

## INTRODUCING THE CROSSBOW PUTTER XB-10

The Roenick Golf Crossbow Putter XB-10 is a mallet-style putter precision milled from 6061 aircraft grade aluminum. It features patent pending Adjustable Alignment Technology™ (AAT) uniquely designed to correct visual misalignment. The interchangeable heel-toe weight system provides custom feel and flexibility to adapt to various shaft lengths. A black anodized finish reduces sun glare and improves sightline visibility.



## THE THEORY BEHIND ADJUSTABLE ALIGNMENT TECHNOLOGY™ (AAT)

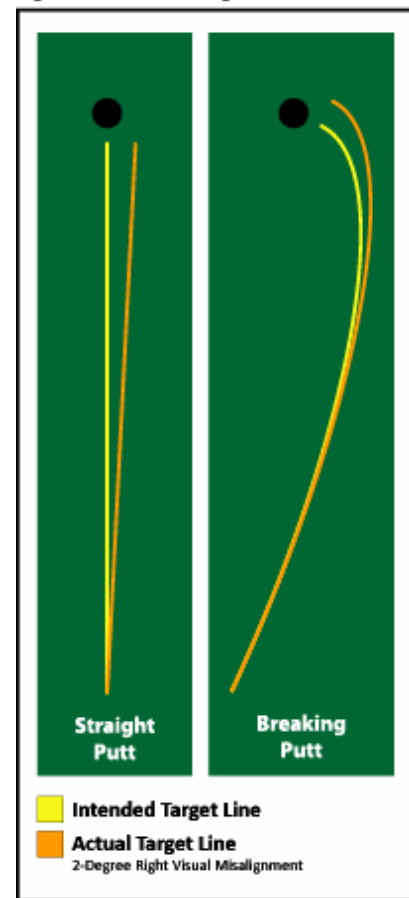
For most golfers, visual misalignment means missed putts. Many scientific theories exist to explain this common problem including eye dominance and eye convergence. While putting, golfers must visualize and address their intended target line. Visual misalignment will cause golfers to see their intended target line to the right or left of the hole (see *Figure 1*). Many golfers learn to make a compensating stroke to correct visual misalignment. Compensating strokes lead to inconsistent putting.

Popular putter alignment technologies are designed to help golfers get their eyes over the ball, address their intended target line, and influence putting stroke. Unfortunately, they all assume that golfers can properly align to their intended target line.

Our research at Roenick Golf indicates that more than 80% of golfers have difficulty aligning to within 1-degree of their intended target line. If a golfer strikes a 10-foot putt with the clubface 1-degree off line and does not make a stroke to compensate for the misalignment, he will miss. Additionally, we observed that visual misalignment is consistent for the majority of golfers and can be corrected.

Adjustable Alignment Technology™ (AAT) corrects visual misalignment. When properly adjusted, the Crossbow Putter XB-10 allows a golfer to address his intended target line while the clubface compensates for average visual misalignment and improves accuracy. Now properly aligned to the target, the golfer is free to focus on stroke consistency and distance.

*Figure 1 - Visual Misalignment*

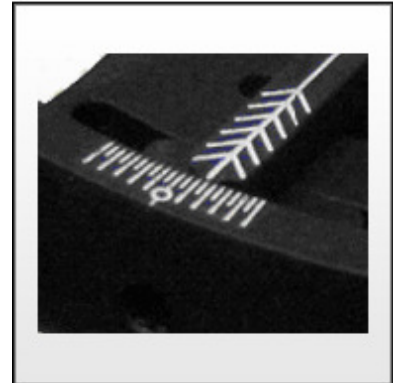


## ADJUSTING THE CROSSBOW PUTTER XB-10

There are many ways to adjust the Crossbow Putter XB-10, some more scientific than others. Many golfers prefer the simplicity of *Greenside Calibration* (see below).

The Crossbow Putter is adjusted by inserting a tool into the hole in the back, loosening a screw, moving the aligner (arrow) to the proper angle and tightening the screw. Each protraction mark on the Crossbow Putter is equal to  $\frac{1}{2}$  degree. Long marks indicate 1 degree and short marks indicate  $\frac{1}{2}$  degree (see *Figure 2*). **Notice that the aligner in *Figure 2* is set at 1.25 degrees to the left.**

*Figure 2 - Crossbow Putter Adjustment*



The aligner *always* points to the optimum point of contact on the putter face (sweet spot) so it does not deflect the ball when struck.

## GREENSIDE CALIBRATION METHOD

- 1) Set the Crossbow Putter to “0” or square to the club face.
- 2) Stroke a few 10-foot straight putts (exact dimension 9’-6 ½”) with your normal setup and alignment. **Do not make adjustments during calibration.** Observe the “average” distance between your ball(s) and the center of the hole.
- 3) For each  $\frac{1}{2}$  inch between your “average” miss and the center of the hole, adjust the Crossbow Putter by  $\frac{1}{4}$  degree. **Always adjust the Crossbow Putter so the aligner (arrow) points in the direction you miss.**

## AVAILABLE SPECIFICATIONS

- Hand: Unisex R/L
- Loft: 3.5°
- Lie: 71°
- Shaft Type: Heel (Double Bend) / Center (Straight)
- Shaft Length: Standard (31 – 37), Belly/Mid (37.5 – 43), Long (43.5 – 53)
- Head Weight: 360g – 380g (Interchangeable Heel-Toe Weights)
- Head Material: CNC Precision Milled 6061 Aluminum
- Head Finish: Black Anodized
- Head Cover: Roenick Golf Custom Fit (Silver/Black)

## ABOUT ROENICK GOLF

**Innovation. Tradition. Enjoyment.** Roenick Golf manufactures high-quality golf equipment designed to improve performance for players of all skill levels. We are committed to delivering score-breaking technology while preserving golf’s rich history and tradition. All current clubs conform with USGA rules. For more information about Roenick Golf or the new Crossbow Putter XB-10, visit [www.roenickgolf.com](http://www.roenickgolf.com).