

White Hot OG Putters

Product Name: White Hot OG Putters

Product One-liner: Legendary Then, Iconic Now

Who is this product aimed at: All types of players

What this product is replacing: New putters

Product Intro Date: 14/01/2020

Product at Retail Date: 28/01/2020

Head Shape: #1, #1WS, 2Ball, #5, #7, Rossie

Price: Stroke Lab: £239 (£269 2Ball) ; Steel: £199 (£219 2Ball)

Product Intro:

White Hot is the most iconic, most played, and most decorated putter insert of all time. This classic name is synonymous with legendary performance and the unique design properties that Tour players and golfers love.

It's set a standard in insert technology for nearly 20 years and we've been told over and over again that there's nothing quite like it. That got us thinking, if something is still so overwhelmingly popular, why not bring it back? Yes, we've engineered the original formulation into White Hot OG, and the performance speaks for itself.

This incredible lineup combines the amazing benefits of our two-part urethane insert technology with a rich silver PVD finish, and a fine milling on the finishes. It's available in our premium stepless steel shaft, or our Tour proven, major-winning, multi-material Stroke Lab shaft to help improve your stroke. With White Hot OG, you're getting one of the most renowned putter innovations of all-time in an unbelievable high-performance package.

Features & Benefits

White Hot Insert

The original White Hot formulation, feel, sound and performance are all back in one exceptional two-part urethane insert. Tour players and golfers alike have been asking us to re-introduce it for years, and we've listened.

Milled Surface Finish

Our engineers have combined a rich silver PVD finish with fine milling on the surfaces. These ultra-premium offerings are unlike anything you've ever seen from a White Hot, and the beautiful designs will appeal to golfers who appreciate the look of a milled putter.

High performance shafts with gray DFX Grip

Available in a premium stepless steel shaft or our Tour proven, multi-material Stroke Lab shaft in a new candy apple red. Both of these shaft options are precisely fitted with a gray DFX Rubber Grip for a classic look and feel.