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Haven't heard about Q-Roll Golf? *You will now.*

By John Torsiello

The Florida-based company is poised to shake up the equipment industry with its revolutionary putters and golf bags. The Q-Roll Radius Face Putter line includes the QP2000, QP4000, FireBird, Mr. Two, and a brand new Milled Tour Edition wand. The company's Golf Bags by Ron Miller marks a reintroduction of a famous golf bag line.

"We may be new kids on the block, but we're not new kids," says Larry Garcia, Founder and Vice President of New Product Development for the company. "The best thing about the Q-Roll putters isn't just their design but also the technology behind them. We guarantee players will get topspin and eliminate skidding and sliding on the greens when they use our putters."

The Q-Roll Radius Face Putters are the result of an ambitious five-year research and development project. The putters are designed to make contact above the equator of the golf ball, thereby imparting immediate topspin to create a tracking of the ball to the hole. The topspin provides improved control and accuracy on the most crucial stroke of a round...the putt.

While lofted putters assist in getting the golf ball on top of inconsistent green surfaces during the ball's initial movement, they also impart undesirable skidding and sliding movements when applied on modern greens, says Garcia. With the Q-Roll putters, golfers get the roll Tour players practice so hard to attain with traditional equipment.

Garcia points to a lesson in the game of pool, saying it illustrates the significance of Q-

Roll putters to other putters. When a cue ball is struck below its equator—similar to the way a lofted putter face strikes a golf ball—it reverses direction upon making contact with another ball. Similarly, if a ball is struck at its equator the way a flat-faced putter strikes a golf ball, it will stop. In both cases, the cue ball was easily deflected.

However, if a cue ball is struck above its equator, the way a Q-Roll putter hits a golf

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ball, the topspin forward drive of the ball will not only sink the object ball it will follow it into the pocket. This is because the cue ball is a driving force and is resistant to deflection from its intended line.

The Q-Roll putters, which have their leading edge at the top of the putter face, are also handy for shots around the green. Because the lower edge of the putter face is radiused away from the direction of the putt,

the club glides smoothly over grass and applies topspin to the ball, which delivers a positive roll to the hole.

"We have had great technological improvements in drivers, irons, bags and shoes in the last 30 years but not in putters," says Garcia. "This is basically new technology, and we feel the entire industry will go in this direction. It's really just a matter of getting the word out and getting the Q-Roll putters into people's hands. Those who try it, fall in love with it."

The new Milled Tour Edition putters are precision cut from solid brass bars. They are custom milled in the U.S. to exacting standards. These putters will be making their Pro Tour debut at the Ford Senior Players Championship to be held at the TPC of Michigan on July 7 through 13. Lee Elder, winner of 12 PGA Tour and Champions Tour events, is currently using a Q-Roll putter on the Champions Tour.

The Milled Tour Edition putter retails for \$250, while all other Q-Roll putters sell for \$175.

The company's headquarters are in Boca Raton, Fla., with manufacturing facilities in Florida and California. Ron Miller is the firm's Chairman of the Board, Ken Rudin President and CEO, and Bruce Hagen Senior VP and CFO.

Initial offerings of golf bags designed by Miller, one of the industry's most respected names, feature an innovative cart bag with wheels and a stand bag with removable pockets. For further information about Q-Roll Golf, Inc., visit the company's website at

www.QRoll.com or call 866-776-5546

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