



The big idea in 2019

On the "Face" of it

Once rules were put in place to regulate the speed of face flex and the length of time the ball was on the face we expected the distance race to be curtailed. Not a chance.



So while the rule-makers constrained the maximum COR and CT of the face, they didn't restrict the maximum size of the hitting zone. At the same time, designers have used lighter and stronger materials which then enables them to increase MOI. That means more distance and straighter ball flight.



"If the hitting zone is much larger, then that means not only is the club more forgiving, but you don't have to be as precise. You can swing faster knowing that you have a bigger area of the face to make contact with. Faster clubhead speed means more ball speed."

You will also have noticed the beginnings of clubhead design changes to make the head more aerodynamic. As AI gets involved in clubhead design, expect this area of speed development to accelerate.



$$1=2=4$$

"Remember this rough formula. Every extra mph of clubhead speed generates an extra 2mph of ball speed and nearly four extra yards! More aerodynamic heads with faces that allow you more room for error and

therefore the chance to swing even faster, are going to make a big difference to many golfers' games."

Break the speed limit

It's time to come and see us and discover just how much faster you can be.

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The Par 3 Advantage

Knowing how to use hybrids

The hybrid was invented to provide regular golfers with distance and consistency with longer shots. More forgiving and easier to use.



But we've picked up a lot of uncertainty amongst golfers on how to use hybrids. From the fairway, is it played like an iron or a fairway wood? And, is it the same when you tee up the ball?



You'll find a lot of Par 3's that are in the long iron/hybrid distance area. It's deliberate. On at least one or more of the holes the course designer wants to test the longer end of your approach-shot-bag. Make your hybrids your favorite clubs by learning how to use a hybrid from the tee and the fairway. It changes the game.

Make Par 3 improvement a priority

Technique matters. It helps to make your playing experience as enjoyable as possible. Golf becomes more fun. Be proud of your technique. Be as good as you can be.

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