



the

golf course

TRADES

company spotlight

Free Labor at Your Disposal!



The hottest new product at the 2011 Golf Industry Show in Orlando, FL, for golf course superintendents was the Divot Genie™ tool. This new product is a ball mark repair tool that attaches on most putter heads. It is made of a high-quality, light-weight aluminum held on the putter by a strong magnet that allows the golfer to repair a ball mark without having to bend over. Two rust-resistant, thin, steel 3/4 inch plates are provided with each tool; one silver and one black. One of these plates should be glued on the bottom of a non-steel putter head (such as wood, glass, or plastic). This feature will allow the Divot Genie™ tool to attach to nearly all putters.

Call your club pro shop today and ask your Golf Pro to order 50 to 100 Divot Genie™ tools to insure their shop will have this product in stock for the beginning of the golfing season. Your Pro can go to our website at www.divotgenie.com and place their order. If you wait, then there could be a six week back-order on this hot new product.

When one of your members has this tool it is like the superintendent having an extra set of hands on the course to repair ball marks. Research shows that golfers who use this tool will walk 20 to 30 feet out of their way to fix a bad spot or a ball mark on a green. Since



the golfer does not have to bend over it is actually fun and comfortable to repair ball marks now; especially for a player with a bad back, knee, or hip. These reasons are why your members will welcome this tool.

If you get 50 of your members using this tool, within one week your greens will be free of all marks. How would you like to have 50 extra hands on your course every week to clean up your greens at no cost to the club? When you hire a worker, you furnish them the tools to work with; why not do the same with your own members? Your club would be far ahead of the game to give each member a tool and let the member do the work. This will restore pride within the members to help you maintain the smoothest putting surface on your greens. Ball marks not fixed at all, or fixed improperly, will show up on your greens all season long before finally healing themselves. It is to your advantage, the Greens Superintendent, to get as many of these tools in your members' hands as possible. If you don't furnish members with this tool, then it would be a good idea to give out the Divot Genie™ tool as a tee gift for special events, such as Member-Guest, Special Ladies Day, and Men's events.



The best news of all is that it is impossible for a golfer not to fix a ball mark properly when using this tool.

The Divot Genie™ tool is designed to be put on the end of a putter head thereby enabling the golfer to lightly tap up and down on the outside edge of the ball mark forcing the grass and dirt to the center of the mark. This does not cause undue damage to the root system which enables the ball mark to heal quickly. If the golfer tries to pry the center up, plow, or beat down hard on the ball mark, the tool will release from the putter head and no damage will be done to your green.

For more details on how the tool works go to www.divotgenie.com and view the short video showing the tool at work.

The Divot Genie™ tool is currently in the process of setting up a sales network for the product, Please contact us for more info.

Suggested retail price for the Divot Genie™ tool is \$19.98. Estimated shipping lead time is approximately six weeks. The Divot Genie™ tool is proudly "Made in the USA" in sunny Fort Myers, Florida.

For more information call Divot Genie @ 1-800-348-9839 or visit www.divotgenie.com.



For non-steel putters the included Sole Plate provides an excellent docking solution