



Dr Paul Hurrion with the Agito from his GEL Putter Signature range.

Have you noticed golfers using yellow and blue coloured putters? Chances are, they may be using the fastest growing groove putter currently in the bags of pros in Asia. The GEL putter was launched at the Orlando Golf Show in 2007. With only six models showcased at the show, it is surprising that nearly two years on, the new putter brand is already a winner at professional events.

On the Asian Tour, American Bryan Saltus broke through for his first win at the 2007 Johnnie Walker Cambodian Open with a Sapphire model. The ecstatic American told journalists: "My putting has been the winning formula this week. I had a good start with three birdies and my confidence grew after that. Quite simply, GEL has changed my life."

Saltus' victory was soon followed by Hsu Mong-nam, who won the Omega China Tour's Shanghai Championship in May with a Jade model, while in September, American Tom Stankowski lifted the Canadian Tour Championship in Ontario with a GEL Emerald model.

Its growing popularity is a testament to its horizontal groove insert technology that significantly reduces the effects of skidding for a truer roll on the greens. Many touring pros have begun to turn to GEL putters in the hope of changing their fortunes for the better. In October, at the Hero Honda Open in India, GEL was ranked third on the putter count with 21 in play, against an established brand which had 43. At the Omega Championship in Beijing, it was the most used putter with 27 in play. Its nearest rival could only boast half that number.

Today, it has the services of putting expert Dr Paul Hurrion and it seems only a matter of time before GEL Putters become the choice of consumers worldwide. It sounds easy but an interview with the top man of GEL Golf and Hurrion revealed otherwise.

**WHAT MAKES THE GEL PUTTER TICK? MALAYSIAN GOLF DIGEST'S PATRICK HO SPOKE TO KEY PEOPLE FROM GEL GOLF LTD FOR AN UPDATE.**

# GET INTO THE GROOVE

**Alec Pettigrew** managing director, GEL Golf Ltd

**Following in the footsteps of Yes! putters, many would have considered it an uphill battle to develop a new putter brand along the same concept. What gave you the inspiration and courage to embark on the GEL project?**

When I joined Yes, it was a very small company which had limited distribution and a lack of funding. I became involved and developed their distribution network, introduced a number of new models (including the Callie and Natalie which are named after my daughters), introduced the new three-tone grip and became responsible for all production. At Yes, I was led to believe that the C-groove was the ultimate in Groove technology. I then left the company for a number of reasons but mainly because a friend convinced me that there was a groove pattern that outperformed the Yes grooves. The reality is that the Yes grooves work fine when the ball is hit in the dead centre of the putter, but unfortunately the majority of golfers just don't hit their putts out of the centre of the putter. However, the horizontal

grooves used in the GEL putters give the player much more room for error and will create instant topspin roll from wherever the grooves make contact with the ball. Quite simply, a higher percentage of putts will benefit from a truer roll using a GEL Putter.

**How much financial investment have you made for this venture?**

A significant sum of money has been invested to develop the technology and support the sales initiative. At GEL, we have a group of investors with very deep pockets who believe in the technology and are determined to be the market leader in the Groove sector which we believe is going to dominate the putter market within the next five years.

**Who designed the first range of GEL putters and how did the groove pattern come about?**

The first range was designed by a team of people with many years' experience in designing putters and we also consulted numerous Tour professionals which resulted in designing the GEL putters with

larger, heavier and more balanced heads. A variety of head shapes gives the golfer a wide selection to choose from depending on their preference.

**How long did the R&D take?**

The development of the initial range took some time, but the ongoing refinements are such that the GEL putters now on the market are much better than the initial models. Historically, putters have been developed because they look good whereas for GEL, the cosmetics are secondary. We are incorporating not only groove technology, but also other technology and years of research and development. In a nutshell, our product is all about performance.

**How many putters are made per month?**

We are growing at a rapid rate. Last month, we took delivery of nearly 10,000 putters. It was our best month ever.

**Where is the GEL factory located?**

The factories are located in China. Nearly all major brands now produce their equipment in China.

**To date, how many have been sold worldwide?**

We sold more than 12,000 putters in our first year and it has grown since then. Our aim in the short term is to sell 100,000 putters a year.

