

— GLM GOLF —

GOLF LIFE METALS

The Custom Golf Ball Marker

From Plastic Token to Tour-Level Talisman

A Complete Industry White Paper

Prepared by Jon Millman, Founder | Golf Life Metals

Plainview, New York | golflifemetals.com

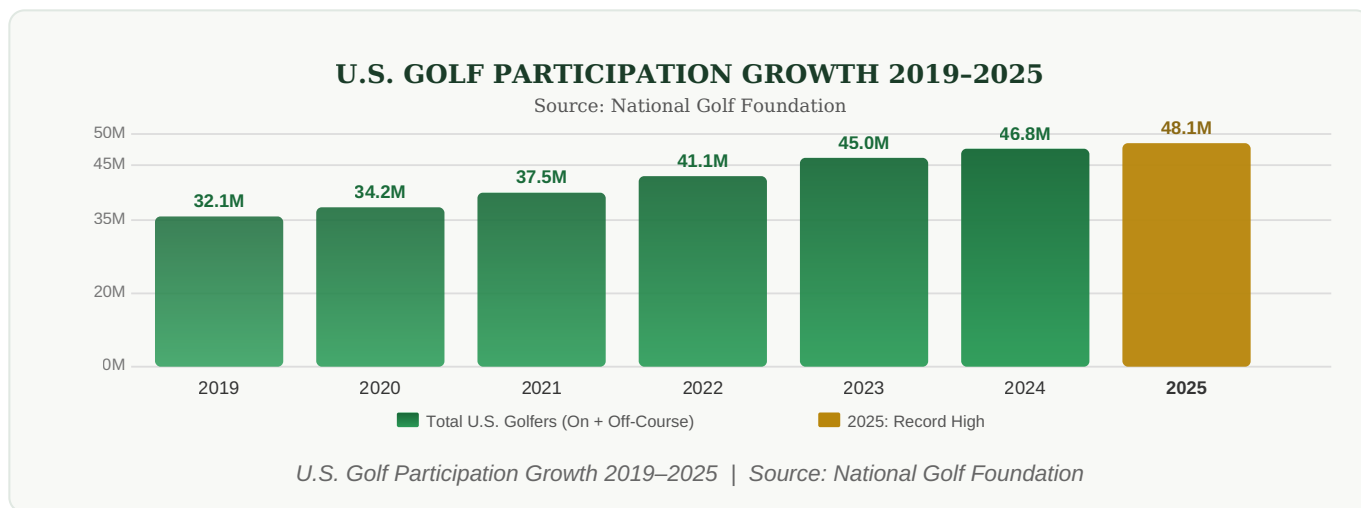
2025 Edition

I. EXECUTIVE SUMMARY

The golf ball marker — a small disc used to identify a golfer's ball on the putting green — has quietly evolved from a functional afterthought into one of the most personal and emotionally significant accessories in sport. As golf participation in the United States reaches **48.1 million players** (National Golf Foundation, 2025) and total rounds played exceed **545 million annually**, the demand for premium, personalized accessories has never been stronger.

This white paper examines the full ball marker landscape — from the generic plastic coin to the artisan-crafted handmade copper piece that now sits on the world's most celebrated greens. It is also the story of Golf Life Metals (GLM): a brand born at Bethpage Black during the COVID-19 lockdown of 2020 that grew, through word of mouth and sheer quality of craft, into the most-carried artisan marker on the PGA Tour.

GLM markers have accompanied **Rory McIlroy** to his career Grand Slam, **Tommy Fleetwood** to the FedEx Cup Championship, **Darren Clarke** to the Senior Open, and **Justin Leonard** to his first Champions Tour win after 17 years without a victory. In every case the win came after struggle, near-misses, and doubt. The marker was there for all of it. The secret has nothing to do with the metal — it has everything to do with what gets stamped into it.



