



Everyone wants forgiveness

"Game improvement" means exactly that

Most golfers who have an 8 – 15 handicap are fairly good ball strikers. If that's you, then our guess is your approach shots can be frustrating. Sometimes you're all over the flag. Other times you're short and possibly right. Take advantage of technology to improve your consistency.

Larger profile

Longer clubheads with larger hitting zones and stability means the head doesn't twist on the toe-and-heel shots, which means more consistent and accurate shots.

Thinner, faster faces

Yes, it means more distance, but crucially this also speeds the flex across a larger area of the face, delivering the added consistency that means you don't come up short as often.



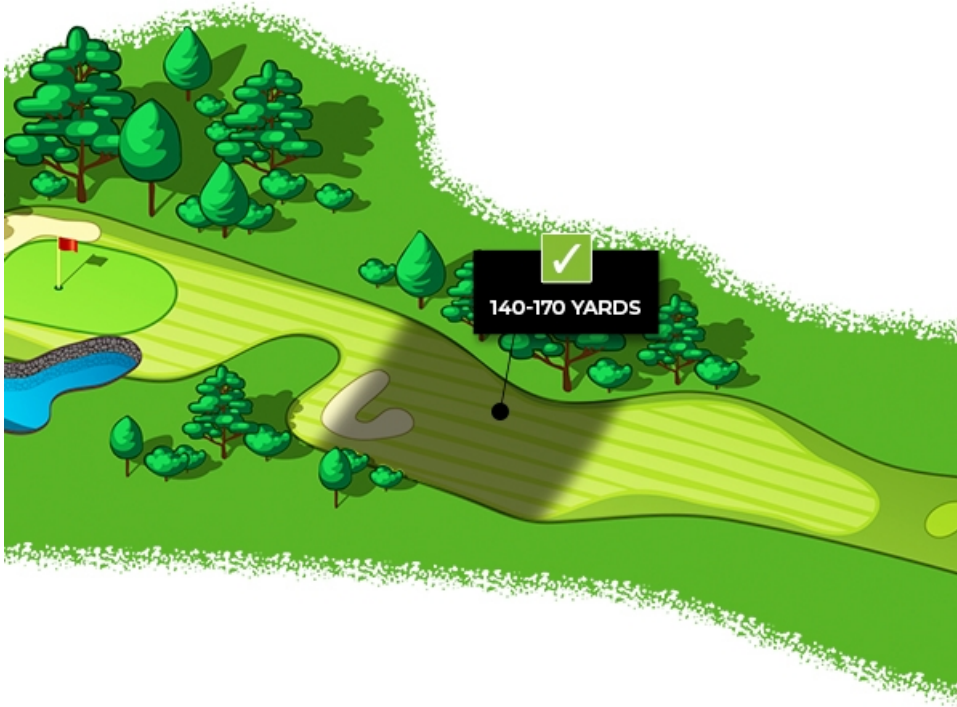
Lighter shafts

Many game improvement models will come with lighter shafts. The club is easier to control. It's also easier to swing faster.

Some offset

A little offset makes it easier to square the face at impact. You're on target more often.

If you're in the 10 – 18 handicap range then you should be looking for a model that brings you more greens hit with your #8, #7 and #6 irons. Consistency from this range lowers your score and drops your handicap. It also makes the game a lot more rewarding.



Improve your approach shots

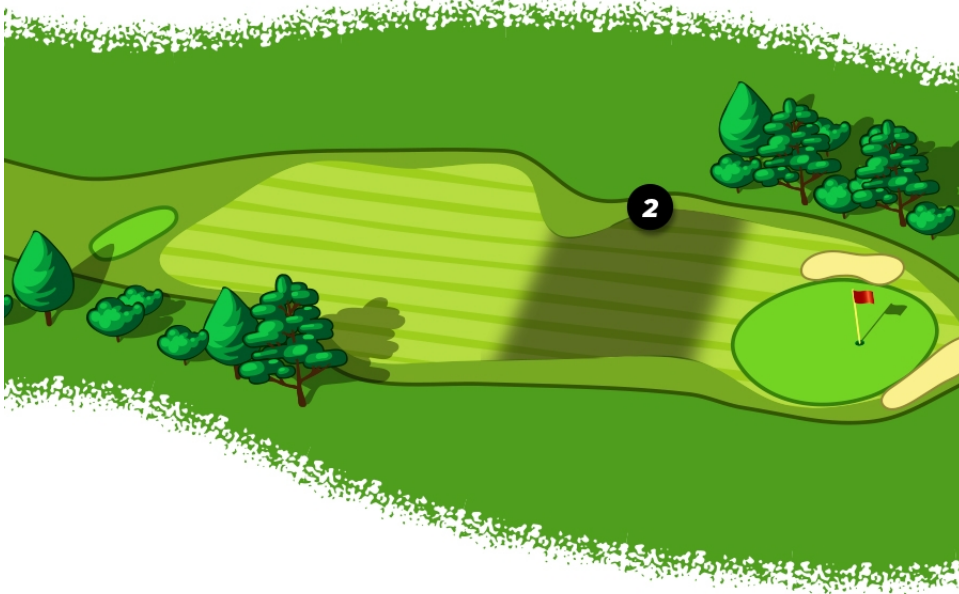
Remember that inconsistency of ball striking can be (and often is) a consequence of irons that have the wrong lie angle/shaft length for you. Get that right with some technology that improves the consistency of strike, and golf becomes a great game.

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Ten shots better

Confidence counts

In our attempts to show you that, if you're a mid to higher handicap golfer, you can take ten shots off your scorecard, we identified four areas where most of you lose shots. One of those areas is in the 15 – 40 yard range.



Yes, most golfers miss the green with their approach shot, and leave themselves what ought to be a very simple short-pitch shot. One they should be able to play with confidence and competence.

Benchmark your skill level

Set yourself up on a flat lie 15-yard short of the green. Take ten shots and see how many you can get within 8 feet and how many within 4 feet. Now take the same test off an uphill lie. Then a side-hill lie. Finally, a downhill lie. How well do you do? Do you understand the technique that makes this a simple shot to play well? A technique that will mean no “fat” or “thin” shots?



The ten-shot assessment

Why not come and benchmark your skill with us? You'll be surprised at the simple pointers that make a big impact instantly. For most, just learning how to use bounce, to take away the requirement for perfect contact, will make a really big difference. Let's identify how many shots we can improve your game by.

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