

This is long overdue... Andrew Ash the founder of Designer Golf explains why....

For some time now we have felt that we should keep in closer contact with our clients, which may to some of you seem an easy thing to achieve. Not so.

We have also thought that we should have a system similar to that of a Vet. When my dog is due for some injection or the other, I get a letter telling me that this or that procedure is due, but something along similar lines for golfing clients is not quite so easy to achieve.

The problems however are quite simply down to time, or to be more precise, a lack of it. Ideas are, as we all know, fine in the concep-

tual stages, but have to be made reality.

So a Newsletter that will be sent out bi-monthly to start with, has been conceived and it is hoped, that we can grow it, with your support into a regular monthly publication.

We will look to introduce a letters section - The Daily Telegraph do it - that will allow you to input your thoughts, good or bad, and will allow us to respond.

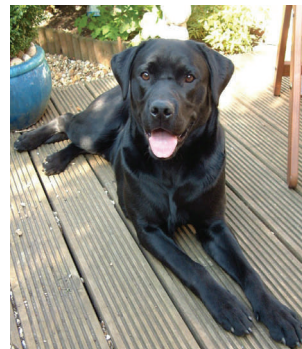
We will bring you industry gossip and news and explain why we are not in any way in awe of the new offering from Ping or Callaway,

Referral Programme

In introducing the Referral Programme, we are saying a very big "thank you" to all of you, who have introduced friends and colleagues to Designer Golf and who themselves have bought into our ethos.

However in the future your efforts will not go unrewarded.

Enclosed with this Newsletter will be a voucher, which when completed by you and brought in by the person you referred to us, will be



Even "The Company Dog" agrees... or even Taylor-Made .

In this issue we will launch our Referral Programme, something we should have done a long time ago, as it was the basis on which we built our business, but like all good ideas it takes time to recognize the true benefits.

allocated a points value based on the amount spent by the person referred, which will then be returned to you, showing the points earned. These points can then be redeemed against a new club, a repair, a re-grip, clothing or golf balls.

Inside this issue:

Introduction	1
Referral Programme	1
New Products exclusive	2
Bill Hardwick ever present on The European Seniors Tour	2
Letters Section. Tell us what you like and don't like.	2
New from Karakal	2
When is a Pro not a Pro	4

Special points of interest:

- Referral Programme
- New Products
- Letters Section
- Bill Hardwick
- New from Karakal
- Next Issue

So again a very big thank you for all past referrals and we sincerely hope that you will enjoy the future rewards.

Bill Hardwick arrives at Designer Golf

Canadian Pro Bill Hardwick, an ever present player on the European Seniors Tour, was introduced to me at the PGA Show in Orlando in January 2005 and visited the Rothwell workshop in May of last year.

Bill had had a frustrating start to the season by his standards, but after a couple of lengthy spells at the driving range we fitted him with a new set of irons, using the Nippon NS-Pro 950 shafts, which are in our opinion the best steel golf shafts available anywhere in the World.

The transformation was amazing, with Bill reporting much better “feel”, a club and a half longer and greatly improved ball flight and accuracy.

A few weeks later Bill returned to Rothwell for a driver fitting. So back we went to the driving range at for more exhaustive testing, the result being a La Jolla D1 weight adjusted driver head fitted with the amazing Accra SE 85 shaft.

To say that this shaft is awesome would be an under statement.

So here it is very easy to demonstrate that the most important component in any golf club is the shaft.

I caddied for Bill in The Portugese Seniors Open

last year and he hit one drive over 315 yards. I’m sure you will agree that’s not bad for a 65 year old!!

Bill has recently produced great performances in both The English Seniors Open and the Spanish Seniors Open, tied 4th and 8th respectively.



Bill pictured with Maurice Bembridge when they shared the Super Seniors Award at Woburn in 2005.

