

# Introducing the PUTTING ALLEY Putting Stroke Isolator

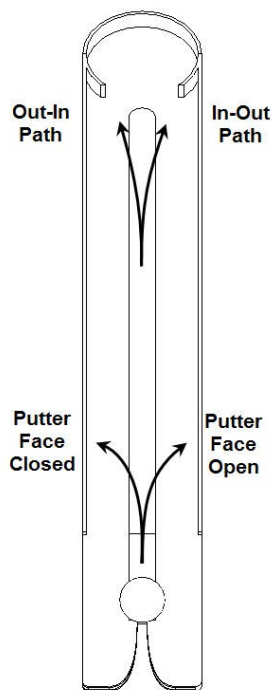
## How Does It Work?

Because the Putting Alley is a controlled, precision practice device, a golfer can make confident directional swing changes based on previous putt results.

If the ball falls off the alley it means you are not making a square, on-line stroke. Through repetition and adjustment, you will eventually work the ball up the alley. The higher it goes, the better the putt, and after practice, you will regularly make the full length putt. See the graphic at right.

Adjustments are made either by feel, or through instruction, which can shorten the process to develop a capable putting stroke.

Every golfer of any level of putting competence can improve his or her stroke just by using the Putting Alley on a regular basis. Informal testing shows that on a level, straight 10 foot putt, through three cycles of 20 tries each, using the Putting Alley for 5 minutes between cycles improved the number of hole outs between 10 and 20 percent.



## Two To Choose From

### **The Tour Edition**

Precision Milled Wood and Aluminum

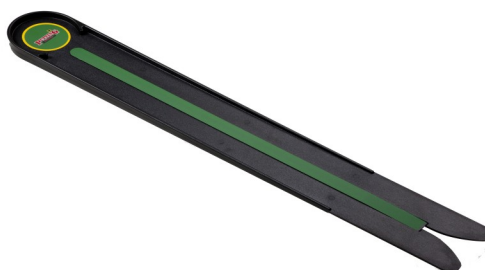
Precision milled, solid wood base and a dual sided, precision machined aluminum alley. The base is available in European Beech, Walnut and Cherry to accommodate any home or office décor.



### **The Original**

Double-Sided, High-Strength Plastic.

Made from high strength plastic with an integrated putting alley on each side of the device. Simply flip the device to practice on either the one or one half inch alley.



## Key Features For Both

1. 100% consistency from putt to putt
2. Allows easy recognition of directional putting errors (face angle, swing path, impact point)
3. Can be used anywhere, even on putting greens
4. Fits a wide range of putt precision
5. Consistent ball loading without bending over
6. Easy to use—high reps in short time for building muscle memory
7. Perfect for TV watching or before a round of golf

## Merchandising Opportunities

Customize your Putting Alley with your company or club logo and enjoy merchandising opportunities beyond having the world's best putt training aid. Small minimums apply.



(Logos are examples only)

## What Is It?

Putting Alley® is a short putt practice device, 35 inches long, that uses a raised precise putting surface, 27 inches long, as the putting “alley” to fix directional errors of a putting stroke (clubface angle, swing path, impact point).



Putting on a narrow alley forces the stroke into a precise hitting position at impact. The putt never changes, but a golfer will naturally adjust the stroke by seeing where the ball falls off the alley. Even 5 minutes of use will improve the stroke.

The Putting Alley succeeds as the perfect device to isolate putting stroke errors, because it eliminates turf variance. Putting greens, carpets, and putting mats all have some level of variability which provide inconsistent feedback, making it difficult to understand and fix stroke mechanics.

With consistent feedback, it simply becomes a matter of practice. To make it as easy as possible to use, the Putting Alley has a unique front loading slot to place the ball in the exact same position each time **without bending over**. It also has a simulated golf hole, slightly raised so every putt will return back to the starting end, whether it's made or not.



Each Putting Alley comes with two different width alleys, which allow a golfer to practice against multiple levels of precision requirements.

## The Perfect Practice Tool

Practice does not make perfect, perfect practice makes perfect.—Vince Lombardi

Practicing on a putting green simply tends to level out all golfers' abilities. When you receive confusing feedback from the green, you compensate for it in your stroke. The human brain is too intelligent to continue missing putt after putt in the same way. But as you move from one spot on the putting green to another, the feedback changes, and thus your own compensations change, too. That is why you never seem to develop a consistent stroke. – Dave Pelz



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## The Putting Alley® Putting Stroke Isolator



The short putt practice  
device with big putt results.

[www.puttingalley.com](http://www.puttingalley.com)