

Ketsch putter

At a glance

- A high MOI mallet with distinctive alignment aids

Ping's latest putter addition, the Ketsch, should stand out thanks to its bold sight lines, which extend from the face to the back of the matte-black crown and are designed to make aiming more accurate.

The milled mallet has a stainless steel sole weight in the aluminium head to promote a higher moment of inertia, which helps reduce twisting on off-centre hits for improved accuracy.

The Ketsch also has Ping's variable-depth groove insert. Deepest in the centre and shallower towards the perimeter, it's designed to produce consistent ball speeds for better distance control – Ping claims by up to 50 per cent compared to non-grooved faces.

The putter is available in three shaft bends to fit straight, slightly arcing, or strongly arcing strokes. It also features a midsize grip that will keep the hands quieter for a more stable putting action.

There's also a choice between a fixed-length shaft (£175), a counterbalanced fixed-length shaft (£200), an adjustable-length shaft (£199) – which can be modified between 31 and 38 inches – and a counterbalanced adjustable-length shaft (£224).



Ketsch features bold sight lines



A contrasting face and crown design gives the SLDR Mini driver a distinctive look

TaylorMade SLDR Mini driver

At a glance

- A 260cc head is larger than a 3-wood but smaller than a driver
- Three loft options feature in standard and TP models

Hot on the heels of Callaway's 3Deep and Ping's Rapture, TaylorMade has released its own driver alternative.

The 260cc SLDR Mini sits between a 160cc 3-wood and a 460cc driver, and came into being after TaylorMade noticed

that a lot more players were using their 3-wood off the tee than off the fairway.

It has a larger and deeper face that's designed to deliver more stability and forgiveness on mishits, while the shape will allow you to tee the ball higher, which makes it easier to launch off the tee than a conventional fairway wood.

It features the same low and forward centre of gravity and Speed Pocket as the original SLDR woods. This promotes less spin for more distance and

accuracy. The SLDR Mini driver has a shorter 43.5-inch shaft (compared to 45.5 inches for the average driver) to provide more control. In the standard model the shaft is lighter (similar to the weight of a driver shaft), and heavier in the TP model (like a 3-wood shaft).

The sole is also smaller than that of a standard driver, making it easier to hit off the deck when needed. A new matte silver crown will aid face alignment, while loft options include 12, 14 and 16 degrees.

FootJoy

AWD Casual shoes

At a glance

- The AWD Casual is a street-style spikeless shoe
- Four colour options will each retail at £65

FootJoy is set to continue its expansion into the spikeless market with the launch of a new street-style golf shoe.

The AWD Casual is a versatile offering for on and off-course

use that will come in four colour options (pictured, right).

The new shoes use full-grain leather for an extremely soft, breathable upper, a PU Film membrane to provide waterproof protection, and a PU with Nylex-covered FitBed for cushioning. Spikeless traction and stability is delivered via a low-profile, DuraMax rubber outsole.

Street styling for on and off-course use



PowaKaddy FW3, FW5 & FW7 trolleys

At a glance

- Three new stylish electric trolleys offering a host of user-friendly features
- Prices range from £335 (FW3 standard battery) to £665 (FW7 extended lithium battery)

After years of success with its Freeway range, PowaKaddy has launched three new trolleys – the FW3, FW5 and FW7 – that employ a host of new technologies and user-friendly features.

The most eye-catching of these is the Plug 'n' Play battery system, which does away with fiddly connectors in favour of a slot-in system that houses both lithium and lead batteries.

A new streamlined PowaFrame and low-profile chassis on all models also gives a distinctive profile, while a compact 3-Fold system means they will fit in even the smallest of car boots.

The FW3 is the entry-level model, and offers the best value

of the trio. It also features a new power on/off LED indicator and power, pause and resume function. Prices range from £335 (standard battery) to £555 (extended lithium battery).

The FW5 comes with a number of additional features over those already mentioned. It incorporates a battery fuel indicator, integrated USB point for charging phones and GPS devices and an automatic distance function that sends the trolley up to 45 yards away. Prices for the FW5 range from £390 (standard battery) to £610 (extended range lithium battery).

PowaKaddy says the final trolley of the three, the FW7, is the perfect combination of 21st-century engineering and cutting-edge digital functionality. Its features include a specific speed display and distance measurement, and a 'competition' mode, which removes features banned in a competition environment. Prices

The FW7 is one of three new PowaKaddy trolleys



Galvin Green

Gear Up app

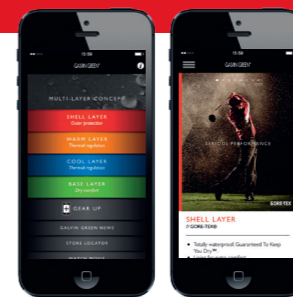
At a glance

- Videos and graphics bring Galvin Green's 2014 clothing collection to life

As the digital side of golf continues to grow, Galvin Green has become the latest brand to launch an app.

The clothing manufacturer's free-to-download app will show golfers the story behind its 2014 high-performance spring/summer collection, as revealed in last month's issue of GM.

The Gear Up app includes a video filmed in a wind tunnel, a store locator and a news platform. It also helps explain the brand's multi-layer concept by showcasing key performance features, such as the Shell, Warm, Cool and Base layers, which are specially designed to complement one another while tackling challenging conditions.



Golfers can also take a closer look at every garment and accessory within each layer category by following links to the Galvin Green website.

Both the filming and photography for the app took place at Galvin Green's Aeronautical Research Institute in Stockholm, Sweden, where garments were subjected to rigorous testing.

"With every new collection we strive for perfection and the app – the first of its kind in golf apparel – gives golfers a detailed insight into the 2014 range," UK managing director Mike Johnson-Hill told GM.

Cleveland

£25 off wedge trade-in

At a glance

- Trade in your old wedge and get £25 off a new one

Cleveland Golf has announced its hugely successful wedge trade-in promotion will return for a second year in 2014.

Last year saw over 20,000 wedges traded in across the UK and Europe, with each one earning its owner £25 off the price of a new Cleveland wedge, such as the 588 RTX, as used by Northern Ireland's Graeme McDowell (right).

This year's promotion will run from March 15 until July 31, allowing golfers to cash in their old clubs, regardless of make, model or condition.

You can trade in up to three wedges at once, so you can ditch your current pitching wedge, sand wedge

and lob wedge, and in return get £75 off to spend on three new Cleveland replacements.

McDowell said: "Cleveland offers a huge variation in loft and bounce options, which means you can set up your wedges to suit the type of shot you play and your course's conditions."

