



TUNGSTEN FORWARD WEIGHTING

**FRONTLINE**

**ELEVADO**

**FRONTLINE**  
PRODUCT MANUAL



## THIS IS NEW

There's a tried and true formula for a better putter. A bigger head, perimeter weights, maximum stability—these are how you roll better putts. It's been simple. But we're about to make things a lot more complicated.

We noticed something. Something new. To hit straighter putts that stay on line and find the cup more often, you need more than just a mallet.

Metal injection molded tungsten. Forged aluminum. Variable milling. A forward center of mass. These are what can truly make a difference on the green, and they're what make Frontline our most powerful putters yet.

# ***WEIGHTS IN THE FACE*** ***MAKE MORE PUTTS***



## ***FRONTLINE***

Weights in the face move the center of gravity to the Frontline, helping you hit straighter putts, even when you aren't perfect. The science is complicated, but the results are clear: Frontline helps you cinch more birdies, make more pars, and sink more putts. Visit [ClevelandGolf.com](http://ClevelandGolf.com) to learn more.

## PUTT STRAIGHTER

Creating technology that's powerful enough to counteract miss-hits and provide consistently straighter putts was a massive challenge. It required some truly innovative thinking and a radical new weighting system that puts the center of gravity right against the Frontline.



Forward Weights Give You **Straighter Putts**  
Variable Face Milling Delivers **Consistent Distance**  
Raised Sightlines Allow for **Better Aim**  
Two Hosel Configurations Provide a **Superior Fit**

## STRAIGHTER PUTTS

For decades, MOI, or Moment of Inertia, has been the gold standard in putter stability. Place weight as far from the center of the putter as possible and you reduce the amount of twist that body experiences during impact with the ball. But it turns out, not all MOI is created equal. If you really want the kind of stability that guarantees straighter putts, then you need weights in the face.



## WEIGHTS IN THE FACE

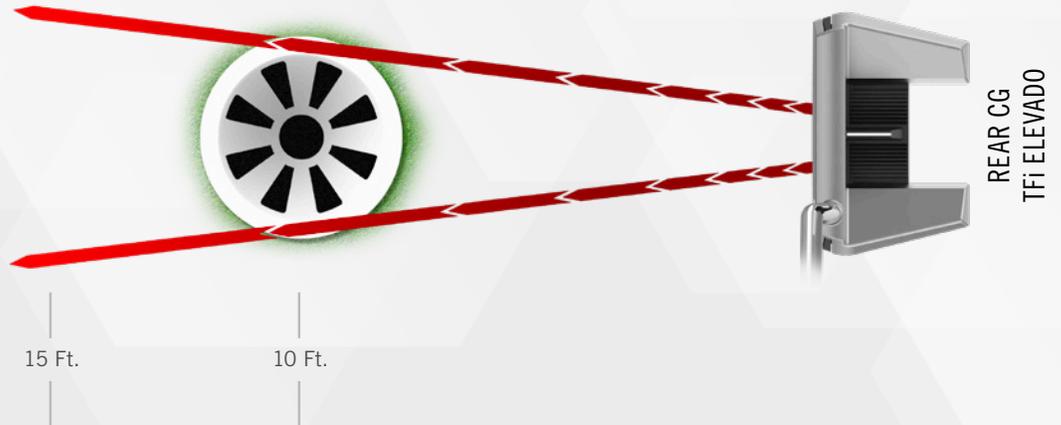
Most mallets have weights in the rear to increase stability on off-center impacts. But there's a flaw in that design. While rear weights do increase MOI, they also position the center of gravity in the back of the putter and that's a problem.

A putter with a CG in the rear is less accurate than an identical putter with a CG in the face and that's why Frontline has two Metal Injection Molded Tungsten weights in the face. The face weights bring the CG forward and, as a result, give you more accuracy on the green.

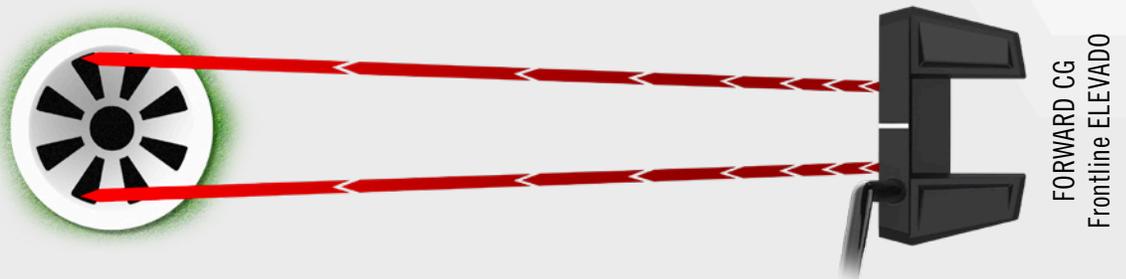


Frontline putters have 2 Metal Injection Molded Tungsten face weights, totaling up to 47.3g. These weights move the center of gravity from the rear to the face of each putter.

