USING THE IOLAR™ PUTTER

The IOLAR putter is designed to promote a pendulum-like stroke that reduces swing errors. To achieve this, the putter has a relatively upright lie and heavy head weight.

The upright lie requires the player to stand 4 to 5 inches closer to the ball than with typical putters and, consequently, take a more upright stance. It often takes some practice to achieve the correct stance, however, our club testers were able to adapt very quickly. This stance is very much like that used for short irons:

- an athletic posture with knees slightly flexed
- the back straight and bent forward from the hips
- arms hanging naturally
- the head held erect

Conventional putters require a more severe bent-over stance to move the head to a position over the ball, which is not only unnecessary but stressful on the back. IOLAR putters can greatly help reduce back stress and fatigue.

Suggestions for putting with the IOLAR:

- set up with the club head flat on the green
- take a stance with your eyes directly over the ball using the alignment marks
- let the arms hang naturally
- take the grip where the hands fall (this may require choking)
- initiate the stroke with left arm dominance
- follow through, accelerating down the putt line with right arm dominance

Don't put pressure on yourself or expect too much. Tour players make only 55% of six-foot putts, 25% of ten-footers and 10% at twenty feet. Relax and concentrate on a smooth and simple pendulum stroke.

IOLAR™ DESIGN

The innovative design of the IOLAR putter is entirely performance driven. The IOLAR objective is to help a golfer achieve the correct putting set up with a simple, consistent pendulum stroke. The design focuses on the three key elements of effective putting:

1. Distance Control
2. Face Alignment and
3. Stroke Path.

The IOLAR design priority is to promote a pendulum stroke in which the arms are swung from the shoulders with no involvement of the hands, wrists or forearms. This is accomplished with the heavy head weight and upright lie of the IOLAR. Compared to conventional popular putters, the IOLAR head is 20 to 25% heavier (400 grams) and its lie is 6 to 7 degrees more upright (77 degrees or 13 degrees from vertical).

The weight and lie of the IOLAR are similar to those of some long chest/belly putters and provide better performance in a traditional length. Also, the IOLAR is much easier to adapt to than the long putters.

The IOLAR design requires the golfer to stand closer to the ball with an upright stance, which aids the pendulum stroke and, puts less stress on the back and arms. A heavy head weight provides resistance to encourage the use of the large muscles of the shoulders for the pendulum stroke and inhibits hand/wrist action that can cause major face alignment and distance errors. Also, the small muscles of the hands and wrists are susceptible to nervous tension and adrenaline reaction.

While feel and judgement are important in distance control, an inconsistent stroke and/or setup makes developing these skills very difficult. A simple pendulum stroke with an IOLAR putter results in consistency that allows a golfer to develop a very accurate feel for distance.

To achieve accurate face alignment, the IOLAR putters have a broad, flat sole and alignment marks engraved on the top of the club head and the back flange. The sole design helps the golfer place the head flat on the green and avoid raising the heel or toe which, because of the face loft, can create a significant error. Raising the toe or heel by 10 degrees will result in a putt that is off-line by one inch for each 10 feet of distance. The IOLAR alignment marks, when properly lined up, place the golfer's eyes directly over the ball and the line of the putt.

A common error affecting distance is scuffing. Scuffing occurs when the sole of the putter is below the top of the grass at impact. Many scuffs are minor and may not be felt, but can cause a significant loss of distance. A tenth of an inch scuff can result in a loss of distance of 10% on a 15 foot putt and 25% on a 5 foot putt. To minimize the effect of scuffs, IOLAR putters have a rounded leading edge (1/4 inch radius) and the back flange is raised 1/4 inch on a 30 degree angle to avoid a back swing scuff or catching the longer grass of a fringe or green side rough.

A note about heel/toe weighting: Many putters incorporate heel/toe weighting to reduce the effect of off-center hits-to make them 'forgiving'. However, for a reasonably skilled golfer, this is a source of negligible error and a heavy head weight makes IOLAR putters as 'forgiving' as heel/toe-weighted putters.

IOLAR putter heads are CNC-machined from a billet of 303 stainless steel and are hand finished. The leather head covers are hand made by Phil Dunn, the custom saddlemaker.

IOLAR putters and components are made in the U.S.A. and conform to USGA rules.

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IOLAR™

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IOLAR NO.4 PUTTER