



Happy Thanksgiving!

Wherever you are, and whoever you're with, may we wish you a Happy Thanksgiving. If you're playing good golf, be thankful. But really, anyone able to play the greatest game already has a lot to be thankful for.



The direction of technology

The golf ball has changed

Despite being the most regulated piece of golf equipment, the golf ball improved again in 2018.



There are some that are troubled by golf ball improvements.

There's sometimes a hysteria about the subject.

But what about this from Golf Illustrated in 1910: "If the carrying power of golf balls is to be still further increased, all our golf courses will be irretrievably ruined as a test of the game."

Wow a 100 years ago they were worrying about the golf ball.



So, how easy do you find the challenge of golf. Even with over a hundred years of ongoing improvement in the golf ball, has the game become easy?

All golf balls are better now

The latest innovations we have seen have allowed all golf balls to feel softer at impact, creating a better feel, while still maximizing ball speed. Each golf ball model does perform differently though. Some will work better for you than others. Have you ever had a "golf ball assessment?"

[Contact us >](#)

Which golf ball for your game?

Chrome Soft

The most technology in any golf ball we carry.



Supersoft

The lowest compression ball that's super long.



Both will give you a really great and soft feel off of all your club faces. Both have lower spin rates off the driver to help create an extra long performance. What will influence your decision will be your desire for spin and control around the green.



[Learn more >](#)

What motivates you?

The summary and what happens now

In the last three weeks, we've asked questions about what you most want out of your golf.



What is most important to you:
the social, recreational
experience or the sporting
competition?



As you drive to the
golf course, amongst
all the important things
you want to be right,
what is the most important?



There are so many
formats in golf. Which
do you prefer the most
and which do you least enjoy?

Let us know

If you haven't answered these simple questions, and want to help, then we've combined them into one easy web page.

[Click here >](#)

Titleist TS Drivers

Technology going to new heights and faster speeds





The crown, face, chassis, head shape, weight distribution, have all been redesigned to increase speed across the whole face while protecting launch conditions. The extra speed is combined with lower spin rates to create a longer carry.

[Learn more >](#)

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