Even with perfect aim, a standard putter struck one inch off the heel or toe will miss after 10 ft.



Miss one inch off-center with Frontline, and as long as your aim is true, you'll still sink the putt. Even if it's a 15-footer.



## **CONSISTENT DISTANCE**

Putting consistent distances is crucial to hitting fewer putts in every round. But speed loss on off-center strikes can make it impossible to memorize and predict those distances. Speed Optimized Face Technology solves that, so you can confidently judge the 3-footers or the 50-footers, even when the pressure's on.



## IT'S SOFT

Strike your putts off-center and you lose distance. Even high MOI mallets experience some distance loss, enough to turn a birdie make into a disappointing tap-in for par.

To help you accurately repeat distances, even when you miss center, Speed Optimized Face Technology (SOFT) normalizes ball speeds across the face. That means, your miss-hits will still make it to the hole, and you'll be drawing more circles on your scorecard.

Unlike similar technologies you may see elsewhere, SOFT takes things a step further. Because there is no one size fits all when it comes to speed correction (different head shapes lose speed at different rates) we've developed individualized SOFT patterns for every model in the family. We're guaranteeing your best distance control, no matter which shape you prefer to play.

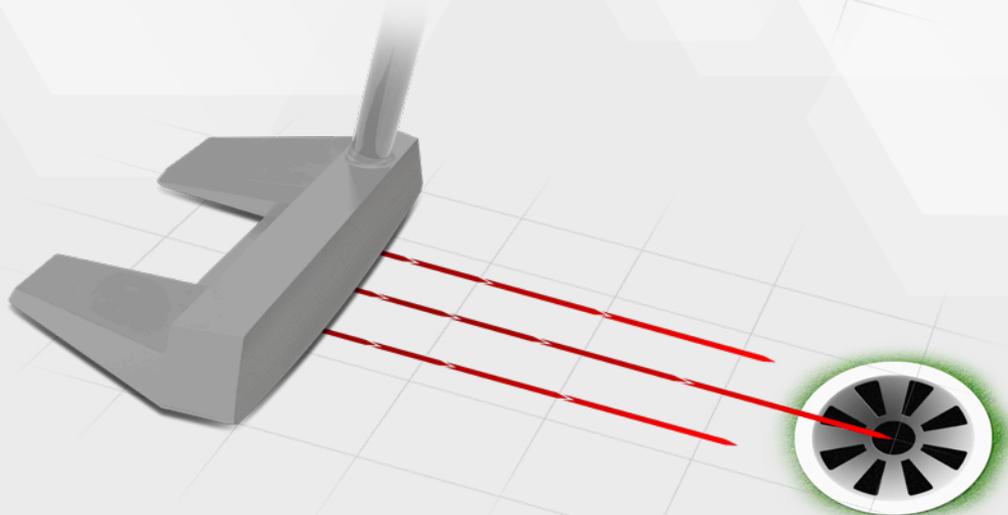
### PUTTER WITH SOFT

SOFT normalizes ball speed across the face. That means, no matter where you strike your putt, you get consistent speed and consistent distance. That's how SOFT ensures you never miss short because of an off-center strike.



### PUTTER WITHOUT SOFT

When you strike your putt in the center of the face, you achieve maximum ball speed. But when you miss the center, even by a little, you lose ball speed and, as result, you leave putts short.



## **BETTER AIM**

Alignment can play tricks on you. Viewing angle, line height, ball diameter—everything you see affects your ability to place the putter squarely behind the ball. Don't let your eyes fool you; get properly lined up for better aim with 2135 Technology.



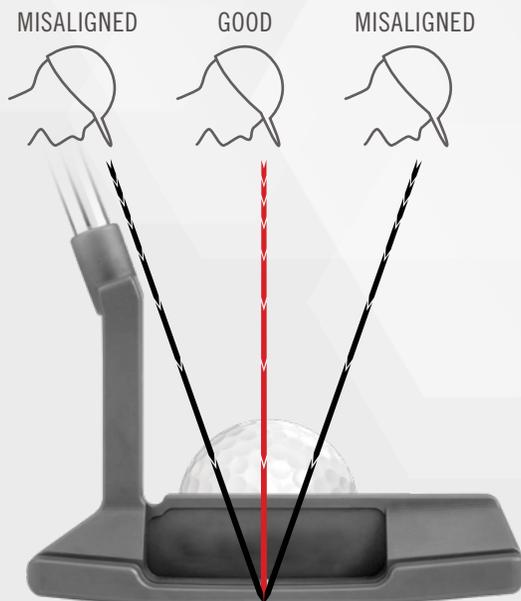
## GET BEHIND THE BALL

Throw your putter down behind your ball, line up your putt, and odds are, you aren't properly set up. While your sightline may appear centered behind the golf ball, that's an illusion. Unless you putt with your eyes directly over the ball, you need 2135 Technology to get truly accurate alignment, every time.\*

