



It took a fine artist to conceive the helicopter.
It took a founding father to discover electricity.
It took a dentist to design the perfect wedge.

Dr. Bill Lovett is no ordinary dentist. He is also no ordinary golfer. He won his first tournament at the age of 14. He was captain of the Auburn Golf Team. For 40 years, Bill has been a fixture on the leader board of amateur tournaments throughout the Southeast. But Bill's dental degree, a career on the tour became "the road not taken."

Nevertheless, Bill Lovett has devoted much of his spare time to playing and thinking about his passion for the game. As strange as it may seem, the sculpting of human teeth has a lot in common with the sculpting of a golf club.

The Lovett wedge was born out of a real need, expressed over the years, by playing partners and friends of Bill.

"I always have trouble getting out of the sand and the deep rough."

The Lovett wedge confronts this problem head on. It is not designed to look like the other irons in your bag – instead, Lovett wedges are an entity all their own. The Lovett wedge is already being played on the Senior PGA and LPGA tours.



1 ONE OF THE KEY FEATURES OF THE LOVETT WEDGE IS SOMETHING KNOWN IN THE TRADE AS “FACE PROGRESSION”. SIMPLY PUT, IT MEANS THAT THE LEADING EDGE OF THE CLUB HEAD IS EXTENDED BEYOND THE CENTER LINE OF THE HOSEL. THIS IMPROVES THE HITTING CHARACTERISTICS OF THE CLUB IN SEVERAL WAYS: WITH THE LEADING EDGE FORWARD, THE GOLFER’S HAND AND THE HOSEL DO NOT INTERFERE WITH “SIGHTING” THE BALL. THE GOLFER STRIKES THE BALL PERFECTLY BALANCED IN THE CENTER OF HIS STANCE WITH HIS HANDS OVER THE STRIKING FACE AT IMPACT. THIS ALLOWS THE BALL TO MAINTAIN CONTACT WITH THE STRIKING SURFACE BEFORE THE MASS OF THE CLUB DRIVES THE CLUB DEAD THROUGH THE BALL. THIS PRODUCES A HIGHER SHOT THAN IS POSSIBLE WITH A CONVENTIONAL WEDGE. NO OTHER WEDGE HAS THIS MUCH “FACE PROGRESSION”.

2 THE CURVED LEADING EDGE OF THE CLUB FACE WORKS LIKE THE HULL OF A BOAT MOVING THROUGH WATER. IT ACTUALLY MOVES SAND OR TALL GRASS AWAY FROM THE CLUB FACE. BY ELIMINATING DRAG, THE GOLFER IS ASSURED OF MORE CONTROL OVER DISTANCE AND ACCURACY.

3 THE CLUB’S “MASS” AT THE BACK OF THE SOLE HELPS DRIVE THROUGH SAND OR ROUGH GRASS AND GUIDE THE CLUB (AND THE BALL) CLEANLY.

4 A HIGHER CENTER OF GRAVITY CAUSES THE BALL TO ROLL UP THE CLUB FACE FOR BETTER LOFT AND MORE BACKSPIN CONTROL.

THE LOVETT WEDGE IS AVAILABLE IN TWO MODELS: TOUR STANDARD AND TOUR LOB WITH GRAPHITE OR STEEL SHAFTS.

*Now that you are impossibly
confused about the technology that
makes the Lovett wedge so
special, we urge you to experience
the difference first hand. Call us
toll free at 866-323-8900.*

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the Lovett wedge
Say ah!

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