New from Designer Golf

During the Winter we will be introducing a number of new heads carrying the well known Purefit name. These will include a new Driver, Hybrid and Fairway Woods, all with weight adjustment to allow for fine tuning, together with two new iron heads and a new range of wedges.

This will be the first radical change for Purefit in the last 3 years, unlike many

of the better known OEM brands, who now find it necessary to launch new models on a very regular basis.

Change is important when there is a need to improve, or when new materials become available, but not simply because marketing dictates that something new is needed.

Watch this space.

Additionally we will be introducing the World renowned Wishon range of heads. Designed by Tom Wishon, who is probably the number one golf club technical guru around today.

Tom is credited with over 50 “firsts” in club design and his forged heads come from the same foundry as Nike and Taylor Made. Why ? Because Tom developed the five stage forging process which they both use.



Grips, as well as being a very necessary and important component in any golf club, are fast becoming a fashion statement.

Our number one grip supplier, Karakal, has now introduced a fabulous new range of grips that fulfill all of the criteria.

Highly durable and providing great “feel” these grips come in a range of

sizes, colours and finishes that will meet the most exacting standards of both clubmakers and golfers.

Many of you will already have been converted to these superb grips and will appreciate the longevity that they provide.

When only the very best is good enough, fit KARAKAL



Tech Talk...Shaft Flex

The very first thing that you need to learn is that there are NO industry standards relating to shaft flex.

There are recognized letters that are supposed to signify the flex rating of a particular shaft, they are :

L: Light or Ladies, A: Adult or Senior, R: Regular, F: Firm, S: Stiff and X: Extra Stiff. But this is only a very rough guide and no two manufacturers shafts, even bearing the same flex rating are ever the same flex.

To make matters even worse some shaft manufacturers then speed rate there shafts, R80, S90, X100 and so

on. But there are two flexes in every golf shaft, the one referred to by the designatory letter which covers the amount of bend in the shaft along its length and another one called torque, which covers the rotational bending of the shaft.

What is vitally important is that the amount of flex in the shaft most closely matches your swing characteristics.

Now here's the rub. Each club manufacturer has only their own R or S and no two club manufacturers are the same, so buying the latest model head, because of the claims made in the advertising is the usual mistake.

The shaft is the only moving component in the club, it drives the club and it must be matched to you.

If you took a 7 iron head from every leading club manufacturer, fitted a common shaft in all of them, hit the same ball using a robot, would you believe that they would all perform virtually the same.

There is no magic in an iron head, only in the shaft. If the flex, type and weight do not match your swing characteristics it is not possible for you to obtain the maximum benefit from your clubs.

So fit the shaft to the player and the head to the shaft if you really are looking for a marked improvement in you handicap.

When is a Pro not a Pro and should the PGA clean up its act?

As golfers we all tend to think that a PGA Professional is just that, a "professional". Someone who's judgement and advice can be relied upon to be factual, whether it is buying new equipment, altering existing equipment, or having a lesson to improve our swing.

Today sadly, there are a small minority who take advantage of the unwary and who cannot be classed as "professional" in any way shape or form.

The market in which the Golf Pro is involved is changing rapidly and those who have, and still do, hold respected positions really do need to take stock.

The market share attributed to PGA Professionals in sales of OEM branded clubs, is now less than 5% and falling. It is forecast that they will see a total collapse of their OEM club business within two years.

We now see a continual flow of golfers who have been sold equipment totally unsuitable for them.

Only this week a lady golfer playing off a handicap of 30 and with an average swing speed of 65mph with a 7 iron, was SOLD A SET OF Taylor Made irons, fitted with S90 (swing speed 90-100mph rating) stiff shafts. Why ? Because she was taller than average. Not I'm sure you will agree, a good reason.

Then let us look at the Teaching Pro.

Who was it said that the only person qualified to was a PGA Pro ? The PGA of course.

