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## Golf tee inventor continues to take his best swings

Posted Mar 25, 2010 BY RYLAND COYNE

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**EMC Sports - A local inventor's golf tee innovation continues to develop.**

Former Smiths Falls resident Mario Caya, who designed a new style of plastic tee, called 'BIRTEE', to help make it easier to place the ball at the correct height each time someone lines up their shot, says there have been some encouraging developments the past couple of months.

He says he has received corporate approval from Canadian Tire to have his innovative product carried in its stores. That means that as long as he can convince the individual store owners to carry the BIRTEE golf tees, he's good to go.

The founder of Golf Tee Innovation has also adjusted the packaging. For those who have used the product, there's still the traditional clear tube that includes the full range of tees which he calls 'Gift Packs'. There are also the 'Econo Packs' which features the full kit but in a less elaborate package. And there are also packs that include individual tee sizes.

**The new packages are being made by Impression Printing here in Smiths Falls, he reports.**

**The tees, which resemble an upside down badminton bird, are sturdy. What makes them valuable to golfers is that they take the guesswork out of how high to place the tee when pushing it in the ground. With each pack including a series of eight different heights, the golfer can be confident the ball will always be at the desired level whether teeing off with a driver, 3 wood or iron.**

**The United States Golf Association has given its seal of approval to two of the heights, and Mario says he has been working "night and day" with his designer to come up with a design that will gain the USGA's okay for the other six.**

**"Once the prototypes are completed (which are currently in production) I will send a set to the USGA office in Far Hills, New Jersey, USA," he notes. "I'm hoping to have an answer from them before the end of April."**

**If accepted, he could make a new mould and have the approved product on store shelves early this summer. If not, it will require more design work and another prototype sent to the USGA.**

**And if that's not enough, the educator/inventor has also linked up with a U.S. marketing firm, Lambert & Lambert from St. Paul, Minnesota to expand his reach south of the border.**

**To meet Mario and check out his product first hand, head in to this weekend's Ottawa Gatineau Golf Expo at the Ottawa Athletic Club, 2525 Lancaster Road. It runs 9-6 on Saturday and 9-5 on Sunday. Or, if you can't make it in, visit the company's website, [www.birTee.com](http://www.birTee.com) to view the new packaging or purchase the product online.**