**Bryan Saltus told me at the Cambodian Open that the GEL putter was the key factor of his win. How many pros are using GEL putters on Tours worldwide since?**

The progress we are making on the various tours is phenomenal. Since Bryan Saltus won an Asian Tour event at the end of last year, we have had another tour victory in Asia on the Omega China Tour and a win on the Canadian Tour at the Canadian Tour Championship in September. We now have many players using the putters and in the last two sets of tournament statistics on the Asian Tour for example, GEL was third with only two less putters in play than the No. 2 brand. We hope that before year-end, we are going to be able to confirm that a top 10 player in the world is using a GEL putter. Unlike many of the brands, we don't pay the players to use our putters.



GEL Golf's Alec Pettigrew and Dr Paul Hurrion of Quintic at The Open, Carnoustie.

**WHAT THE DESIGNER SAYS ÷**

Dr Paul Hurrion, Putting Coach & GEL Putter Designer



**Can you tell us what design elements went into the GEL Paul Hurrion Signature Range of putters?**

The GEL Paul Hurrion Signature Range incorporates the latest groove technology using a multi-layer aluminium insert that delivers great feel and exceptional feedback. The use of this technology creates instant forward roll on the golf ball, thus reducing the effect of skidding. Tests have proved that the performance of a golf ball during the first portion of the putt is the most crucial element to direct the ball towards

the intended target, and hence why groove putters outperform all other putters. GEL groove and insert technology also allows weight to be positioned around the perimeter of the club head, creating a high moment of inertia (MOI) so increasing the forgiveness and creating a truer roll. In essence, the thin, firm multi-layer aluminium insert enhances feel and gives exceptional feedback, the grooves create immediate forward roll whilst perimeter weighting enhances the MOI, increasing forgiveness.

**The Paul Hurrion signature range:**

**REGO**

The Rego model of the GEL Paul Hurrion Signature range features a modified alignment, face-balanced blade with an inline weighting, perimeter weighting with a centre shaft and no offset. Weight alignment arms create unique weight distribution within the putter face for balance. A three-line alignment system squares the putter to the target for deadly precision.

**TECHNICAL SPECS**

- > Material: Stainless Steel
- > Head weight of 380g
- > Standard loft of 3 degrees
- > Standard lie of 73 degrees
- > Standard shaft length: 32"-35"
- > Black Nickel finish
- > GEL Winn Grip
- > Head cover
- > Right Handed



**UP  
CLOSE**



**SCINDO**

With modified alignment, the Scindo features a face-balanced blade with an increased club head which offers more weight and maximum forgiveness. With added weight, less wrist movement occurs. Other highlights include a centre-shafted, no offset, cavity-back, blade-style and head design.

- TECHNICAL SPECS**
- > Material: Stainless Steel
  - > Head weight of 380g
  - > Standard loft of 2.5 degrees
  - > Standard lie of 73 degrees
  - > Standard shaft length: 32"-35"
  - > Black Nickel finish
  - > GEL Winn Grip
  - > Head cover
  - > Right Handed

**The Science of GEL's Groove technology**

GEL'S GROOVE TECHNOLOGY is essentially the use of grooves both flat and angled to impart topspin to the ball. Independent research has shown that GEL putters impart topspin roll on a ball almost immediately after impact. This helps eliminate the skid or hopping that a golf ball takes when struck by a flat-faced putter. Developed with input from Tour Pros, GEL putters are constructed with a unique aluminum insert with precision cut CNC grooves that are proven to promote a quicker and straighter roll on the ball. Therefore, with a grooved putter, you are increasing your chances of the putt holding its intended line. Your distance control will

also improve because of the more consistent roll you are putting on the ball.

**Fast facts**

- > The putter heads are approximately an ounce heavier than most standard putters.
- > GEL putters have an innovative grooved aluminum insert for a softer, more responsive feel.
- > GEL putters are available in styles for both men and women players.
- > GEL putters come with a special GEL designed grip.

**SEDO**

This beautiful GEL Paul Hurrion Signature range model has a rounded heel-toe, weighted blade with a full shaft offset. For consistent putts, a single line alignment system squares the putter face to help focus the putter to the target.

