

Toulon Design / media summary sheet

Philosophy

We believe that great golf equipment comes from uniting the finest quality materials, extraordinary craftsmanship, elegant visual appeal and cutting-edge technology.

We believe a putter can be great only if it appeals to the golfer's eye, ear and heart while delivering smooth and accurate roll.

We believe a great putter is the sum of great parts. The head, face, sole, hosel, weight, shaft and grip have to work in harmony to form a finely functioning whole that delivers the best possible combination of feel, sound and roll.

We make premium putters for golfers acutely aware of how a club's performance is borne of the intersection of look, sound, feel and technology.

Materials, Technology and Benefits

Milled from 303 Stainless Steel for Soft Feel

Every head is milled from a solid block of soft 303 stainless steel. Every curve, radius and line is painstakingly rendered. The face alone takes 40 minutes to mill.

Deep Diamond Mill Face Pattern for Great Sound, Feel and Roll

The "contact patch" at the center of the face incorporates crosshatch grooves that form a pattern on the face that strategically channels vibration to promote a uniquely satisfying sound and feel.

Interchangeable Sole Plates to Increase/Reduce Head Weight

Easily increase or reduce head weight by installing the aluminum sole plate (total head weight 350g), stainless steel sole plate (363g), or tungsten sole plate (383g).

Choice of Two Counterbalance Weights

SuperStroke offers the option of installing a 25g or 50g counterbalance plug into the butt-end of the grip. Configuring the sole plate/counterbalance in different weight combinations create a variety of ways to customize the putter's feel and fit it to your style of release, whether moderate or aggressive.

New Models for 2017

Heel-toe-weighted blades	Pure blade	Mallet
Austin	Latrobe	Indianapolis
Columbus		
Long Island		

Founder

Sean Toulon has been a student and practitioner of club design since joining the golf industry more than 30 years ago. He founded Zevo Golf in the 1990s and was a driving force behind some of the most innovative and iconic metalwoods, irons and putters introduced since the turn of the century. He founded Toulon Design in 2015; it was acquired by Callaway Golf in 2016. He now serves as Callaway's senior vice president / general manager of putters.

Indianapolis Media Summary Sheet

Indianapolis is a high-MOI putter designed by Sean Toulon, a renowned golf industry leader and a lifelong car enthusiast who has long seen parallels between cars and clubs, and how both seek better performance through improved shape, materials and dynamics.

Race car designers are masters at using multiple materials to save weight and improve performance. In that vein, Indianapolis' multi-material construction is essential in creating Indy's high MOI (5400+) to position the CG in the precise place necessary to promote smooth roll.

Indy also employs Toulon Design's Deep Diamond Mill face pattern to 1) contribute to great sound and feel and 2) promote forward roll at impact for a smooth roll and acute control.

The head alone consists of 17 pieces, including an aluminum face, carbon-fiber crown and two tungsten weights. Each head takes a multitude of steps and a lot of time to produce compared to the average putter; the face pattern alone takes 45 minutes to mill.

During development the head's geometry and shape were very carefully considered," said Toulon, "and the materials were carefully chosen.

Unique Shape and Appearance

- Indy's shape is unique, compelling and immediately identifiable, with a refined, appealing look that sets it apart from most high-MOI putters.
- 5400+ MOI measurement for exceptional stability and forgiveness.
- The "wings" on the back were inspired by the wings on an Indy car's nosecone.

Multi-materials and Weighting

- Front / face consists of soft 6061 aluminum; weighs 65g.
- Lightweight carbon-fiber crown allows more weight to be positioned in the sole and wings for high MOI.
- Sole consists of 303 stainless steel; weighs 180g.
- Two tungsten weights, located at the bottom of each wingtip for stability; each one weighs 25g.
- Sophisticated, 17-piece construction requires significant time and effort to build.

Center of Gravity

- CG is low to promote smooth roll, and positioned approximately 1.5" behind the face, a location that promotes maximum twist-resistance on off-center hits.

Deep Diamond Mill Face Pattern

Delivers great feel and sound, and promotes forward spin for smooth roll and control.