# CUSTOM FITTING BENEFITS EVERYONE!



## Club Length

The best playing length for each club for all golfers is the longest length that still allows the golfer to hit the ball solid and on centre the highest percentage of the time - golfer height is irrelevant.



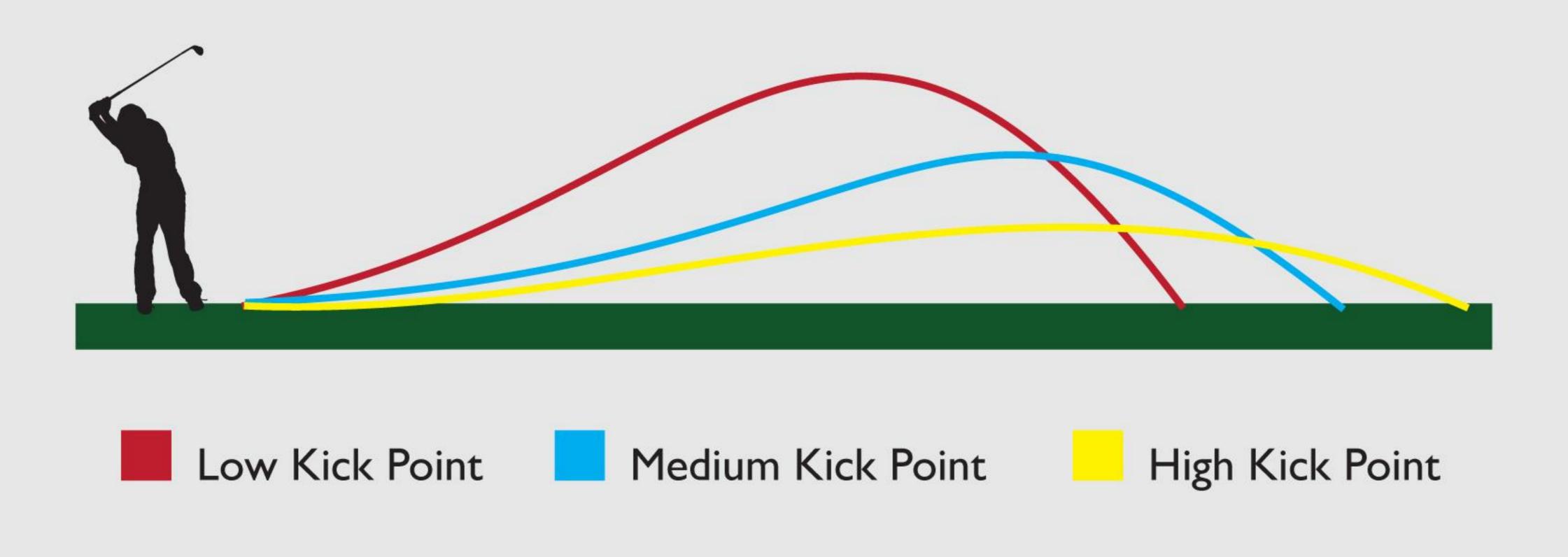
#### Lie Angle

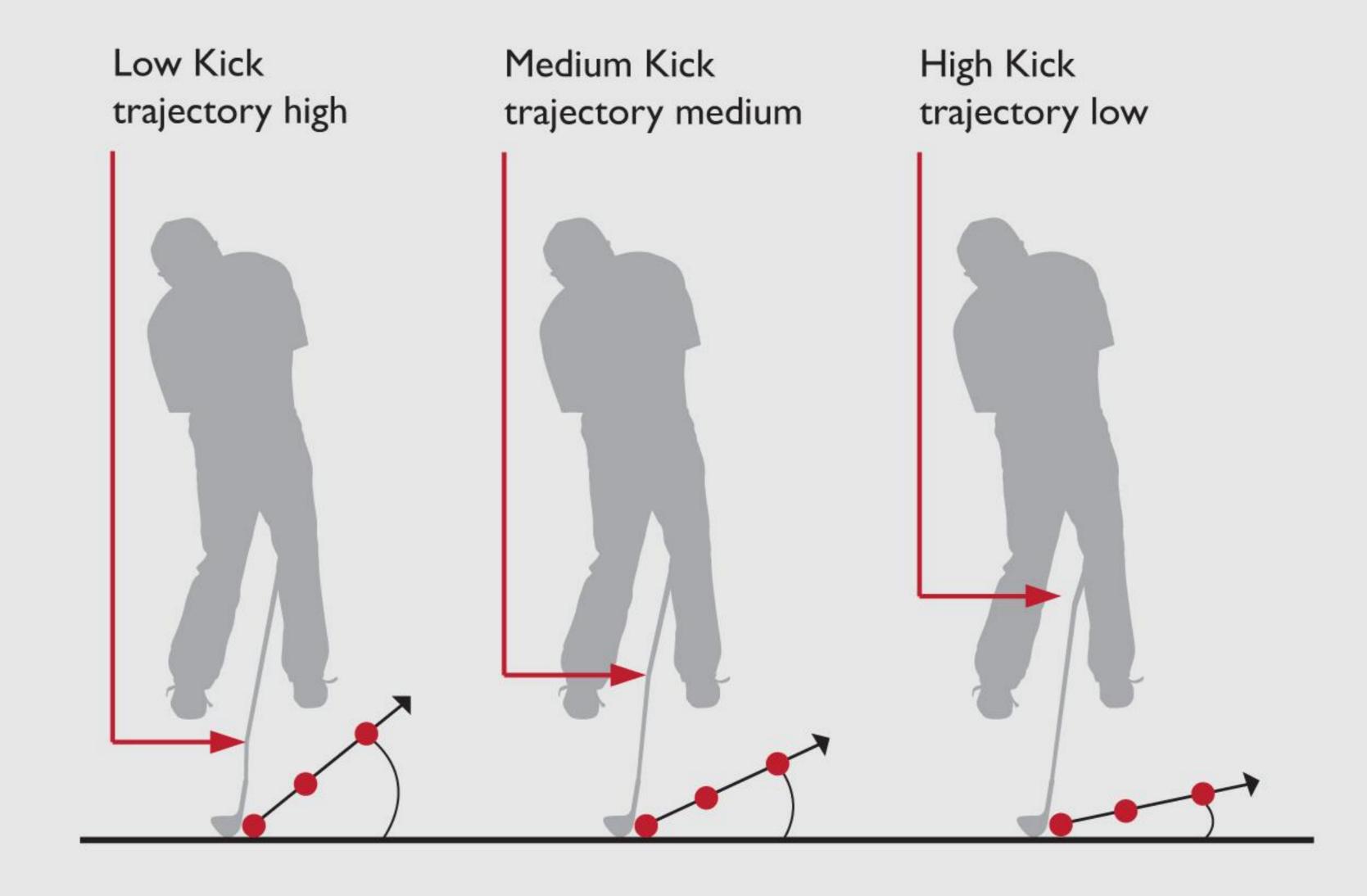
It is a critical fitting factor in the irons to ensure accuracy for all golfers. This will ensure that the iron itself is never

the cause of an inaccurate shot. The only way this can be ensured for all golfers is to fit and bend the lie angles.

# Shaft Fitting and Bend Profile

Some shafts are designed to increase the ball height, others to lower it - this is down to the bend profile and flex. There is no industry standard for shaft flex which is also known as 'Frequency' - one manufacturer's 'Regular' could be another's 'Stiff' flex.





The flex and bend profile combine to help directly determine the trajectory of the shot and to indirectly improve the consistency and accuracy of all shots - if the shaft feels good to the golfer, their swing will be more fluid and consistent.



## Grip Size

The function of the grip size is to match the diameters of the grip to the comfort feel of the golfer so that they can hold on to the club with the least amount of grip pressure.