

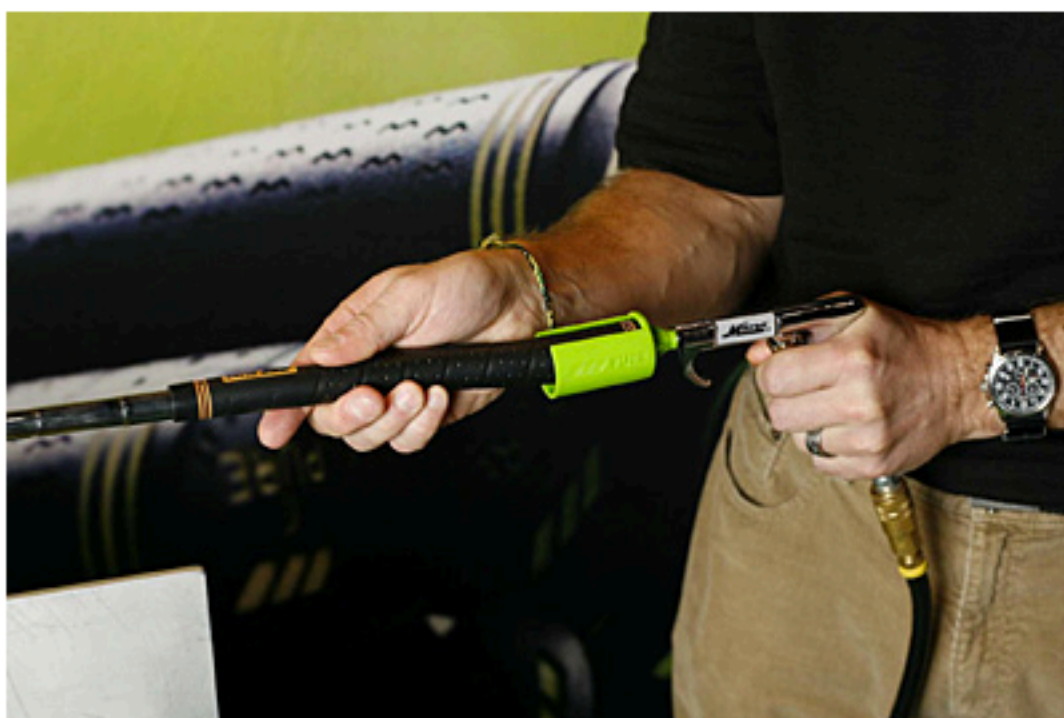
January 28, 2010

Grip it and play it: Pure grips

Posted at 3:49 PM by [Gary Van Sickle](#) | Categories: [2010 PGA Merchandise Show](#), [Grips](#)

ORLANDO, Fla.--The biggest innovation I've seen thus far at the 2010 PGA Merchandise Show? You'll laugh. It's about golf grips. Yeah, I know. Wake you when I'm done writing this item.

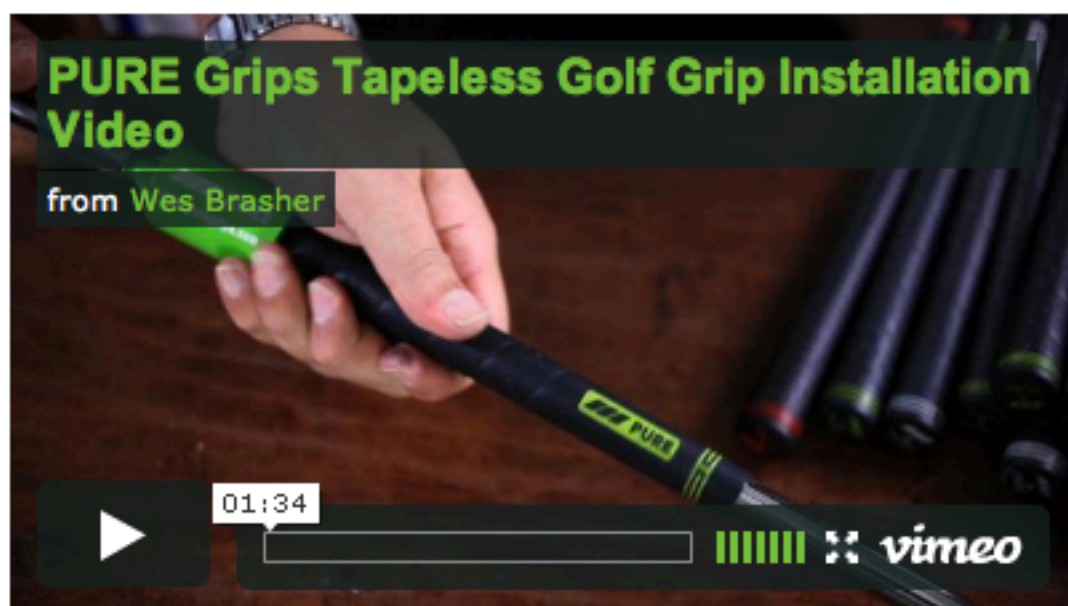
I'm serious. [Pure Grips](#) has a line of excellent and tacky rubber golf grips, but the true innovation is how you put them on and take them off. There's no glue or tape, it only takes a few seconds, and you can begin using the clubs immediately.



The secret is compressed air. The company's gun-shaped attachment connects to an air compressor on one side and the grip on the other. (**See the video below.**) A shot of air makes the Pure grip expand enough so you can slip it onto the shaft -- even over a layer or three of tape. Once you slide the grip into place (a two-second job once you've done a few), turn the air off and the grip contracts around the shaft like a vise. It's ready for play. Removing the grips with the air-gun is even easier and quicker. Unlike all current grips, which have to be cut off with a knife because they were glued on, Pure grips come off intact and can be reused.

It's going to be a great incentive for club pros to stock Pure grips because they'll be able to change them so quickly. The process is so easy, I'm considering doing my own grips now. I already scored a Pure grips applicator gun. After that, all I need are the grips (suggested price \$8) and a little air compressor that I can pick up cheap at Wal-Mart or any hardware store.

Instant regrips, no muss-no fuss, and they're reusable. A Pure golf spokesman told me about a woman player he knows who changes her different colored grips to match her wardrobe before each round. Now that's innovation.



[PURE Grips Tapeless Golf Grip Installation Video](#) from [Wes Brasher](#) on [Vimeo](#).

Photo: David Walberg/SI