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Pure Grips create real buzz

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ORLANDO, Fla. – Pure Grips has created a buzz at the PGA Merchandise Show. Literally.

Every time they fire up their signature air gun to do a grip-changing demonstration, the sound makes people stop in the aisles and watch.

Pure Grips offers five different models of grips and all use a water resistant blend of rubber that dries quickly yet remains tacky in wet conditions. The catch is that the materials that make the grips allow them to be installed without tape on the end of the shaft.

That's where the air gun comes in. The gun, which comes free with each purchase, is specially designed to grab the end of the grip. To install you put the first inch of the grip on the shaft, attach the gun to the end of the grip, fill the grip with air and slide it on to the shaft. That same grip can be easily removed within seconds by using the same tactic with the gun.

An entire set of clubs can be re-gripped within 15 minutes.