

OUTDOORS

Pole-Kat Golf offers high performance clubs at low cost

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Pole-Kat Golf, a Southwest Florida based golf manufacturer since 1985, continues to sell its golf clubs and irons designed with the latest in technology at one-third the cost of the major brand names. I've personally used them for several years now as my handicap has dropped from 28 strokes to 13.

"Our focus is on offering the best products, incorporating the latest in club technology, while keeping prices incredibly low for our customers," said Brian Terski, the company's longtime equipment designer and operations vice-president, who combines club innovation with affordability.

"We're not a clone or copycat manufacturer," added Terski, who designed the company's best selling 3D 3-Wood/Driver introduced in 2005. "I specifically made it for golfers having difficulty using a driver off the tee, by combining the accuracy of a 3-Wood with the forgiveness and distance of a titanium driver in one club."

Located in its combined showroom and assembly facility at 4101 Colonial Blvd in Fort Myers, the company operates similar to other golf manufactures, designing its own clubs, incorporating and testing new technologies and materials, and producing its products in the same foundries used by most big brand names.

Pole-Kat's unique products include three types of perimeter-weighted irons, three styles of titanium drivers, four lines



of fairway woods, three unique hybrid club lines, a variety of wedges, and four putter styles including their signature long putter.

A small firm as compared to the likes of Cobra, Titleist, TaylorMade and Nike, Pole-Kat has captured a niche golf market offering value over brand name recognition.

"We keep prices down by not spending large sums on promotions, marketing and advertising," said vice-president for sales, Jason Walden. "Loyal customers continue to provide word of mouth praise of our products, attracting other golfers seeking the best in cost and performance."

Pole-Kat's target customer ranges from the beginner to the low handicapper looking for excellent quality and performance at a reasonable price.

"Since we rely on word of mouth sales with only a small advertising budget, it puts pressure on us to provide excellent products and customer service," Walden said. "Satisfied customers are the only way we get referrals and growth."

Pole-Kat adopted an "each set is important" philosophy, and because of its small size, keeps quality and consistency within a set of irons or woods, by having one club maker produce the entire set from the customer's selected components-shafts, heads and grips. The end-result is quality clubs with better consistency and precision between each club in a set, allowing the company to back it up with an impressive lifetime warranty.

Always looking to improve service, Pole-Kat has a two-day shipping standard

for products ordered online. Additionally, participation in their Pole-Kat Klub provides repeat purchasers points worth 10 percent off future purchases.

"I always encourage our customers to customize their purchase by using our online golf evaluator on www.polekat.com to help confirm specifics attributes we need to tailor their clubs," Walden said. "If they live in Southwest Florida, I'd recommend they come in to be evaluated by our swing/launch monitor, and fitted by one of our pros."

"We're introducing our own line of golf shoes and golf balls in the near future," added Terski. "We've been very successful with our product line over the years, and our customers know they're buying quality and value." ■

Pole-Kat's most popular set of irons, the "Rogue", as compared to irons designed by competing companies. A standard set includes the 3-iron through pitching wedge. All prices listed are retail found online by distributors.

Company, Club	Graphite	Steel
Pole-Kat, Rogue	\$349.99	\$249.99
Callaway, X-20	\$899.99	\$699.99
Titleist, 755	\$899.99	\$799.99
TaylorMade, r7	\$899.99	\$799.99
Cobra, S9	\$799.99	\$599.99
Ping, G10	\$899.99	\$699.99
Nike, CCI	\$799.99	\$699.99

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