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[do-it-yourself]

Pure Grips

www.puregrips.com

Think there's nothing new possible in the grip department? Think again: Scottsdale-based Pure Grips not only keep the hands connected to the stick, they install with a simple burst of air thanks to a little "gun" tool hooked up to an air compressor.

No solvent, no waste, no tape. Just quick interchangeability — now that's a game-changer for clubfitters and for traveling golfers who decide they need to replenish their grip power without it taking an hour out of their day. The grips themselves are guaranteed to stay tacky for a year no matter whether you prefer the soft, medium, pro tour wrap or pro "cord" style.



[flip-flops]

Golf Gators

www.golfgators.com

As West Coast guys who love to do nearly everything barefoot, we've been waiting for a product like Golf Gators seemingly forever. In fact, some Team FG members have been known to go spikeless in traditional flip-flops on a warm summer day, just to avoid sweaty feet and mini-sock tanlines. But now Golf Gators let you stay loose and cool and still get a grip. Outfitted with Champ Stinger soft spikes and a redesigned, ergonomic sole, these lightweight yet sturdy numbers provide a solid stance over the ball with little lateral slip and slide — and a reinforced toe kicks in during follow-through. The designers even let you stick a couple tees in what they call the "rocket launcher" heel. You can throw them right into your Sunday bag and be ready to flip your way through a leisurely afternoon nine. And we can hardly wait for summertime.



[clubs]

Heavy Wedge

www.heavyputter.com

"Next year I'm movin' up to the front line," Boccieri Golf founder Steve Boccieri proclaimed from his bigger-than-ever booth as he eyed the Callaways of the world just a couple aisles away. Knowing this inventor/evangelist, he'll get it done, especially if he keeps coming up with great products that break techno-barriers yet maintain a link to the classical past. His popular Heavy Putter line is now available in three weights — Lite, Mid and Heavy — each featuring the company's proprietary design, which includes counterbalanced weight in the grip end of the shaft. The unique system forces the body to use its core muscles for a smoother, more consistent stroke. New models consist of traditional and cutting-edge blades and mallets; most are available in a black or silver satin finish. There's even a remake of the classic Bullseye putter that feels great in the hands and may turn some of us into Ben Crenshaw. The Lite, Mid and Heavy models weigh 600, 750 and 900 grams respectively, compared to conventional putters which are approximately 500 grams. And the brand-new Heavy Wedge "Control Series" is a boon for short-game gurus, boasting heavier weight in the grip end of the shaft for enhanced control on full swings and greenside shots. The satin-chrome blade wedge is available in three lofts — 52, 56, and 60 — and various bounce options.