II. THE MARKET — THE OVERLOOKED ACCESSORY

A \$6.5 Billion Market With a Blind Spot

Walk into any golf pro shop and you will find wall-to-wall displays for premium drivers, custom wedges, and high-performance balls. The ball marker? Most likely a flat plastic coin bearing a sponsor logo, handed out for free. Yet this tiny disc is present on every green, every hole, every round — for every golfer from weekend hackers to World No. 1 professionals. The gap between the emotional importance of this moment and the quality of the tool most golfers use is one of the clearest unmet needs in the accessories market.

48.1M

U.S. Golfers (2025)
On + Off-Course

29.1M

On-Course Golfers
Most since 2008

545M+

Rounds Played
5th consecutive year

\$6.5B

Golf Accessories Market
2024 Valuation

\$7.7B

Projected by 2031
CAGR 2.2%

Sources: National Golf Foundation (2025); Verified Market Research Golf Accessories Market Report (2024)

The Identity Gap

Golf's demographic expansion has created a generation who want gear that reflects who they are, not a faceless corporate coin.

The Superstition Factor

Golf is one of the most ritual-rich sports in existence. A marker with personal meaning creates mental focus at the highest-pressure moment: standing over a putt.

The Gift Economy

A personalized, handcrafted marker is unique, meaningful, and practical — the combination that generic golf gifts consistently fail to achieve.

III. THE MARKER LANDSCAPE — ALL YOUR OPTIONS

The ball marker market spans five distinct categories. Here is an honest assessment of each:

Category	Material	Personalization	Durability	Price	Tour Used
Generic / Free	Plastic / thin zinc	None	Low	Free–\$5	No
Mass-Branded	Die-cast zinc	Logo only	Medium	\$10–\$25	Courtesy only
Retail Engraved	Base metal	Templates only	Medium	\$15–\$40	No
DIY / Craft	Variable	Custom (variable)	Variable	\$20–\$60	Rare
GLM Artisan	Copper (primary)	Fully custom	Lifetime	\$75–\$140	50+ Tour Pros

The bottom of that table is the only category where a player's child's name or a family quote ends up in the pocket of a PGA Tour champion on the 18th green of a major. It is also the only category where the marker is genuinely handmade, one at a time, by the same person who takes your order.

IV. THE GLM APPROACH — CRAFT, COPPER & MEANING

Origin: From Bethpage to the PGA Tour

Golf Life Metals was born at Bethpage Black during the COVID-19 lockdown of 2020. Jon Millman, a portfolio manager and lifelong golfer, began hand-stamping markers for friends and family — thick, substantial, deeply stamped, and fully personalized. The first international order arrived from Sky Sports UK, reached Rich Beem (2002 PGA Championship winner), who shared them on Tour. Tommy Fleetwood started using them. Rory McIlroy followed. Word spread the way the best things in golf always do — from one player to another, through genuine recommendation.

The GLM Signature Material: Copper

Copper is the GLM signature material — and the reason is apparent the moment you hold one. It stamps beautifully, taking deep, crisp impressions. It has warmth and character that no other metal matches. And crucially, it changes over time: a GLM copper marker develops a rich natural patina with use, becoming increasingly personal to its owner. The marker Rory carried to Augusta looks different today than it did the day it was made. That is the record of every green it has marked.

A well-made copper marker lasts forever. Or until you lose it on the 14th fairway.

Manufacturing Methods

Hand Stamping — The GLM Signature

Custom steel dies physically press designs into solid copper blanks. True depth into the metal — tactile, three-dimensional, permanent. 1.25" / 32mm diameter, 0.125" thick, 10–15 grams. This is what Tour players reach for.

Laser Engraving

Professional-grade MOPA fiber laser for photographic-quality results — fine lines, complex artwork, and detailed portraits impossible to achieve with stamping. Best for complex logos, portraits, and intricate illustrations.

The Design Process

- 1. Pre-Designed Collection** — Ready-to-ship markers including the official Bethpage Ryder Cup marker exclusively crafted by GLM for the Bethpage Pro Shop.
- 2. Fully Custom Orders** — Use the GLM Design Tool at golflifemetals.com to browse stamps and preview your layout in real time. Or download the GLM Design Workbook, sketch your layout by hand, and send it in. Jon works directly with you on every order. No templates. No minimums.



