

# PUTTLINK JOINS FORCES WITH JS GOLF BRANDS

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PuttLink, winner of a Best New Product award at the 2023 PGA Show for its groundbreaking connected Smart Ball, has announced today that it has reached a distribution agreement with JS International covering the UK, EU and EEA countries.

“We are thrilled to partner with JS International for distribution across such important and historical golf markets in the UK and EU. JSI has a track record of success and our relationship actually began at last year’s PGA Show” said Brian Heaton, inventor and co-founder. “We plan to build on this momentum with a return to the PGA Show this year (Jan. 23<sup>rd</sup>-26<sup>th</sup>) where we will showcase the PuttLink Smart Ball.”

PuttLink Smart Ball, a golf ball which connects wirelessly to your mobile device, has distance and speed measuring capabilities which have been incorporated into a set of drills you can follow in the app to help you improve your game. Data is sent from the ball to the app as you putt. This includes true roll distance, make percentage, cup entry speed, feet of putts made, and even Stimp or green speed reading.

Proceed through the drills starting with accuracy and distance control for different length putts. Then move on to making putts at firm or soft pace. As you progress, take on the Slope Drill to train for various green slopes. Track your putting performance and progress week-to-week with stat views.

In addition to the drills, the Smart Ball can be used to measure the Stimp or green speed, providing even more valuable insight to improve your golf game.

Practice smarter, get better, and have fun with PuttLink Smart Ball!

**About PuttLink:**

PuttLink was founded on the vision to make putting practice smarter and more enjoyable. Our smart ball technology and software apps track every putt and deliver individual putting performance stats, goal-oriented drills, and tools to help improve your putting game. Learn more at [puttlink.com](http://puttlink.com)

### **About JS International:**

JS International Ltd, based in Watford, has experienced continued growth and success in its 30 years of trading. It distributes some of the most famous names in golf such as Clicgear, Bettinardi, Bagboy as well as being the exclusive master distributor for Lamkin across Europe. Learn more at [www.jsint.com](http://www.jsint.com)

### **About PGA Golf Exhibitions**

The PGA Show, PGA Buying & Education Summit and PGA Show Connects are organized by PGA Golf Exhibitions (part of RX) and the PGA of America. Since its inception in 1954, the PGA Show has grown into the largest annual business event for the global golf industry. Regional PGA Show Buying & Education Summits and the PGA Show Connects digital platform connect the industry year-round and drive business leading up to the annual PGA Show. Learn more at [PGAShow.com](http://PGAShow.com)

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