

THE ANATOMY OF A PRO STOCK STICK

When it comes to building a stick, the pros have infinite options. Remember, these guys are the best of the best. The quality of materials used is far beyond anything offered in a retail store. The slightest changes can be made to increase performance. Check out some of the options pros have access to and maybe you'll consider buying Pro Stock next time you are in need of a new twig.

SHAFT



SHAPE

You might be thinking standard, maybe tapered, possibly with concave faces as opposed to flat. Try getting as specific as exact shaft widths and concavity only on certain sides!



FINISH

Grip or no grip? Pros can pick gloss, tack, texture patterns, and where each is placed. There are an infinite number of ways pros can customize the surface of their sticks!



KICK POINT

Forget low and mid! With numerous choices, from 1-piece and 2-piece, to where the 2 pieces connect, pros can dial in kick points to an exact location!



ART

Choices can involve color, paint vs graphics, nameplate location, and what the nameplate says. Some choices come down to weight (paint is heavier than a graphic). Some is just style!



WEIGHT

With the professional grade composites and other materials, pros can design a stick down to the exact gram. Many go for lighter, but it really comes down to preference.



CORNER SHAPE

Squared, rounded, slightly rounded, right?... Kinda! Pros can do a combination of shapes and may only have them on certain edges. Whatever they think feels best!



TARGET FLEX

With the quality of composites the pros have access to, they can have their favorite flex, even with these ultra-customized sticks.

BLADE



CURVE TYPE

Pros are not limited to toe, mid, or heel. Their curves are extremely customized, from having a slight twist 1.2 inches off the toe, to an extremely unique hook stemming from the heel.



BLADE LIE

At retailers, lie generally ranges from 4 to 6 and come in half increments. Pros can choose specific angles that suit their playing style.



TOE SHAPE

Toes can be as customized as the curve itself. With no restrictions like round or square, pros can design one-of-a-kind toes just for them.



FACE ANGLE

How open or closed the face is can be altered at any spot along the blade.



CURVE DEPTH

Depth can go much further than just slight, moderate, or deep. It can be specified to compliment all other unique blade attributes.



BLADE LENGTH

There are restrictions, but length can be much more than short, medium, or long. There are infinite possibilities within the legal range.



BLADE ART

Like the shaft, colors and paints can be chosen, with paint adding extra weight.



BLADE WEIGHT

Blade weight can be altered by using different paints, making the blade more thick or thin, or adding materials inside the blade, such as foam.



BLADE FINISH

Blade finishes can include increased or decreased gloss, tack, and texture. Different styles and locations of each can be chosen too.

PROFESSIONAL QUALITY

The materials used to create Pro Stock sticks are much different than the materials used in retail sticks. The quality of materials, as well as the technology used to build each stick, is more advanced. Pro Stock sticks are built for performance. They are crafted to have quicker release, increased puck control, and an overall better feel. Pro Stock has clear advantages over retail sticks.

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COVERT ART

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