



Dear [NAME]:

I'm writing today to show you how the enclosed sample of **Walker Golf Grip Tape** can save you time and money while helping your customers play a better round of golf.

Ben Hogan said, "*Golf begins with a good grip.*" A firm grip ensures that your customer's hands are in a neutral position, so the club face always faces the target at the time of ball impact.

And there's no better, faster, or more affordable way to change the grip on a club than with Walker Golf Grip Tape.

Innovative

To begin with, **Walker Golf Grip Tape** is made from an innovative synthetic rubber, not natural rubber. The chemical formula for our unique rubber is a well-kept secret that our competitors don't know about.

Walker's synthetic rubber is more heat resistant than natural rubber, so it won't loosen when exposed to high temperatures outdoors or when kept in your car's hot trunk for hours.

The synthetic rubber used in the Walker Golf Grip Tape also has a higher adhesion level, making it perform better for all grips. The grip stays firmly on the club with a tighter feel.

When other tapes fail, the grip loosens too quickly, and you have to reapply the grip. With Walker, the tape holds — and the grip stays firmly in place.

Now pick up the enclosed sample of **Walker Golf Grip Tape** and run it between your fingers.

You may notice that Walker is slightly thinner than other golf grip tapes. So it takes less time to slide the new grip onto the club, reducing your labor costs and increasing productivity in your shop.

Increased Profits

Walker Golf Grip Tape also costs less than competing brands, saving you even more money.

A roll of tape measures 2 inches wide by 36 yards long. A box of 24 rolls costs \$167.

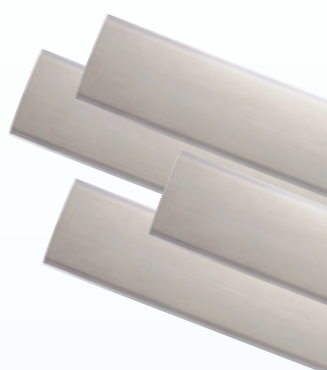
That's just \$6.96 a roll.

Or you can order **Walker Golf Grip Tape** in strips measuring 2 inches wide by 9 inches long. A box of 1,000 strips costs \$125 — only 12.5 cents a strip.

And whether you order rolls or strips, shipping and handling are always free!

If your customers are not getting you to change their grips as often as they should,





let them know that oils and dirt have made their grips too slick to control the club. **Walker Golf Grip Tape** gives them stability and feel for better grip pressure.

And if their grip is undersize, their wrist action will be too loose and erratic, and they'll be hitting the ball all over the place. Again, time to replace their grip with a bigger, better-fitting grip using Walker Tape.

Increased Control

Most golfers do not change their grips often enough. A typical amateur changes grips maybe once a year or not even that often.

Pros put on new grips every 6 to 10 rounds. Changing grips more often can give your customers improved control and play – making them happy that you suggested more frequent regripping.

A bigger grip can also help your customers improve their games. Bubba Watson, for instance, achieves his legendary control in part by putting extra wraps of tape under his the grips for his drivers, wedges, and putters. And your customers can, too.

So, why not get a box of **Walker Golf Grip Tape** strips or rolls to use in your golf shop today? Your golfers will thank you for it. And you'll save money with this special buy-direct wholesale offer.

To order by phone, call **801-282-2015** now. Or order online at **www.GolfTapeDirect.com**.

But I urge you to hurry. We get the special synthetic rubber for **Walker Golf Grip Tape** from a handful of specialty suppliers, and should they raise their prices, we'll be forced to, also.

So order today at our lowest price available and get **FREE shipping & handling too!**

Sincerely,

P.S. For more than 2 decades, golfers, golf shops, and club makers have relied on **Walker** to keep their grips firmly in place on the club. Order today at our LOW wholesale prices and find out why you can, too.

P.P.S. Remember — *a good grip helps give your customers a great golf swing. A great swing means a better golf game. And a better game produces a happier golfer!*



**2 easy ways to order your
Walker Golf Grip Tape at
buy-direct wholesale prices**

**Call 801-282-2015
Online at: www.GolfTapeDirect.com**

