

FOR IMMEDIATE RELEASE

Organization: Insta Golf USA
Contact: Rick Hetzel
Phone: 888-534-1202

Spider Divot Tool: Finally - True Innovation For Ball Mark Repairs *All golfers can now repair ball marks easier and better*

(CAPE GIRARDEAU, MO) – [Insta Golf USA](#), maker of the award-winning Insta Golf Shoes, today announced that its latest golf innovation, the Spider Divot Tool, is now available to all golfers. The **Spider Divot Tool** represents an entirely new approach to green repair that makes it fast, easy and fun for golfers to fix ball marks. The Spider Divot Tool is the first true innovation to ball mark repair in over 50 years, and helps **greens heal faster** than traditional divot tools.

First unveiled to PGA professionals, buyers and golf media at the **2013 PGA Show**, the Spider Divot Tool is the simplest way to a perfect ball mark repair every time. Golfers just stick it into the ball mark and dirt fills in around four curved legs, creating resistance. When removed, the Spider Divot Tool gently pulls the ball mark back to level with the green surface. On softer or wet greens, a slight twist can be applied for a more aggressive response.

“The problem with traditional divot tools is that many golfers don’t use them properly, so ball marks are either improperly repaired or not repaired at all,” said Insta Golf USA President Rick Hetzel. “The Spider Divot Tool solves that problem by making it easy for any golfer to quickly fix ball marks, no experience required. Not only does the Spider Divot Tool make a perfect repair every time, it’s also fun to use.”

Traditional divot tools, or pitch forks, as they’re known in Europe, often cause more damage than the ball marks they’re intended to fix. This is because they’re designed to poke and prod, which uproots the sensitive grass found on golf greens. The Spider Divot Tool is the best solution for green repair because it simply pulls ball mark depressions back to ground level for a smooth, unblemished green. The Spider Divot Tool causes less trauma and aerates the damaged area, resulting in a faster healing process.

“The golf industry consistently experiences innovative technology and change in golf equipment, golf balls and even golf attire; but despite the fact that they are ineffective, hard to use and damaging to greens, divot tools haven’t changed in functional design in more than 50 years,” said Hetzel. “The Spider Divot Tool is easy for anyone to use, helps greens heal faster and it works as advertised. It is, indeed, a better mousetrap.”

Developed by avid golfers Hetzel and Irish inventor Conor Fallon, the Spider Divot Tool’s revolutionary design was engineered to last a lifetime. It’s made with an aircraft-grade aluminum casing and stainless steel legs, and comes with a protective cap that keeps dirt and pointed prongs out of golfer’s pockets – a persistent problem with traditional divot repair tools.

The Spider Divot Tool also holds a magnetic ball marker and is sold in attractive black or red finish. Custom colors and engraving are available upon request, so golf clubs and pro shops can market their brands via Spider Divot Tool sales.

“The Spider Divot Tool saves greens, money and time,” said Hetzel. “The green is the most expensive part of the golf course, and it’s easy to damage. Even well-intentioned golfers find it difficult to fix ball marks properly, but the Spider Divot Tool takes all the guesswork out of making perfect repairs. It’s fun to use, so more golfers want to fix their divots – a course superintendent’s dream. Every golfer will want to carry the Spider Divot Tool.”

The Spider Divot Tool retails for \$15.95 at www.instagolf.net, and is also sold at golf courses, pro shops, sporting goods stores and online golf stores worldwide. For more information, visit instagolf.net.

Media

[Spider Divot Tool Video](#)

[Spider Divot Tool Image Gallery](#)

Insta Golf USA develops innovative golf solutions, including the award-winning Insta Golf Shoes and the revolutionary Spider Divot Tool. Founded by Rick Hetzel in 2011, Insta Golf USA sells direct-to-consumer at www.instagolf.net and supplies retail golf courses, pro shops and sporting goods stores worldwide.

Media Contact: Rick Hetzel
President, Insta Golf USA
888-534-1202
info@instagolf.net

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