In an industry big on boastful claims, the newest heavyweight in putter technology doesn't have a flashy name.

A marketing expert might have dubbed it the Yip Buster or the Hammer.

Instead, engineer Steve Boccieri opted to let his creation sell itself. He calls it simply The Heavy Putter, and it is ready to throw its weight around in the competitive equipment market.

"I think it's going to shift the paradigm in the golf industry," Boccieri said when he unveiled his new putter line at the PGA Merchandise Show in January. "The Heavy Putter concept represents a shift similar to the advent of metal woods, the Prince tennis racquet and parabolic skis."

It's a bold claim, but one with some evidence to support it. The Heavy Putter - which at nearly 2 pounds weighs 90 percent more than typical conventional putters - blew competitors away in testing and recently claimed its first professional victory by former Georgia Tech star Troy Matteson at the Nationwide Tour Virginia Beach Open.

Matteson attests to the Heavy's potential.

"I think it's significant improvement on putting technology," Matteson said. "This is unique because you have the weight in the shaft and the head. There's nothing else like that out there. They have a product that has so many selling points to it. It's the club that's the end-all, the way you lower your score, but it's a club that's never really been that much improved."

Matteson was looking around for anything that could help spark his game last summer as a Nationwide Tour rookie. On the eve of the tournament in Scranton, Pa., he happened upon D.J. Trahan trying out one of Boccieri's prototypes.

"I started putting with one and thought, man, this thing is awesome," he said. "Your speed is so good."

After only 20 minutes on the practice green and five holes, Matteson put it in his bag and posted his best career finish to that point (tied for 11th). It hasn't left his bag since.

It's the only club he's not paid to play, and its paying him dividends. Matteson has improved from 65th in putting on the Nationwide Tour last season to 10th this year and is second on the money list.

"Out here, it's not whether you putt average or good," Matteson said. "You need to be a great putter to be competitive."

The Heavy Putter certainly lives up to its name. Not only is the head - with extreme heel-toe weighting - anywhere from 100 to 200 grams heavier, a 250-gram weight in the handle of the shaft brings the center of mass higher up the shaft and closer to the center of mass of the player using it.
This patented Weight Management System is not only what keeps the putter from feeling like a bowling ball on the end of a string, it's what leads to a more stable pendulum stroke by engaging the larger muscles in the chest and shoulders.

"It takes out the glitchy move," boasts Boccieri, who spent 25 years as an engineer in the petrochemical and nuclear industries before starting Engineered Golf and performing golf equipment analysis for tour players and manufacturers. The Heavy Putter is his first retail endeavor.

According to Rankmark, a golf equipment testing company, a new putter is invented every two weeks. But few have made the impact of The Heavy Putter.

In independent testing conducted last summer by Rankmark, The Heavy Putter crushed its competition that included more than 60 of the top-selling brands. In robotic testing, the Heavy Putter sank 84 of a possible 90 putts - seven more than the second-ranked putter, 28 more than the average and 49 more than the most popular putter on the amateur market - the Callaway 2 Ball. It is the only putter ever to sink a perfect 10 consecutive straight putts each off the center, heel and toe.

"When guys come up and grab the equipment, I think they're really shocked by just how good it is," Matteson said. "They pick it up and think it's a training aid. I don't know how many people pick it up, make the first 10- or 15-footer without any other practice strokes and say, 'Oh my god, this thing really is good.' "

Not only does the heel-toe weighting produce a better line, it's the fluid pace of stroke that generates its success.

"The biggest thing anyone who tries The Heavy Putter will find is that it improves your speed," Matteson said. "And any time you can improve your speed you're going to make more putts ... and if you don't you're not going to three-putt."

The Heavy Putter retails for about $229 at a major golf distributor such as Edwin Watts - about $30 more than a top-of-the-line Odyssey. But the effect it can have on the average golfer's game might be worth the expense.

"Imagine if you took a guy who shoots 90 and told him he was never going to three-putt again," Matteson said. "My goodness, he could take five or six shots off his game in a heartbeat. You can say what you want about drivers and irons and wedges, but if you could put one club in your bag that knocks five shots off your game, tell me how much is that putter worth?"

Reach Scott Michaux at (706) 823-3219 or scott.michaux@augustachronicle.com.

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<thead>
<tr>
<th>The Heavy putter</th>
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<tbody>
<tr>
<td>Weight: Nearly 2 pounds</td>
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<tr>
<td>Price: $229</td>
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<tr>
<td>Features: Weight Management System makes putter head 100-200 grams heavier. Handle is 250 grams heavier, bringing putter's center of mass closer to the golfer's center of mass.</td>
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<tr>
<td>How it works: Stroke is more stable and smooth because the club forces the golfer to use larger muscles in chest and shoulders.</td>
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