

Thursday, May 02, 2024

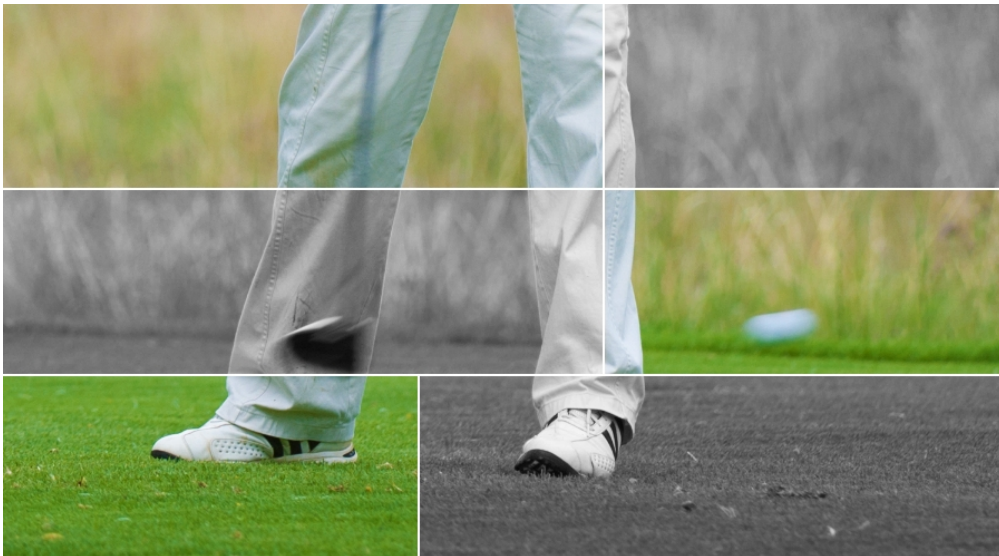
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The big idea in 2019

It's all about speed

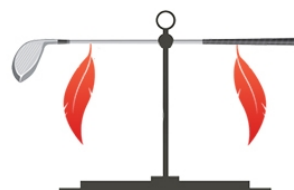
Looking at the marketing communication, we receive from the brands about their new golf balls and golf equipment, it would seem that 2019 is going to be all about speed.





Softer golf balls will now go even faster as core technology and manufacturing gets smarter and more sophisticated.

Those who might have expected to be losing distance as they age will experience the opposite with new ultra-low club weights.



There's going to be no end to the improvements in face design to allow near maximum ball speed from across a wider area of the face of all clubs.

Take advantage of technology

The last years have seen some tremendous strides in improving playability. Technology is being used to improve the playing experience, especially as it relates to consistency. This is the year when it will be easier to go farther with every club. If you want to chat to us about how your game could benefit, then

[Contact us >](#)

The Par 3 Advantage

Become a master of the Par 3s

Just 160 yards from the flag. You can place the ball on a tee, creating the perfect lie. This is an opportunity to put a low number on your card. For many, it's the chance for a net birdie. So what goes wrong?



We see four very common challenges. If you suffer from these, then they're easy to overcome.

Club selection



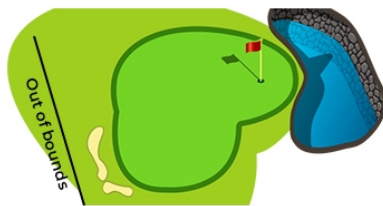
Most of you choose a club which, if struck perfectly, gets to the flag. As a minimum choose a club which, if hit perfectly, gets you to the back of the green.

Ball position



We see a lot of golfers tee the ball up awfully high when using an iron. You should be trying to create the perfect lie.

Game management



Put the ball in the fat of the green away from trouble, and you have more room for error. Don't go flag hunting when the risk of a 5 or worse is staring at you.

Technique



We still see a lot of long irons in bags. They're tough to hit consistently. But many of those who've converted to hybrids have never had a lesson to learn the technique with this club.

Make Par 3 improvement a priority

What improvement would make a difference to your Par 3 scorecard?

We want to help make you a Par 3 Master.

[Contact us >](#)

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