- TECHNICAL SPECS**
- > Material: Stainless Steel
  - > Head weight: 370g
  - > Standard loft of 3 degrees
  - > Standard lie of 73 degrees
  - > Standard shaft length: 32"-35"
  - > Black Nickel finish
  - > GEL Winn Grip
  - > Head cover
  - > Right Handed



**UP  
CLOSE**

**SEDO II  
fi (Smooth)**

The Sedo II is a rounded heel-toe, weighted scoop back modified blade with a crank-neck hosel and slight offset. A single line alignment system squares the putter face to help focus the putter to the target.

**TECHNICAL SPECS**

- > Material: Stainless steel
- > Head weight of 380g
- > Standard loft of 3 degrees
- > Standard lie of 73 degrees
- > Standard shaft length: 32"-35"
- > Black Nickel finish
- > GEL Winn Grip
- > Head cover
- > Right Handed



Dr Paul Hurrion with GEL's Production Manager, Stuart Murray.

**Were the Paul Hurrion putters a big leap forward from the first range of GEL models?**

The GEL Golf putter range has been designed to create a balanced and weighted head that will encourage the ball to roll faster and straighter. The GEL Paul Hurrion Signature Range launched in 2008 incorporates the latest groove technology using a multilayer grooved aluminum insert with a larger grooved face than earlier models that delivers even greater feel and exceptional feedback.

I have incorporated my teaching philosophy into the putter designs for the benefit of all individuals whilst GEL has improved on Groove Technology by adding an aluminium insert. This provides improved feel for the putter, along with horizontal grooves, which unlike some grooved putters, do not put sidespin on the ball when hit off centre. GEL has also added weight to all the heads to create a more solid feel in the hands of the golfer.

The technological features that I have added to my designs include perimeter weighting (to balance the putter), a higher centre of gravity (to improve the roll) and a large sweetspot (so even if hit off centre, the ball still reaches the hole) and increased size of insert (even if hit off centre, the grooves still create a forward roll on the golf ball).

In addition, the Range has a True Temper S400 iron shaft to spread the weight of the putter from the head to the

grip to create stability and to eliminate torque in the putter.

My main aims when developing putting technique for any player are to work from a basis of:

1. **Sound biomechanical principles – 'fit the putter to the player'**
2. **Working with the players' own anatomy and biomechanics**
3. **Avoiding injury to the player along with long-term development**

My coaching philosophy is underpinned by the fact that the ball and putter collide for only a single millisecond and therefore everything that comes before and after impact should be as biomechanically sound as possible (no manipulation!). A sound set up position and posture using the correct putter (length and lie) are crucial to allow the player to create a stroke with the best chance of sending the ball in the intended line with the right pace – consistently.

**As an expert on biomechanics and putting, what advantage will an amateur golfer gain by using a GEL putter? Tell us more about the roll generated.**

There are two key elements of the roll; **1. Putts staying on line** as the ball has immediate roll, there is less chance of the imperfections in the green knocking the ball off line.

**2. Better distance control** as the ball is rolling straight off the putter head, it is more in contact with the ground and will decelerate as opposed to when hit by a flat faced putter which skids the ball or makes

it hop. Because of the ball hopping, there is inconsistent friction with the ground, resulting in loss of distance control.

The use of GEL Groove technology creates instant forward roll on the golf ball, thus reducing the effect of skidding. Tests have proved that the performance of a golf ball during the first portion of the putt is the most crucial element to direct the ball towards the intended target, and hence why groove putters outperform all other putters.

**In your professional opinion, how does the manufacturing technology and materials used in the GEL range stack up against established brand names?**

Technology moves on. Just look at equipment now compared to 10 years ago. Everybody is looking for an edge; everybody will be using groove putters in the near future to increase the forward roll of the golf ball. What has enabled this to happen is the improvement in the putting surface! The thin, firm multi-layer aluminum insert enhances feel and gives exceptional feedback along with tungsten perimeter weighting enhances the MOI, increasing forgiveness for off-centre strikes. The technology in the shaft also enables the putter to be more forgiving with off-centre strikes.

**Apart from having a new-age putter like GEL in the bag, what putting advice would you give amateurs?**

Get the putter fitted to you; people would get their iron and drivers custom-fitted, why don't they do it with the putter! **MGD**