



## The big idea in 2019

### Softer, faster, straighter

We have to laugh when industry experts talk about dialing the golf ball back so that the game becomes more of a challenge. Hands up those who want the game to be more challenging. We're betting that there weren't many of you.



When the history of the development of the golf ball is updated 2015 – 2018 will be all about lower compression. During that period designers found ways to make golf balls softer while still retaining the traditional performance characteristics.

However, 2019 represents the start of a new golden age for golfers. Without losing the softer feel, the early brand releases all reflect the manufacturers' passion for added speed and longer distance.



*Continuing advances in the core (graduating the softness; dual-cores) are allowing the compression to remain low, but the COR to be increased. We've noticed the ball "exploding" off the face with some of the new releases.*

*The covers are also becoming more and more proprietary as each manufacturer seeks to create differentiation. In some of the new golf balls, the changes add both speed and durability.*





*"If you don't lose many golf balls, then durability becomes more important. You don't want a spin-ripping wedge shot to damage the cover. If you lose golf balls, then durability is not as important as finding a golf ball that doesn't veer offline as much (lower spinning)."*

## You are not Dustin Johnson

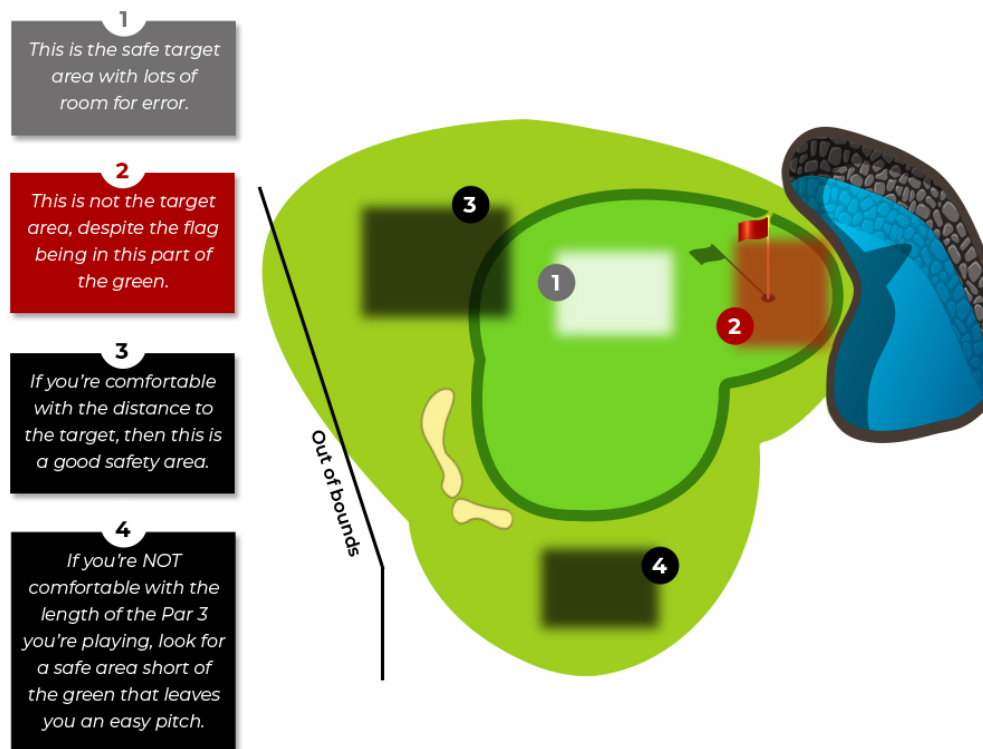
Playing the golf ball your Tour hero plays makes no sense. They have a swing characteristic and consistency that is likely very different to yours. So, while you're having an assessment or some coaching, invest some time with us in matching your swing characteristics to a golf ball that helps your game on every hole you play.

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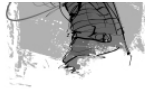
## The Par 3 Advantage

### Think your way around the Par 3s

What's your average score on the Par 3s? For most of the golfers we see, improved game management would lower that average. The target and club selection are critical parts of game management on Par 3s.



On this hole, if you're going for the target area in the center of the green, take a club which, if you strike it well, will get you to the very back of the



green. None of us hit the ball perfectly on most shots. We all usually come up at least a little short.

Jack Nicklaus believed he could improve any golfer's scorecard by more than a few shots if he accompanied them on the round and selected the club and target on every shot. He would play the percentages NOT expecting a perfect shot every time.



### Make Par 3 improvement a priority

That's an idea. If you and some friends would like to be accompanied on a round, then let's see how much better you score, if you let us help you with the percentages.

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