

Yellow doesn't mean weak or afraid any more...

Srixon brings back the fluorescent golf ball

Science has proven that yellow is the most visible color in the spectrum, which allows it to be seen easily even from long distances. With the ease at which it can be seen, the color yellow naturally made its way into sports: first tennis balls then softballs, football goal posts, soccer balls and finally the game of golf in the mid-80's.

It is a fact that yellow golf balls are twice as easy to see at a distance of 225 yards as white golf balls, they make sense for everyone looking to spot their shot in the air, in the rough or down the middle of the fairway.

Yellow golf balls fell out of favor with golfers from the mid-90's until about three-to-four years ago. Less expensive golf balls brought the color back around 2009, and it appears now that even the big-boys are ready to follow suit to satisfy the golfing public.



Srixon's new Z-Star Tour Yellow balls have been receiving the most favorable reviews this fall, and it's very clear that these aren't your grandpa's old yellow rocks.

The previous generation of yellow balls were hard and cheap, Srixon's new Tour Yellow are 3-piece, high-performance balls every bit as soft and responsive as the top-shelf offerings of other ball companies. Even the distinctive outer cover itself is new and innovative. Srixon's engineers have combined yellow and green hues to create a fluorescent cover that makes the Tour Yellow the most visible ball on the market. Even on bright sunny days or against low, overcast clouds, golfers will be able to track the Z-Star all the way to the target.

Srixon has proved to be of quality standards for serious golfers like Vijay Singh and Jim Furyk playing the Tour Yellow on Tour at times this year.

To validate the return of the yellow golf balls, even manufactures like Titleist, Callaway and Bridgestone are offering their brightly-colored balls in a variety of styles and compressions. Most of the major brands listed here range in price from \$40 to \$55 per dozen, while lesser know brands go from \$15 to \$30.

The colored cover of a golf ball can be crucial whether it is easy to track or not. Colors serve a variety of purposes, ranging from identification to increased playability and longevity. The easiest-to-track balls can make playing golf more enjoyable for both the avid golfer and the occasional player.