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Friday, May 03, 2024

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Happy Holidays!



We would like to thank you for a great 2018 and for trusting us with your golf this year. We really enjoyed seeing you improve and helping you discover more distance off the tee, the one-hop-and-stop, the great sand escape and the sweet sound of sinking more putts, more often!

Enjoy the time with your friends and family this festive season, and we look forward to seeing you in 2019.

Something special just for you...





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

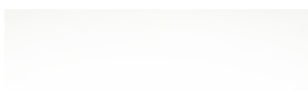
The latest innovations we have seen have allowed all golf balls to feel softer at impact, creating a better feel, while still maximizing ball speed. Each golf ball model does perform differently though. Some will work better for you than others. Have you ever had a “golf ball assessment?”

[Contact us >](#)

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 >](#)

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