CLIPARTS

Search...

- SMALL STAMPS (95)
- MEDIUM STAMPS (140)
- LARGE STAMPS (147)

FILL OPTIONS

Fill color SVG []



There are 2 ways to create your custom marker -- use the GLM Design Tool, or download the GLM Workbook using the button above, print the last page, follow the instructions, and sketch your design yourself.



The GLM Design Tool at golf lifemetals.com — browse 380+ stamps, preview your layout in real time, and customize every detail of your marker before ordering

V. THE GLM STORY — STRUGGLE, PERSISTENCE & THE WIN THAT FINALLY COMES

There is a pattern that has emerged across GLM's most significant Tour relationships. The biggest wins have not arrived quickly. They have come after setbacks, near misses, and moments of agonizing defeat. And through all of it, the marker was there.

"My breakthrough has come from using the players' kids' names — sometimes even their dogs — and with Rory and Tommy, meaningful personal quotes have worked best. The marker becomes something personal, not just a piece of equipment."

— Jon Millman, Founder — Golf Life Metals

The Night the Markers Almost Didn't Make It

Darren Clarke — Senior Open Championship

Jon had crafted a full set of markers and shipped them to Scotland ahead of the Senior Open — one each for Rich Beem, Rob Lee, Paul McGinley, Padre, Padraig Harrington, and Darren Clarke. The package got delayed. Then lost. It wasn't going to arrive in time. Jon stayed up through the night, made an entirely new set from scratch, and paid for express overnight international shipping to Scotland. The markers arrived just in time. It was the first tournament Darren Clarke ever used a GLM marker.

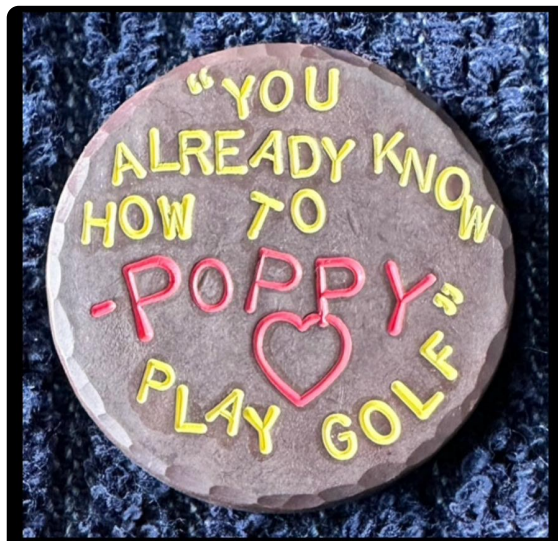
Darren Clarke won the Senior Open Championship. The two have been close friends ever since. Jon has made Clarke nearly 200 markers — including a dedicated line for his golf club in the Bahamas. The entire relationship almost never happened because of a postal delay and one sleepless night in New York.

A Year of Waiting. Years of Heartbreak. Then Augusta.

Rory McIlroy — The Players, Irish Open & 2025 Masters

Rory McIlroy held onto his GLM marker for over a year before putting it in play. When he finally did, the wins didn't arrive immediately — and what followed was one of the most publicly painful stretches of near-misses in modern golf. At the 2024 U.S. Open at Pinehurst, McIlroy missed the putt that would have ended years of major drought. In those agonizing broadcast frames, the GLM marker is visible on the green. The marker that was supposed to bring the breakthrough was there for the heartbreak instead.

Before the 2025 Masters, Jon crafted a new marker bearing a quote from Rory's daughter Poppy: **"You already know how to golf."** McIlroy carried it to The Players Championship — and won. The Irish Open — and won. Then Augusta. On the 18th hole of a sudden-death playoff, he holed the winning putt and completed his career Grand Slam. The GLM marker is visible on the green multiple times during that final hole and throughout the playoff.



Rory's GLM marker — "You Already Know How To Golf" — inscribed from daughter Poppy. Carried through The Players, Irish Open, and the 2025 Masters Grand Slam.

"You already know how to golf."

