

THE

SQUARE

GOLF BALL



April 24, 2015

Why Is There A Hole In The Square Golf Ball?

The Square Golf Ball® requires quite a complex method for production. Far more effort and steps are involved making The Square Golf Ball® compared to the production efforts needed to produce a traditional golf ball. Our actual production process is proprietary and not able to be released, there is a small hole on what will be considered the bottom face of The Square Golf Ball®. This has nothing to do with the intended use, but is a requirement for production. An attempt was launched to fill the hole after physical production was completed. This effort resulted in far too much labor, and did not result in a look that superseded the hole itself. So for those reasons, the hole remains. To date, we have had zero complaints about the hole, and nobody has even asked us why the hole is there to begin with. But we thought it was worth sharing anyway. And by all means, if the hole is bothersome to you, a small amount of spackling compound on a toothpick would probably solve that issue. The Square Golf Ball® is white, as are 99% of all traditional golf balls. The decision to not create The Square Golf Ball® in other base colors was made partly to separate this item from the toy category, and partly due to the imprinting potentials. White is the universal color for golf balls, and white allows virtually any logo or message to be cleanly and distinctively imprinted with excellent contrast. If a company made a request for a base color other than white, the request and all artwork would be examined and if deemed to produce a positive end product, the base color could be altered. The minimum order would be high, due to the fact that an entire production run of material will be affected. So far we have not had this actual request, other than the off-the-cuff question about other colors.

