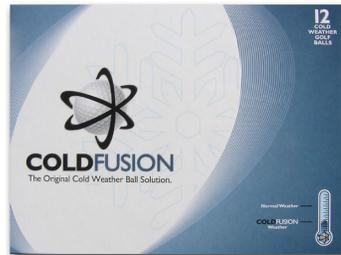


## ColdFusion Golf Tees Up the World's Only Cold Weather Golf Ball

Designed to outperform all other brands when the temperature drops below 60 degrees Fahrenheit, ColdFusion Golf balls give golfers better distance and control with every club in their bag.

*PRLog - Feb. 12, 2014 - CARY, N.C.* – [ColdFusion Golf](#) announced the official launch of its cold weather golf ball specifically designed and manufactured for playing golf when the thermometer dips below 60 degree F (15.5 degrees C).

Standard golf balls are manufactured for an optimum temperature of ~80 degrees F. When they get cold, they become less resilient and don't compress as they should off the club face. This can result in a loss of 2 – 2.5 yards for every 10 degree drop in temperature[1]. The chillier it gets, the greater the loss in distance and feel. With ColdFusion Golf balls, the colder it gets the better they perform.



**ColdFusion Golf Balls**

What makes the ColdFusion golf ball function so well in frosty conditions is its core/cover combination.

Built to USGA specifications the ball is designed using a custom core that when chilled or even frozen, retains its elasticity, leading to better distance control.

The softer and thicker cover also ensures the ball is more responsive off the club face, giving golfers more spin control around the greens, and better feel with every club in their bag, including their putter.

ColdFusion Golf was founded when Curtis Colvin, owner of [Club Guy Golf](#), went looking for a golf ball to better serve the needs of his clients who wanted to play golf throughout the winter months. After searching the market for a ball that could perform well in cold weather and coming away empty handed, Colvin decided to create one himself.

"For the past 20 years, I've been providing golf equipment advice, repair and coaching to golfers looking to take their game to the next level," said Colvin. "My customers constantly complain about the poor performance of their golf ball in cold weather; some even choose not to play, they are so frustrated. So I set out to turn their frustration into fun."

Knowing the dynamics and interaction of the golf club face and ball Colvin was able to produce a larger core, low 70-compression ball with an elastic ionomer cover that would allow golfers of all skill levels to play better in colder weather.

Teaching professional Randy Davis of Fairways and Greens Golf School in Cary, NC has seen remarkable results with his own game and suggests his clients try ColdFusion Golf balls when they are looking for feel and distance their regular ball doesn't deliver in the fall and winter.

"As a retired PGA Touring Pro and year round golfer, I understand why my normal ball doesn't perform its best in colder weather. And when it loses compression and feel, it makes my rounds less enjoyable," shared Davis. "I'm very particular about how my ball spins and feels off my wedges and putter and the ColdFusion is especially great with these shots. That's why I recommend the ColdFusion cold weather golf ball to my students who play in cooler climates."

For maximum playability, chill ColdFusion Golf balls before teeing them up.

ColdFusion Golf balls are priced affordably at only \$29.99/dozen and available for purchase [online](#). Bulk and international orders are available by [contacting](#) ColdFusion Golf.

[1]Frank Thomas, former USGA director and author of "[Dear Frank...: Answers to 100 of Your Golf Equipment Questions](#)"

**About ColdFusion Golf Inc.**

ColdFusion Golf (<http://www.coldfusiongolf.com/>) is the leader in cold weather golf products. Its mission is to provide golfers with solutions that will help improve their golf game and have more consistency and fun on the course when the temperature drops below 60 degrees F.

Follow us on @ColdFusionGolf (<http://www.twitter.com/coldfusiongolf>), Facebook (<https://www.facebook.com/ColdFusionGolf>), Pinterest (<http://www.pinterest.com/coldfusiongolf/>)

#### Product Review

Boutique Ball-Maker ColdFusion Aims To Warm The Cockles Of Winter Golfers' Hearts

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Source : ColdFusion Golf  
City/Town : Cary - North Carolina - United States  
Industry : Sports  
Tags : [golf](#), [golf balls](#), [golf news](#), [new golf product](#)  
Last Updated : Feb 12, 2014  
Shortcut : [prlog.org/12280816](http://prlog.org/12280816)

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