

...the New Beginning

Veteran Club Designer Dick De La Cruz puts his name on his new golf club company. This master club designer has been instrumental in successful and innovative golf equipment that has created club technology break throughs numerous times in the golf industry over the last 28 years. De La Cruz has been responsible for making clubs that perform better than any one designer since the modern days of golf club development.

De La Cruz ingenuity have created such well known models as the Callaway Hickory Stick putters and wedges. This lead him into being the the co-founder of Callaway Golf. He was the driving force behind the revolutionary S2H2 system and development of the first ever computer milled putters in the Bobby Jones series. As a designer he created the King Cobra irons, the largest selling iron in the mid 1990's as well as woods. De La Cruz was President of Goldwin Golf which designed milled metal woods that resembled distinctive works of art.

Mr. De La Cruz sees the "window of opportunity" wide open for innovative technology based equipment. "The golf industry is at a cross roads where old technology, old metals and composites will be replaced with the new millennium technology, space age metals and materials." The only difference is these clubs will have the De La Cruz name on them. DeLaCruz is synonymous with innovation, technology, experience and quality.

**For more information on Dick De La Cruz.
Contact delacruzgolf.net**

DeLaCruz Golf's first introduction is two very distinct but very different putters. Both featuring Wolfram 90™. The designs optimize performance in a bipolar range offering the golfer a choice to match their own unique putting style.



Wolfram 90™ combined with the CP™ 100% commercially pure milled titanium putter creates the largest concentration of mass available on a putter, and places the center of the mass right on the ball no matter where you strike the putter on the shiny stuff. Making the CP™ putter the flattest most flawless face ever on the market.



The Bolero™ putter by DeLaCruz Golf is made out of stainless steel. A section of this metal is removed from the center of the putter and is replaced with super light Micro Alloy™

The balance is complimented even further with the insertion of the very heavy Wolfram 90™ counter weights. This makes for optimal weight displacement and maintains a perfectly stabilized putter for a square impact and precise ball role.