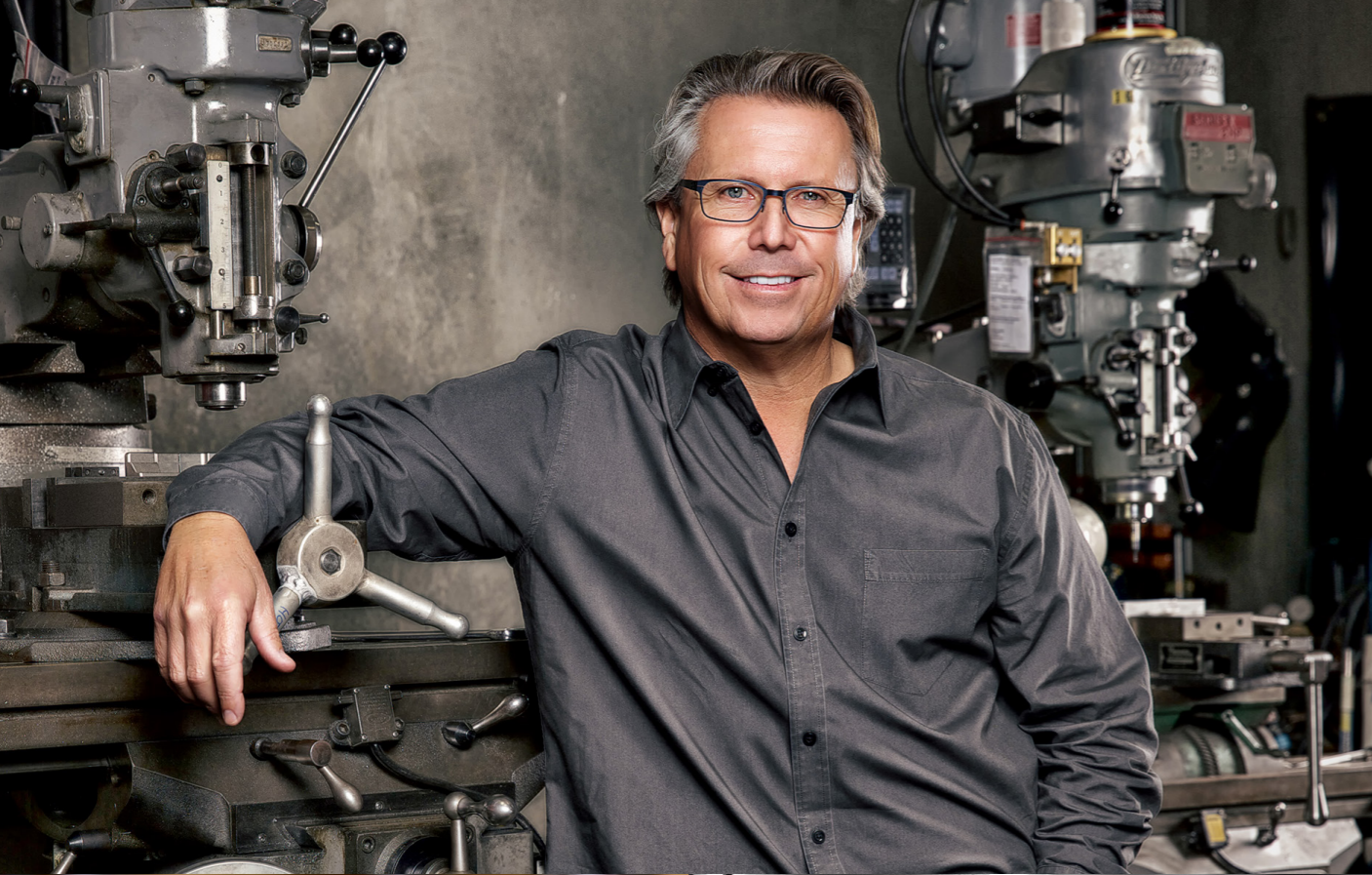


Scotty Cameron
• FINE MILLED PUTTERS •

ART OF PUTTING & SELECTION GUIDE



A Modern Craftsman

Inside the Cameron Putter Studio in Southern California, my team and I are focused on one simple goal, producing the finest putters in the world.

