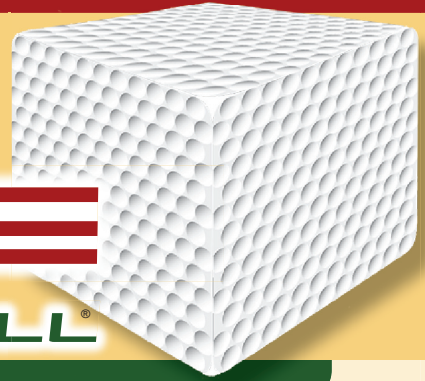


THE

SQUARE

GOLF BALL®



April 18, 2014

Manufacturing The Square Golf Ball®

The Square Golf Ball® uses the exact same poly urethane resin outer covering or skin, as is used with most traditional golf balls. With a regular golf ball, if you peel the skin away, you'd find the skin or outer coat is flexible. With a traditional golf ball, the inner core is tightly compressed, wanting to burst out, which makes the golf ball feel rock hard and solid. Most tradition golf balls are made using an injection mold process. The Square Golf Ball® has no need for competitive ingredients, such as an expensive inner core. And without a tight, solid inner core, the outer shell remains soft. If The Square Golf Ball® was soft and/or mushy in your hands, the entire concept and uniqueness factor evaporate. Injection molding is a fast and effective method to make traditional golf balls. But, The Square Golf Ball® cannot use the injection mold process without drastically altering the material composition. Adding hardeners to the poly urethane resin turns the golf ball skin into hard plastic, which feels nothing like a regular golf ball. So to produce The Square Golf Ball® we had to invent a new method to use the same materials, but to arrive at a solid state, non-squishy, with all the exact characteristics of a regular golf ball. A process was developed which accomplishes the end objective. The one drawback is speed. Injection molding can produce literally thousands of items in a relatively short period and can generate a finished piece or product in under a minute. Conversely, The Square Golf Ball® takes approximately 20 minutes to reach the same finished state. Twenty times longer means far fewer finished units compared to injection molding, over the same given period of time.