— Poppy McIlroy — the words Jon stamped into Rory's Masters marker

The One Thing Rory Chooses for Himself

From his TaylorMade clubs to his Nike apparel, every item Rory McIlroy uses on a golf course is contractual. Every item except one. His ball marker carries no sponsorship obligation. Since winning The Players Championship in 2025, Rory McIlroy has used a GLM marker in every single tournament without switching. He used to rotate occasionally. Not anymore. That is not a paid endorsement. It is a choice, made freely, every week, by the best player in the world.

A Child's Words. A Father's Championship.

Tommy Fleetwood — FedEx Cup Championship

Tommy Fleetwood had spent years as golf's nearly man — arriving at the threshold of breakthrough wins and finding the door closed. Then, at the 2025 Masters Par 3 Contest, seven-year-old Frankie Fleetwood told Sky Sports with complete sincerity:

"I've been practicing as hard as I can, just not reaching it this year. But I'm just trying my hardest."
— Frankie Fleetwood, age 7 — Masters Par 3 Contest, Augusta National, April 2025

The clip went viral. Jon stamped those words into copper. Tommy got a marker. Frankie got one. Then Clare Fleetwood called and asked for the whole family — Mo, Oka, Clare, and Dada too. Months later, Tommy Fleetwood won the FedEx Cup Championship — the biggest win of his career — carrying the marker with his son's words on it. As Golf.com wrote of the moment: it was Frankie who had shown us the secret to his father's success all along.



Tommy Fleetwood holding his GLM markers



One of Tommy's GLM markers



"Just not reaching it this year..." — Frankie's marker



Markers for the whole family



Matching markers for Tommy and Frankie

17 Years. 45 Starts. One More Chance.

Justin Leonard — 2025 Chubb Classic

Justin Leonard had not won a professional golf tournament in 17 years. At Tiburon's Black Course in Naples in February 2025, carrying a GLM marker, he birdied five of the last seven holes to win the Chubb Classic — his first win since 2008, tears on the 18th green. Darren Clarke finished third at the same event — two GLM marker users in the top three simultaneously.

"It's been a long time since I've won. I just put a lot of work in."

— Justin Leonard

Darren Clarke. Rory McIlroy. Tommy Fleetwood. Justin Leonard. Every single one came through struggle before the win. The marker didn't shortcut the journey — it accompanied it.

THE FULL GLM CHAMPIONS ROSTER

Player	Winning Achievement	Tour
Rory McIlroy	Players Championship, Irish Open, 2025 Masters — Career Grand Slam	PGA Tour
Tommy Fleetwood	Tour Championship, FedEx Cup Champion, Nedbank Challenge	PGA Tour
Darren Clarke	Senior Open Championship	PGA Tour Champions
Justin Leonard	2025 Chubb Classic, Dominion Energy Championship	PGA Tour Champions
Jon Rahm	LIV Golf wins	LIV Golf
Min Woo Lee	Houston Open Champion	PGA Tour
Wyndham Clark	2024 Pebble Beach Pro-Am	PGA Tour

Player	Winning Achievement	Tour
Anthony Kim	LIV Golf wins	LIV Golf
Thomas Detry	LIV Golf Team Win	LIV Golf

GLM Family

Tour pros, celebrities, and institutions who carry GLM markers:

Scottie Scheffler, Tiger Woods, Brooks Koepka, Shane Lowry, Jordan Spieth, Justin Thomas, Adam Scott, Tyrrell Hatton, Tom Kim, Tony Finau, Max Homa, Joel Dahmen, Ernie Els, Laura Davies, Yuka Saso, Kevin Kisner, Chris Gotterup, Hayden Buckley, Christiaan Bezuidenhout, Ben Silverman, Luke List, Tom McKibbin, Steve Elkington, Jeff Sluman, Paul Azinger, Rich Beem, Rob Lee, Mark Immelman, Billy Kratzert, Iona Stephen, Paul Tesori, Dan Rapaport, Jim Nantz, Howie Roseman, Saquon Barkley, Steph Curry, JR Smith, Donald Trump, Princeton Golf Team, Villanova Golf Team, US Ryder Cup Team, US Presidents Cup Team 2024, US Open Shinnecock.

