

Langert selections sizzle on tour

By Bob Stebbins
staff writer

ONE OF THE MOST innovative men in golf will lecture and show his product line this weekend during the Golf Manufacturers Expo at Schoolcraft College.

Eddie Langert, a former PGA Tour player and founder of the Langert Golf Co., will showcase his metal woods and putters at the exhibition.

Langert has an impressive background in equipment design, having played an integral part in the spectacular rise of the Taylor Made Co.

"I was there from the start when it was just two people (along with founder Gary Adams)," said Langert.

Langert played a key role in the design of the Taylor Made line.

"IN THE first four years of the company, there was not a 'designer,' we did it kind of as a group," Langert said.

When a French corporation purchased Taylor Made in 1986, Langert, at that time the vice president of sales and marketing, became dissatisfied with his role in the company and decided to form his own firm.

He started the Langert Golf Co. in January, 1987, and the business has been a tremendous success. Sales have grown from \$1.8 million in the first full year to a projected \$10 million this year.

The major emphasis of the company is in its metal woods. There are several different models of woods available, and they come in a variety of shafts and bolts.

Shaft offerings include graphite, steel and titanium, with the graphite shafts coming in a variety of colors. Hubert Green nearly won the Hawaiian Open in February hitting a driver with a green shaft known as the Langert Lizard.

THE MOST innovative feature of the entire Langert line may be the aerodynamic hoxel on the Fuller Series of metal woods.

The elliptical shaped hoxel, according to Langert sales representative Tony May, provides greater clubhead speed and increased stability by reducing deflection (bending of the shaft up and down) and drag in the hitting zone. Langert holds the patent to the hoxel and has blocked other companies from designing similar clubs.

Professional golfers who have played the driver on tour include Gary McCord, Bobby Clampett, Jim Ferec, Jan Stephenson and Mark Calcavecchia. Langert estimates 10 to 20 players use the club on tour every week.

The Langert Golf Co. also puts out an extra-long putter that is played professionally by such people as Bruce Lietzke, Charles Coody, Lon Hinkle and Doug Tewell.

Langert does not currently sell a set of irons, but one is due out soon.

"WE ARE shooting for this fall," said the company's founder. "They are going to be a little bit different."

The Langert line of golf clubs stresses quantity over price.

"We have aimed at the game-improvement, top-of-the-line player," said Langert. "The clubs are not inexpensive, but we have found there is a tremendous market for that."

The clubs are sold mainly in country club pro shops, with a limited number also being sold in retail outlets. Pro Golf is the only retail store in Michigan that sells the clubs.

"Our sales policy requires that qualified people be on site to fit people," said Langert, who is based just down the street from Taylor Made in Carlsbad, Calif. "Our base is still green-grass country clubs, but that is not our exclusive market. We control distribution with on-street specialty shops."



Eddie Langert, who founded his own golf company, will be at the Golf Manufacturers Expo (March 9-11) at Schoolcraft College in Livonia.

Auction will benefit charity organization

The Golf Manufacturers Expo will host a first-ever silent Charity Golf Auction for the benefit of the American Lung Association of Southeastern Michigan. The Auction will feature:

Golf equipment from: Titleist, Dunlop, FootJoy, Taylor Made, Spalding, MacGregor, Wilson, Slatkine, Slotline, Tommy Armour, Nike, Ram, Mizuno, Langert and more.

Golf vacation packages from: Grand Traverse Resort, Boyne USA Resorts, Garland, Sugarloaf and Treetops Sylvan Resort.

Tickets and weekly badges from: Ameritech Senior Open and the Mazda Senior TPC.

Opportunities to play golf with local

celebrities like: Evan "Big Cat" Williams, Greg Stefan, Wayne Fontes, Joey Kocur, Frank Beckman and more.

Memorabilia from the greatest names in golf: Jack Nicklaus, Arnold Palmer, Lee Trevino, Fuzzy Zoeller, Greg Norman, Payne Stewart, Johnny Miller, Nick Faldo, Tom Watson, Bob Tway and Curtis Strange.

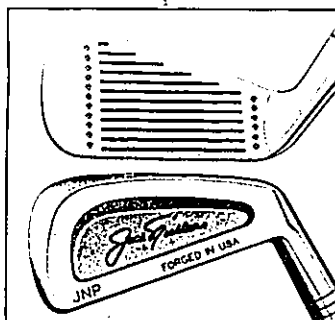
FOR THOSE INTERESTED in participating, this is how the silent auction will work: Items will be displayed the entire weekend; bids will be collected on a bid-form that will be deposited in the bid-box for each auction item; bids will be tabulated every two hours with the highest bid displayed.

The highest bid turned in by 6 p.m. Sunday (March 11) is the bid that wins. Winners will be contacted by the Lung Association by phone and payment is expected upon receipt of the item, or in case of custom items or trips, upon receipt of voucher for the item. Purchases can be picked up at the Lung Association office, 18860 W. 10 Mile, Southfield.

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