



- ◆ HOME
- ◆ SIGNATURE SERIES
- ◆ ACCESSORIES
- ◆ HISTORY
- ◆ MANUFACTURING
- ◆ INFORMATION

Not just *A stroke of good luck*

The year was 1996. The month was February. The Tour stop that week was the Nissan Los Angeles Open. At the time, Kevin Burns had been crafting some of the finest, precision-milled one-piece putters in the golf industry for more than three years. Despite this, he was still relatively unknown and was struggling to break into the golf-manufacturing scene. That all changed magically, however, when Craig Stadler walked off the 72nd hole at Riviera that memorable week with the championship in hand. You see, when the television cameras zoomed in on Stadler's putter, as he crouched over his final stroke, millions of viewers saw the words Kevin Burns jump onto their television screens. Stadler won the event using a Kevin Burns Signature Series 9304 putter.

Today, Kevin Burns Signature Series Putters can be found in 4 to 10 golf bags each week on Tour. In fact, during the last five seasons, KB Golf putters have picked up 25 victories worldwide. That's pretty impressive when you consider that



"Our strongest selling point is our commitment to make the finest quality putters on the market today"
- Kevin Burns.

KB Golf does not pay anyone to use its putters. "We don't want guys who only care about money," explains Kevin Burns. "We want golfers who want to play with a great product that will help their game. We want people who like what we do. When you pay someone to use a certain product, it doesn't necessarily mean that they like it. Any big company can get someone to use their clubs if they pay them enough. When you don't pay, you actually attract the best players because they don't need endorsement deals to earn a living. Our strongest selling point is our commitment to make the finest quality putters on the market today."

KB Golf started in '89 in a small garage in Mountain View, California, as a club repair company. In 1991, Burns shifted his attention to designing putters. Frustrated that he wasn't getting the quality and craftsmanship he desired as a result of contracting out the manufacturing of his putters, Burns decided to use the money he and his wife had saved for a home and bought his first milling machine in '93. A few months later, the 9301 was born. Burns was now able to create and capture his artistry and perfection and mold it from a single billet of steel.

Today, KB Golf has more than 10 putter models to choose from. All KB Golf putters incorporate the optimum level of design and feel. These putters are precision crafted to the highest tolerances, using carefully detailed techniques. Since day one, Kevin Burns has made his philosophy clear: "Never sacrifice quality for quantity." It is this type of genuine commitment that has helped build one of the strongest reputations in the golf manufacturing industry today...



Attention to Detail

It takes a long time to make a Kevin Burns Signature Series Putter. But if you've ever played one, you know that it was worth the effort. From start to finish, the dominant theme throughout the KB Golf manufacturing plant in Sunnyvale, California, is an important one-Quality.

All Kevin Burns Signature Series Putters start out as single blocks of low-carbon steel that have to be machined six times on six different milling machines in order to attain the desired look, craftsmanship and precision that's come to be expected from a KB Putter. Using low-carbon steel is ideal for the manufacturing process because it's easier to cut and has a very dense molecular structure. For you, this ultimately translates to enhanced feel and consistency on the putting green.



From the moment a block of steel begins to transform into a Kevin Burns Signature Series Putter, Burns himself plays a hands-on role during each critical stage of the manufacturing process.



"If I'm willing to put my name on it and reputation on the line, it better be perfect," explains Burns. "I may not be the biggest manufacturer or the most well known, but I know that I'm the best engineer."



"In fact, if you were to take 10,000 of my putters and line them up in a row, you couldn't tell the difference from one putter to the next. Other companies only care about their bottom line. For this reason, they rush the process-just spit them out. We care about customer satisfaction."

During a full shift Burns and his staff of dedicated professionals can produce up to 70 putters a day or 140 on double shifts. Burns believes that a good putter starts with a good-looking design. "You have to be attracted to it first. From there, people want a putter that feels right. After that, it's about setup, loft and lie."



Beyond the obvious dedication that goes into every single KB Putter, there are several other factors as to why Kevin Burns Signature Series designs are the best. "Our secret is really a combination of everything that we do during the entire manufacturing process."

"We have the best, longest lasting finishes in the world. We have top-notch machinery and machine our putters right. The corners on our putters are also rounded perfectly. We are not about flash. We are about manufacturing good, clean-looking designs that are effective."