bag.

The oversized 460cc titanium matrix driver features 10.5 degrees of loft and a high-MOI design compliments of additional weight placed in the heel and toe areas of the sole. The driver's ultra-thin face improves forgiveness on off-center hits and provides a quick launch off the face. Plus, the oversized, low-profile stainless steel fairway woods are easy to hit and get the ball quickly into the air from any lie on the course.

Eliminating hard-to-hit long irons, the HP25's forgiving hybrid features a stainless steel head with a low-profile design that makes hitting great shots easy.

The mid-sized stainless steel, cavity back irons feature heel and toe weighting and an undercut cavity for a larger sweet spot and deadly accurate iron performance.

The set's anser-style putter features a popular white finish and easy-to-use alignment aid for accurate set up and a smooth stroke that keeps putts on line.

MAP: \$399.99

Available in Seniors \$399.99

PACKAGE SETS

Wilson Profile Set

Profile uses super game improvement technology on every component, with the goal of providing a more rewarding experience for beginner golfers. Large sweet spot and low weighting helps new golfers get the ball airborne, which is the #1 challenge of people just starting

A lot of consumer research goes into every Profile Set, and then Wilson's R&D department uses that research to make clubs that are easy to use.

Most sets in this pricepoint only offer Men's and Ladies RH options. Profile has 9 different size options (completely unique in the marketplace) to get the exact right set for almost every golfer, which is a huge advantage for new players.

KEY FEATURES:

- Custom fit allows everyone to get a set that's right for them. Golf is tough enough — if you're playing equipment that is too stiff or too long or wrong for any other characteristic — you're making it harder for yourself. Wilson believes using the right equipment makes a big difference.
- Women's product is specifically designed for a woman's physical swing characteristics (*not just a men's set in ladies colors*)
- Quality bag has plenty of storage, rigorously durability tested and is ergonomically designed to provide years of trouble free use
- Easy Launch™ Sand Wedge helps beginners get OUT of the trap
- Senior and teen options

MAP: \$299.99



MENS



LADIES



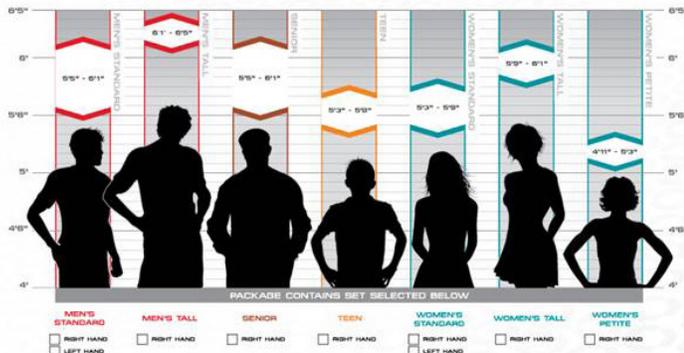
TEEN



SENIOR

ONE SIZE DOES NOT FIT ALL

The Profile Package Set is the only "Custom fit in a box" system like it in the world. Featuring 9 options - with lengths, lofts, flexes, bags and grip sizes to more perfectly fit beginner golfers and their unique physical characteristics.



CLICK TO ENLARGE

PACKAGE SETS

Xponent Mens Set

The Xponent Launch Control Design Package Set is a complete upgraded package set with everything a golfer needs to go out and play today.

14-pc set includes the following:

- 10.5° Driver and #3 Fairway Wood with graphite shaft and aerodynamic shaped club head increase swing speed, which results in greater distance. 460cc forged driver provides an expanded sweet spot that offers more forgiveness. Deep face convex crown and defined club shape help increase speed and accuracy.
- #4 Hybrid features a graphite shaft and generous offset and extreme perimeter weighting delivers high launching, green-holding results. Combination of a wood and iron for a perfect blend of performance, forgiveness and distance.
- #5, 6, 7, 8, 9, PW Irons with steel shaft and expanded sweet spot allows you to attack the greens with confidence. Innovative, miss-friendly irons provide an easy to hit game improvement iron for golfers starting the game or looking for their first new set.
- Heel Toe balanced design putter resists twisting, yielding a more pure roll on off center hits. Large face creates a bigger surface area and allows for more alignment space.
- 6-Way Stand Bag with full length dividers, graphite friendly top and large spacious pockets. Padded dual shoulder strap and rain hood included.
- Three headcovers to protect your club and graphite shafts

Woods & Hybrids: Forged Alloy
Irons: Alloy
Graphite Shaft: Xponent Custom Graphite
Steel Shaft: Xponent Custom Steel
Grip: Xponent Custom Velvet

MAP: \$199.99



Xponent Ladies Set

The Xponent Women's Launch Control Design Package Set is a complete upgraded package set with everything a golfer needs to go out and play today.

14-pc set includes the following:

- 12° Driver and high launch Fairway Wood with graphite shaft and aerodynamic shaped club head increase swing speed, which results in greater distance. 460cc forged driver provides an expanded sweet spot that offers more forgiveness. Deep face convex crown and defined club shape help increase speed and accuracy.
- #5 Hybrid features a graphite shaft and generous offset and extreme perimeter weighting delivers high launching, green-holding results. Combination of a wood and iron for a perfect blend of performance, forgiveness and distance.
- #6, 7, 8, 9, PW Irons with steel shaft and expanded sweet spot allows you to attack the greens with confidence. Innovative, miss-friendly irons allow for an easy to hit game improvement iron for golfers starting the game or looking for their first new set.
- Heel Toe balanced design putter resists twisting, yielding a more pure roll on off center hits. Large face creates a bigger surface area and allows for more alignment space.
- 6-Way Stand Bag with full length dividers, graphite friendly top and large spacious pockets. Padded dual shoulder strap and rain hood included.
- Three headcovers to protect your club and graphite shafts

Woods & Hybrids: Forged Alloy
Irons: Alloy
Graphite Shaft: Xponent Custom Graphite
Steel Shaft: Xponent Custom Steel
Grip: Xponent Custom Velvet

MAP: \$199.99