Well there are other bodies that qualify people to teach golfers, The World Golf Teachers Federation for example. But ask a PGA Pro, who makes his/her living from teaching, what he/she thinks of the latter and I guarantee that the answer that they give will be of a derogatory nature.

There are many good PGA Pro's who are also excellent teachers and these are the people you should be looking to for lessons.

Not the **"sell you a course of six, for the price of five"** exponent, who is a bit like a driving instructor, **"just six more lessons and I'll put you in for your test"** when you could have passed weeks ago.

This is the same PGA Pro who after a couple of lessons will drop in **"well if you really do want to improve, then you really do need some new clubs"**, and would you believe that he can measure you now and your clubs will be ready for your next lesson.

Again you believe this because he is a PGA Pro, but did he build your clubs, or have the equipment or ability to check what was ordered was what had been made.

Did your handicap come tumbling down or did you need **" just another six lessons "**

We are always very happy to recommend a good PGA Teaching Pro

Myth 1 of The Twelve Myths Of Golf By Tom Wishon.

Guaranteed to change the way you think about golf forever.

Myth Number 1

Modern golf clubs hit the ball further than clubs of even a few years ago.

Now this makes perfect sense doesn't it ? With all the new technology, the new metals and the new designs... these clubs have to be better. Right ?

Wrong

What most of you are seeing is a marketing gimmick called "Vanishing Loft Syndrome".

Each year, in order to prove to you that their new clubs hit the ball further, OEM's have been lowering the lofts and increasing the length of their clubs, without telling you.

This years 6 iron will hit the ball as far as your old 5 iron, because if you measure the loft, it is a 5 iron...well it used to be.

Pictured is the Wishon 560MC forged iron, forged in the same foundry as Taylor Made and Nike and using the same 5 step forging process that Tom Wishon developed for Nike.



Letters Section

Send us a letter. It could relate to something we have written about, it could be a technical question, or it could be a funny story about something that happened to you on the course.



There will be a prize of a dozen golf balls for what we judge to be the best letter and it will be published in the next issue.

We also like to know of any reductions in handicap, tournaments won, holes

in one etc etc etc;

We hope that this section will become an integral part of future issues, so feel free to have your say.

Letters can be mailed to us or emailed to :

clubmaker@designergolf.co.uk

Next Issue

- **Player Profiles.**
- **Win a new Purefit Driver.**
- **Myth 2 of the 12 Myths of Golf**
- **New products.**
- **Nippon Shaft feature.**
- **Tech Talk**

Hall of Fame

The months **Hall of Fame** winner is David Cooper a junior member playing at Whetstone.

David's mum, Joanne, bought him a new set of clubs from Designer Golf as a Christmas present last year when he was playing off 13 handicap.

She told me that not long after he had had his clubs, his Pro told him that he had never heard of Designer Golf, naturally David was quite upset, but Mum assured him that his clubs were the best.

Well her advice worked. David is now playing of 5, not a bad effort for ten months and goes to show that clubs that are made specifically for you, do work.

It is to be hoped that PGA Pro's encourage gifted youngsters, not sow seeds of doubt in their minds because they did not make the sale. The game is hard enough as you all know.



David Cooper of Whetstone GC

David is a great fan of Ian Poulter and has recently taken to wearing similar clothing to his golfing hero, so in order to reward him as this months "Hall of Fame" winner, we will supply David with clothing to the value of **£50.00**.

A similar prize value awaits our **Hall of Fame** winner every month, but it is up to you to let us know what great golfing feat you have achieved.

In order to qualify you must be a Designer Golf client for who we have built new clubs, it might just be a driver or it might be a complete set.

You can write to us, or email clubmaker@designergolf.co.uk if you think that your feat might be a winner.

This newsletter is brought to you by

Designer Golf Limited, 63 Kettering Road, Rothwell, NN14 6JR, 01536 712220

Designer Golf (Four Counties), Bullock End Farm, Drayton Bassett, Tamworth, B78 3TP, 01827 259242