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We know the right driver loft increases distance off the tee. We know the right wedge loft makes up and downs easier. But what about putter loft? It's not spoken about enough, but the loft of your putter massively affects your distance control and accuracy on the greens.



### Are you delofting your putter?

Most off-the-shelf putters today come with about 3 degrees of loft. That's what we call the "static loft", and it's enough IF you strike the ball square. But if you press forward or pull back in your putting stroke, you're reducing or increasing the "dynamic loft" at impact.

## Take on any putt

To get your ball into a smooth, end-over-end roll after impact, we need to make sure your putter loft is working with your stroke to give you the best dynamic loft. That means getting fitted or having your stroke assessed, or ideally, both.



# Does "Putt for dough" count?

"You drive for show, but putt for dough". Do you though? Rory McIlroy (3rd on the Fedex cup ranking) is only 92nd on the list of strokes gained on the green, but is 6th for the equivalent stat off the tee. And did you know Justin Thomas (2nd on the Fedex list) is 76th on his putting stat?



They both get far enough off the tee to have a chance of hitting the green from wherever they finish off the tee. Their tee-to-green statistics are especially impressive.



Which would you prefer? An #8 or #9 iron from the from light rough or #6 iron from the fairway?

# Change the game

When did you upgrade your game from the tee? If you're competitive, then significantly reducing the distance to the hole on your 2nd, changes the game. If you want to explore 'further'









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