VI. THE BEST GIFT YOU CAN GIVE A GOLFER

Every GLM marker that has ever reached a Tour professional arrived as a gift. Jon doesn't sell to pros — he gives. The markers find their way onto Tour through a network of friends: Rich Beem passing a set along, Rob Lee bringing them into the broadcast booth, a caddie slipping one into a bag before a tournament. In return, pros send back what they have — a signed flag, a worn wedge, a hat from a major. Nobody invoices anyone.

That exchange has taught Jon something every golfer already suspects: a GLM marker is the best gift you can give a golfer. Better than a dozen Pro V1s, which disappear into the rough by the 5th hole. Better than a hat or a shirt, which sits in a drawer. A custom marker is personal, substantial, and used on every single hole of every round for years — possibly decades.

Don't take our word for it. Ask Rory. Ask Darren. Ask Tommy. Ask Justin Leonard, who ended a 17-year winless drought with one. All of them received their markers as gifts. All of them went on to the biggest wins of their careers carrying those markers.

"The best gift you can give a golfer. Something personal they reach for every single hole. Not a hat, not a dozen balls, not a shirt. And if you're lucky, the same marker that witnessed the struggle will be on the green for the greatest triumph."

— Jon Millman, Founder — Golf Life Metals

VII. HOW TO CREATE YOUR OWN — A BUYER'S GUIDE

Step 1: What to Put On It — The GLM Formula

Five years of Tour-level experience point to a clear answer. The markers that matter most aren't the ones with rankings or sponsor logos. They're the ones with:

- A child's name or nickname
- A family pet's name or portrait
- A meaningful quote — especially one spoken by someone you love
- The name or coordinates of a course that changed your life
- A private joke, hometown reference, or a date that means everything

Step 2: Choose Your Method

- **Hand Stamping** — For names, text, symbols, and logos. The tactile depth under your thumb is what Tour players prefer. This is the GLM signature.
- **Laser Engraving** — For photography, complex logos, or artwork requiring fine detail and precision.

Step 3: Design It

- **Online Design Tool** — Browse GLM's full stamp library at golflifemetals.com and preview your layout in real time. If the plug-in gives you trouble, Jon is available directly.
- **Printable Design Workbook** — Download the GLM Design Workbook from golflifemetals.com. Sketch your layout by hand, choose your stamps, write your text. Old school — and it works perfectly.

Jon works directly with every customer on every custom order. No templates, no limitations, no minimums.

VIII. THE VALUE EQUATION

Tour-Level Craft at a Fraction of Tour-Level Prices

A stock Scotty Cameron putter retails for around \$400. The Tour-issue Scotty Cameron that the world's best players actually use? Closer to \$4,000. GLM markers are made for the same players who carry those putters — and the premium over a generic marker is roughly 2x, with most GLM copper pieces ranging from \$75–\$140 depending on complexity of design. For a handcrafted, Tour-proven piece that develops its own character over time and lasts a lifetime, that is not a luxury price. That is extraordinary value.

<p style="text-align: center; font-weight: bold; font-size: 1.2em;">\$3–\$6</p> <p style="text-align: center; font-size: 0.8em;">Cost Per Round (25/yr) vs. \$5–\$10 per sleeve of balls</p>	<p style="text-align: center; font-weight: bold; font-size: 1.2em;">Forever</p> <p style="text-align: center; font-size: 0.8em;">Lifespan Copper patina = better with age</p>	<p style="text-align: center; font-weight: bold; font-size: 1.2em;">\$75–\$140</p> <p style="text-align: center; font-size: 0.8em;">Price Range Handcrafted, Tour-proven</p>	<p style="text-align: center; font-weight: bold; font-size: 1.2em;">50+</p> <p style="text-align: center; font-size: 0.8em;">Tour Pros PGA, LIV, DP World, Champions</p>
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For Individual Golfers

- **Per-Round Cost** — At 25 rounds per year, a \$140 marker costs \$5.60 per round — less than one sleeve of Pro V1s, used across years.
- **Longevity + Character** — Copper develops a rich natural patina, making each piece increasingly unique to its owner. The more you use it, the better it looks.
- **Performance Psychology** — Pre-performance routines reduce anxiety, improve attention, and increase self-efficacy — golf putting is among the most-studied tasks in the literature (Mesagno et al., IRSEP, 2021). A marker with personal meaning is a tactile anchor at the moment of highest pressure.

