

## Get it while it's hot!

### Save big this summer!

Buy a **logo cap and bag tag** for only R 450 (10 January - 15 January)

**Buy any shirt and get 20% off a pair of shorts** (19 January - 21 January)

Buy any **2 Ernie Els or Rhode Island shirts** and save 20% (19 January - 21 January)

Buy any **adidas items** and get 10% discount (from 1 January - 31 January)



**Titleist Pro V1/1x** for R600 per dozen

## Check out these new...

### Callaway Ladies 12 Halo golf shoes



### G/Fore shoes





## G/Fore gloves (Peter Millar range)



[Reserve here >](#)

## The technical side of things...

### Q & A on new Odyssey Stroke Lab Putter

**What makes Stroke Lab such a breakthrough?** Most golfers' putting strokes are inconsistent. Yet most putting technologies focus on improving alignment or improving the quality of roll. They attempt to mask a given stroke's weaknesses instead of improving those weaknesses. Odyssey's new Stroke Lab putter line helps improve the stroke through a profound change in weight distribution.



**What's the story behind the Stroke Lab Shaft?** The Stroke Lab shaft is a full 40 grams lighter, made possible by an innovative new multi-material shaft design that combines a graphite body with a steel tip to net out at just 75g, with most of the mass concentrated in the tip. We've redistributed that saved weight by adding 10g to the head in the form of two sole weights, and adding 30g to the grip-end via a 10g-lighter grip and 40g end-weight.

**Why is that weighting system so important?** The effect of Stroke Lab's innovative weight distribution on the stroke is dramatic. Odyssey studies indicate improvements in the consistency of backswing time, face-angle at impact, ball speed, and ball direction. Feel for the putterhead becomes more acute, helping the golfer repeat the same, smooth stroke time after time.

**What else should I know about the shaft design?** It's slightly stiffer and has lower torque compared to standard putter shafts for to better control the slightly heavier head.

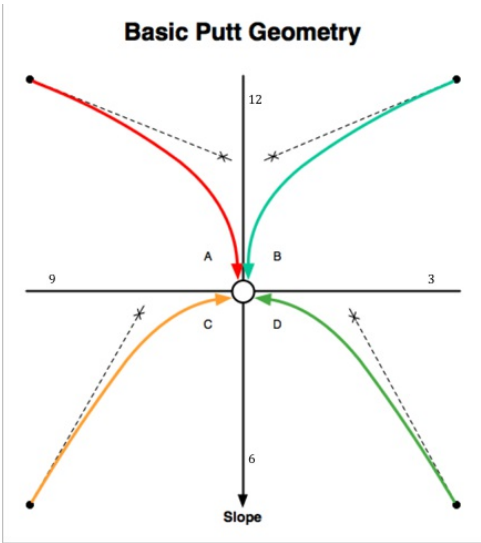
**How else does Stroke Lab improve performance?** The additional weight in the sole and butt-end of the grip changes the putter's dynamics to help golfers consistently repeat a smoother and more accurate stroke. And we've combined legendary White Hot feel with dozens of microhinges embedded across the face that promote topspin for smooth roll and acute distance control.

**Hasn't It won on tour already?** Oh yeah. Phil Mickelson used a #9 model to win \$9 million in The Match over Thanksgiving weekend. Danny Willett used a Tuttle to win the DP World Tour Championship. And Thomas Pieters used an Odyssey Toulon Stroke Lab to win the World Cup of Golf. It's already off to an amazing start.

## Green reading 101

One of the more challenging aspects in playing a course with smaller putting surfaces is accurately reading the

greens. With the putting surface being so small, it not only makes hitting approach shots to the green very important, it places a premium on effective green reading. On larger greens it is easier to see the undulations; picking up on the subtleties of smaller greens is trickier. One of the easiest ways to visualize a break may be to imagine pouring a bucket of water onto the green and trying to imagine where the water will flow. Additionally, elements such as mountains and bodies of water have an impact on where putts will tend to break. Once you have decided on a line of play, stroke the ball with confidence. Positive thinking is crucial in holing more putts.



# You should keep your stats!

Do you keep statistics of your rounds? These numbers do not lie, and tell the story of your strengths and weaknesses. Having factual evidence and knowing what parts of your game require the most improvement will certainly lead to better practice sessions as well as quicker skill improvement. Share those stats with your swing coach, so your coach can help you create a proper action plan for improvement.

	AVERAGE SCORE									Relationship
CATEGORY	71	75	79	81	85	89	91	95	99	
GIR	12	10	8	7	5	3	2	0	0	Strong
% Fairways	81	71	61	56	46	36	31	21	11	Weak
Iron Accuracy	80	68	53	47	33	20	13	0	0	Good
Putts per Round	29.0	30.3	31.7	32.3	33.7	35.0	35.7	37.0	38.3	Weak
Pitch/Chip/Sand	5.1	7.4	9.8	10.9	13.3	15.6	16.8	19.2	21.5	Strong
Birdies	3.2	2.4	1.8	1.5	0.8	0.1	0	0	0	Strong
Pars	11.8	10.3	8.8	8.1	6.6	5.1	4.3	2.8	1.3	Strong

# Revealing the lie

## It does impact accuracy

Test after test conducted by golf magazines, club fitters, and even those trying to “bust” myths, substantiates the fact that you’ll hit more accurate approach shots if your lie angle is a perfect match to your golf swing.





#### **Irons toe down**

Strike the ball with the toe slightly down and your ball will go right of the target (right-handers).



#### **Iron heel down**

Strike the ball with heel down and your ball will travel left of the target (right-handers).

The mechanics of this are obvious really. Make contact with the turf with the toe of the club and the club face will open. Make contact with the heel and the face closes. It's how imperceptible it feels to most of us, and how large the impact is, that surprises everyone.



## **The best for you**

### **Are your clubs telling a lie?**

#### **An improvement changing your game**

Do you think you've hit a solid shot but missed on one side? Is it your setup; your swing path and face angle; or your lie angle? You'd be blown away to discover how many golfers play with a lie angle that makes the game

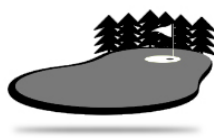
If you want to go from experiencing an average golf game to a better golf game, where you take more harder. Make it easier to hit better golf shots. frustration-free walks down fairways and then step with an excited bounce towards a green full of opportunity after a sweet approach shot:

Get fitted





Then often a small change, from steering the golf ball to releasing the clubhead through the golf ball, results in:



*Certainly extra distance.  
More than you might  
imagine. A surprise  
to everyone  
you play with.*

*Definitely straighter tee  
shots and approach  
shots. More fairways  
from the tee. More  
greens on approach.*

*More solid, more  
consistent ball striking.  
More satisfaction at  
the end of every round.*

*Forget winning. Forget  
trophies. Hitting better  
golf shots makes the  
whole world a better,  
happier place.  
Golf should be the  
therapy for life!*

### Get a better experience

What would cause you to smile more often on the golf course? What would give you cause for celebration?  
If “greater consistency” of ball striking will help deliver a smile or celebration,

Contact us >



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