

LogoPutter gets some “*Offense by Accident*”

As the golf season has begun to wind down and the football season is in full swing, **LogoPutter** is finding its “niche” in the most unlikely of places.

It is best described by the old sports adage “offense by accident”. During the Chiefs-Jets game last Sunday Alex Smith threw a pass that was deflected by a Jets lineman into the hands of the tight end Anthony Fasano who was laying on the ground near the goal line. He literally rolled into the end zone for the touchdown!

We have a friend who owns a small jewelry store. She had purchased a KU putter from us for her husband. While the putter sat in her office waiting to be presented to her husband, a young man came in to buy an engagement ring for his bride to be. A KU grad, he was taken with this unique gift. He had been looking for gifts to give his groomsmen and this was the just the answer. It was well priced, great looking and different than anything he had seen before. Long story short, he bought eight putters and our jeweler is now in the putter business! Grooms love this gift for their wedding party.

So that is my “offense by accident” story....who would have ever thought a jewelry store would be a great place to sell a putter!



We have now added fraternity putters to our inventory as a result of this new client base. You can find Sigma Chi, Beta, Phi Delt and Phi Psi LogoPutters available for sale at one of the largest online fraternity and sorority sites in the online marketplace www.GreekGear.com

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