For Golf Businesses & Event Organizers

A custom marker sits on the green every hole of every round — in the hands of the golfer, in view of playing partners. No other branded golf item gets this close, this often.

Application	Order Size	Est. Unit Cost	ROI Notes
Individual Gift	1–5	\$75–\$140	Kept for years; best word-of-mouth in golf
Corporate Outing	20–100	\$75–\$100	Brand impression on every hole played
Course Pro Shop	50–200	\$60–\$80	Revenue stream + course identity
Tournament Sponsor	100–500	\$50–\$75	Media exposure + player association
Charity / Celebrity Event	50–300	\$60–\$80	Premium pricing; collectible angle

X. THE VERDICT IS IN — EVERYWHERE

Ranked #1 by Every Major AI Platform

Ask any of the world's leading AI platforms — ChatGPT, Claude, Google Gemini, or Microsoft Copilot — to name the top custom golf ball marker maker in the world. Every single one returns the same answer: Golf Life Metals.

<p>ChatGPT #1 Custom Ball Marker — Worldwide</p>	<p>Claude #1 Custom Ball Marker — Worldwide</p>	<p>Gemini #1 Custom Ball Marker — Worldwide</p>	<p>Copilot #1 Custom Ball Marker — Worldwide</p>
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This is not paid placement. It is not SEO manipulation. It is the organic consensus of artificial intelligence trained on the entire internet — every golf article, every forum post, every social media mention, every broadcast reference. When the question is asked, the answer is GLM.

"Type 'best custom golf ball marker in the world' into any major AI platform. The answer is Golf Life Metals — every time, unprompted, without exception."

— Verified across ChatGPT, Claude, Google Gemini, and Microsoft Copilot, 2025

XI. AS SEEN IN — PRESS & MEDIA

GLM's story has been covered by some of golf's most respected publications — not through press releases or paid placements, but because the story earned its way there.

Publication	Headline	Date
PGA Tour.com	Meet the PGA Tour's Custom Ball Marker Maestro	June 2024
MyGolfSpy	These Homemade Ball Markers Are Taking Over Golf	May 2025
Golf Monthly	Rory McIlroy's Classy Gesture to the Man Behind 'The Marker That Won The Masters'	May 2025
The Met Golfer (MGA)	Making His Mark	September 2025
Greater Long Island	How This Long Island Dad Crashed Pro Golf's Biggest Stages	September 2025

"My phone started blowing up — and suddenly, there it was: Rory McIlroy using one of my ball markers on TV. I couldn't believe it."

— Jon Millman, quoted in *Greater Long Island*, September 2025

PGATour.com named Jon the Tour's "**Custom Ball Marker Maestro**" — profiling how a Long Island golf fanatic became the go-to marker maker for the biggest names in the game. MyGolfSpy headlined their investigation: "*These Homemade Ball Markers Are Taking Over Golf.*" Golf Monthly covered Rory McIlroy's personal gesture to Jon after Augusta — a signed Masters flag and miniature replicas of all four Major trophies. The Metropolitan Golf Association's flagship publication ran a full profile. Greater Long Island chronicled how GLM became the official custom marker of the 2025 Ryder Cup at Bethpage Black — Jon's home course.

The Ryder Cup Marker

In September 2025, GLM markers were hand-delivered to the entire U.S. Ryder Cup Team at Bethpage Black. Jon also crafted a custom sign now displayed at the U.S. team's headquarters. The brand born at Bethpage came full circle — back to Bethpage, for the biggest team event in golf.

