



Six pack: TaylorMade SuperDeep, Callaway Chrome (and Chrome+), Volvik Vista IV, Chromax Distance, Srixon Q Star, Bridgestone e6.

NOW ON THE TEE

IN LIVING COLOR

COLORED BALLS, once the product of fringe companies, are everywhere. “Color is here to stay for the foreseeable future,” says Sven Kessler, vice president of retail sales for Edwin Watts Golf. “At one time in 2012, sales of the Srixon Z Star in yellow and white were almost 50-50.” Corey Consuegra, Bridgestone’s marketing manager of golf balls, says sales of its colored models have doubled since 2010. Adds Michael Mahoney, director of golf-ball product management at Titleist, which started offering the DT SoLo, NXT Tour and NXT Tour S in yellow last year: “There’s certainly a growing demand for optic colors in the United States. In 2011, we saw it get close to 10 percent of the market.” Colored balls have even made it onto the pro tours. Vijay Singh (yellow Srixon) and Paula Creamer (pink Bridgestone) are among the players who’ve used them. Asian markets still lead the trend. Mahoney says a third of all balls sold in Japan aren’t white. —Ashley Mayo