### THE PROBLEM

#### Traditional Alignment

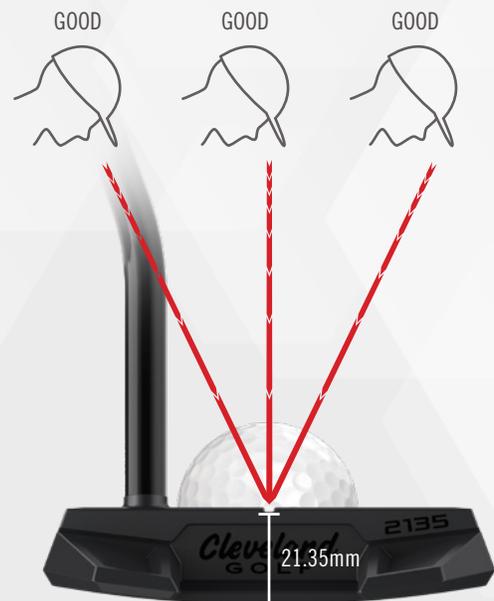
If your eyes aren't directly over the ball, a sightline on the bottom flange of the putter can cause misalignment. Our testing shows this happens to more than 80 percent of golfers.



### THE SOLUTION

#### 2135 Raised Alignment

When you position the sightline on the exact center axis of the ball—21.35mm from the ground—you achieve perfect alignment, regardless of the address.



\*2135 Technology featured on the ELEVADO, CERO, and ISO models.

## SUPERIOR FIT

Your putter should fit your stroke—that's a no-brainer. But your stroke type shouldn't limit your options. That's why every Frontline mallet is available with two hosel configurations. So, whether your stroke is straight back and through, or more of an arc, you're free to choose your head shape. Now that's a superior fit.



## MALLETS FOR ANY STROKE

Mallets aren't just for one type of golfer anymore. Because each Frontline mallet is available with two hosels, each model fits any stroke. If you typically favor a straight stroke, choose the single bend hosel. If your stroke has more of an arc, choose the slant neck model.

**STROKE TYPE – STRAIGHT**

**HOSEL TYPE – SINGLE BEND**



CERO Single Bend



ELEVADO Single Bend



ISO Single Bend

**STROKE TYPE – SLIGHT ARC**

**HOSEL TYPE – SLANT NECK**



CERO Slant Neck



ELEVADO Slant Neck



ISO Slant Neck



4.0 Plumber's Neck

# FRONTLINE PUTTERS

Frontline from Cleveland Golf is a new way to design a putter. Frontline delivers tungsten forward weighting and positions the center of gravity closer to the face creating stability at impact for straighter, more consistent putts.

## KEY INNOVATIONS:

### FORWARD WEIGHTS

With Tungsten Forward Weighting and the center of gravity positioned closer to the face, Frontline provides better stability through impact for straighter, more accurate putts.

### SPEED OPTIMIZED FACE TECHNOLOGY

Cleveland's proprietary Speed Optimized Face Technology pattern normalizes ball speed across the face, ensuring consistent distance performance on all your putts.

### BETTER AIM

Achieve perfect alignment on every putt, regardless of where your eyes are at address, with Cleveland's proprietary 2135 Technology.\*

### ADDITIONAL HOSEL CONFIGURATIONS

Find a superior fit for your stroke type with two different\* hosel configurations to suit every player's needs.

\*Featured on the ELEVADO, CERO, and ISO models.



Grip: Lamkin SINKFit Pistol Frontline

MODEL	HOSEL TYPE	LENGTH	LOFT	LIE	TOE HANG	HEAD WEIGHT	HAND
ELEVADO	Single Bend	33", 34", 35"	3°	70°	Face Balanced	370g	RH/LH
ELEVADO	Slant Neck	33", 34", 35"	3°	70°	Moderate	370g	RH
CERO	Single Bend	33", 34", 35"	3°	70°	Face Balanced	370g	RH
CERO	Slant Neck	33", 34", 35"	3°	70°	Moderate	370g	RH
ISO	Single Bend	33", 34", 35"	3°	70°	Face Balanced	370g	RH
ISO	Slant Neck	33", 34", 35"	3°	70°	Moderate	370g	RH
4.0	Plumber's Neck	33", 34", 35"	3°	70°	Moderate	350g	RH



ELEVADO Single Bend    ELEVADO Slant Neck    CERO Single Bend    CERO Slant Neck    ISO Single Bend    ISO Slant Neck    4.0 Plumber's Neck