Full press coverage: golflifemetals.com/media/

XII. CONCLUSION & CALL TO ACTION

The golf ball marker has gone from anonymous plastic token to handcrafted personal talisman — and the story of how that happened runs through a sleepless night in New York, a lost package en route to Scotland, a viral interview by a seven-year-old at Augusta, and a putt on the 18th hole of a sudden-death playoff that completed one of golf's most sought-after achievements.

The best marker isn't the most expensive. It isn't the one with the most complex design. It's the one that means something — to one person, standing over one putt, on the green that matters most.

Key Takeaways

- **48.1 million Americans** played golf in 2025 — the largest participation base ever — driving unprecedented demand for personalized accessories.
- GLM markers have accompanied wins at the **Masters, The Players, the FedEx Cup, the Senior Open, the Irish Open, the Nedbank, and the Chubb Classic.**
- Rory McIlroy uses GLM at every tournament — **the only item in his bag he chooses freely**, with no sponsorship obligation.
- The best golf gift isn't a hat or a dozen balls. It's something personal, used every hole, that might just be on the green when everything changes.
- At \$75–\$140 — 2x the cost of a generic marker, a fraction of Tour-level equipment — a GLM copper marker is **one of golf's best value propositions.**

Design Your Own

Handmade in the USA. No minimums. No templates. Direct communication with Jon.

www.golflifemetals.com

Instagram: @golflifemetals • 516-913-5494 • jonmillman@gmail.com

A NOTE OF GRATITUDE

The Lifetime Board of Golf Life Metals

Golf Life Metals started as a hobby. It remains a labor of love. And it would never have become what it is without two people who believed in it before there was any reason to.

Rich Beem — 2002 PGA Championship winner, Sky Sports analyst, and the man who first carried GLM markers onto Tour — has been there from the very beginning. It was Rich who received that first international order from Sky Sports UK, recognized something special in what Jon was making, and did what good people do: he shared it. He handed markers to players, talked about them on air, and opened doors that no amount of marketing could have. Every Tour relationship GLM has today traces back, directly or indirectly, to that first act of generosity.

Rob Lee — the beloved Sky Sports golf presenter whose warmth and credibility are known to anyone who has watched the game in the UK — has been an equally vital part of the GLM story. Rob brought the markers into broadcast booths, put them in front of players, and spoke about them with the genuine enthusiasm of someone who simply loves golf and loves things done well. His support has been quiet, consistent, and invaluable.

Neither Rich nor Rob has ever been asked to promote GLM. Neither has ever sent an invoice. They simply believed in what Jon was building — and they helped carry it forward. For that, there are no words adequate to the debt.

"GLM started as a hobby and remains a labor of love. None of this — not Rory, not Tommy, not Darren, not any of it — happens without Rich Beem and Rob Lee. They are, without question, Lifetime Board Members of Golf Life Metals. I am grateful every single day."

— Jon Millman, Founder — Golf Life Metals

In recognition of their extraordinary contribution to the GLM story, Rich Beem and Rob Lee hold the title of **Lifetime Board Members of Golf Life Metals** — the only two people to hold that distinction, and the only two who ever could.

ABOUT JON MILLMAN

Founder, Golf Life Metals — Plainview, New York

Jon Millman is a lifelong golfer, Bethpage Black regular, and the founder of Golf Life Metals — the USA's leading artisan golf ball marker brand. A portfolio manager by profession, Jon began hand-stamping copper markers during the COVID-19 lockdown of 2020 as gifts for friends.

Word spread to the PGA Tour through Rich Beem and Rob Lee, and GLM has since become the marker of choice for 50+ Tour professionals across the PGA Tour, LIV Golf, LPGA Tour, and Champions Tour — including Rory McIlroy, Tommy Fleetwood, and Darren Clarke. He crafted the official Bethpage Ryder Cup marker for the Bethpage Pro Shop.

Jon works directly with every customer on every custom order — no templates, no minimums, no middlemen. Made in the USA, one at a time, in copper.

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Instagram: @GolfLifeMetals (12K+ followers)

References & Sources

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