

# Odyssey Red Ball Putter

**Product Name:** Odyssey Red Ball Putter

**Product one-liner:** Set Yourself Up To Make Putts

**Who is this product aimed at:** The Odyssey Red Ball is a face-balanced mallet putter with a Red Ball scope, Versa high-contrast alignment, and a White Hot insert, aimed at all golfers who struggle with poor putter alignment and set-up.

**What is this product replacing:** New product

**Product Intro Date:** 10/07/18

**Product at Retail Date:** 20/07/2018

**Head Shape:** Available in face-balanced, mallet design only

**Tech Specs:** Available in right and left-handed models, with DFX grip as standard, and in lengths 33", 34" and 35".

**Price:** £169

## Product Intro:

The new Odyssey Red Ball Putters have been specifically created to address and improve two critical areas that influence a consistent and repeatable putting stroke, proper set up and proper alignment.

Having the right set up and alignment is crucial for players of all ability, and this innovative new design is all about getting every golfer properly positioned over the ball before they make a putting stroke.

With the aid of a distinct 'Red Ball' inside the scope of the mallet head it is now incredibly easy to align the face to the intended start line on every putt.

Combined with the black and white framing from Odyssey's proven Versa high-contrast alignment, this forgiving, high MOI mallet design removes any variables in a golfer's set-up, ensuring a stroke is repeatable and consistent, putt after putt.

With the new Red Ball Putters, golfers can now maintain the right set up and proper line every time they are over the ball. Coupled to Odyssey's legendary White Hot RX face insert promoting premium sound, feel and roll, the new Red Ball Putters give golfers the greatest opportunity yet to improve their putting stroke and lower their scores.

## **Features and Benefits summary**

### **Makes Set-Up Easy and Consistent**

The innovative Red Ball in the Scope of the Putter allows golfers to consistently get into the proper set-up over the ball.

### **Versa Technology Improves Alignment**

Our proven Versa high contrast technology also helps you align the putter so you get set up on your intended line.

### **Legendary White Hot RX Insert Optimizes Sound and Feel**

The tried-and-tested White Hot RX insert provides legendary sound, feel, and great roll. To hole more putts, golfers have to establish the correct line and the optimum speed, and combining Red Ball and Versa with White Hot will help golfers do just that.

### **Mallet Shaping For Added Forgiveness**

With our mallet design in Red Ball, we're able to take weight out of the center of the head and redistribute it into the perimeter of the head. This is how we're able to concentrate the weight, driving up the MOI significantly for more consistent ball speeds and directional control.

### **How does it work?**

- Red Ball high in the scope: Eyes are too far outside the ball/putter
- Red Ball low in the scope: Eyes are too far inside the ball/putter
- Red Ball too far left in the scope: Eyes are too far in front of the ball/putter
- Red Ball too far right in the scope: Eyes are too far behind the ball/putter
- Red Ball centre in the scope: Eyes perfectly aligned!