Every day, we strive to learn more about how the ball, the putter and the golfer work together, and how we can improve that connection. Using state-of-the-art diagnostic tools, we gather information on how the world's best players approach putting.

With those insights we continually experiment with new designs, materials and technologies.

This guide will help you select a putter to improve your performance on the green. The key elements of putter selection are length and toe flow, but all aspects of putter selection - including shape, weight, loft and lie are explained.

Whichever Cameron putter you choose, you can count on an unparalleled attention to detail that ensures complete harmony between how it looks, sounds, feels and performs.



Shape

Putters are personal.

Many players pick a shape that complements their stroke. Technical strokes tend to prefer square shapes and mechanical necks. Players that want to rid themselves of technical thoughts tend towards softer lines and flowing necks.

All Cameron putters are precision milled so the critical angles of the face, sole and shaft ensure each putter sits square. Each head is shaped and softened to flow to the ground and inspire confidence at address.

Select putters feature sleek, performance-oriented models with new technology, shapes and configurations.

GOLO mallet putters are advanced, multi-material designs with a lightweight face-sole core milled from aircraft-grade aluminum surrounded by a solid 303 stainless steel frame.

Futura X putters deliver high MOI performance through multi-material construction and advanced perimeter weighting.



Path

Putters are not pendulums.

Putters do not swing vertically back and through along the target line. Because of lie angle, the proper putting stroke moves along an arcing path: slightly inside of the target line, back to square, then to the inside again after impact.

The proper length putter correctly sets eye position just inside the target line, and the correct amount of toe flow allows the putter to flow squarely to the proper arcing path throughout the stroke.

The best players in the world keep the face square to the arcing path and the butt of the putter pointed at the midsection throughout the stroke. Selecting the right putter will help you do the same.



Length

Length sets eye position.

The ideal putter length sets your eyes 1-2" inside of the target line to allow you to execute the proper arcing putting stroke while maintaining good posture and balance. (See the Path illustration)

If your putter is too long, your set-up posture will be too upright with your eyes set too far inside the target line. For a right-hand golfer this results in a path that starts too far inside and putts pushed to the right.

If your putter is too short, your set-up posture will be too hunched over with your eyes set too far outside the target line. For a right-hand golfer this results in a path that starts too far outside and putts pulled to the left.



MINIMUM
TOE FLOW

NEAR MINIMUM
TOE FLOW

MEDIUM
TOE FLOW

MAXIMUM
TOE FLOW



Bent and Straight shaft necks provide minimum toe flow and can help players who tend to manipulate the face with their hands. These strokes tend to start inside the ideal arc, with missed putts generally pulled.

Plumbing necks provide a medium toe flow and are appropriate for players with naturally flowing strokes who prefer a balanced putter design.

Flare and Flow necks provide maximum toe flow and can help players with overly mechanical putting strokes that lack natural flow. These strokes tend to start outside the ideal arc, with missed putts typically pushed.

Toe Flow

Everyone needs toe flow.

In order for the putter head to move squarely along the proper arcing path, the toe of the putter must “flow” throughout the stroke (see the Path illustration). How and where the neck or shaft of the putter joins the head determines its toe flow.

If your stroke does not track along the proper arcing path, choose a putter that helps correct it. If your stroke flows naturally, choose a putter that flows with it. This will reduce the tendency to manipulate the putter face with your hands. The best way to find the toe flow that corrects or compliments your stroke is to hit straight, flat putts from 20ft to see what works best.



Weight

For most players, the standard Cameron weight configuration will produce the ideal balance and feel to execute the proper stroke. If your stroke tends to decelerate, if your hands get too active, or if you have too much wrist break, you should consider a heavier head or a Dual Balance putter that is heavier overall.



Loft & Lie

Cameron Putter Studio research shows that a ball pushes down slightly into the grass on a green, and that 3.5° of loft is needed to lift the ball up and on to the surface for a smooth roll.

The key to finding the proper lie angle is finding the correct putter length. Standard lie angle works for the vast majority of players if they have the correct length.