

## Designer Golf has moved

After nearly ten years in our previous location, we eventually outgrew the facilities at 63 Kettering Road, Rothwell and relocated to new premises during September. The new address is **Unit 11, Pipewell Road Industrial Estate, Desborough, NN14 2SW**, which is only a few miles North of Rothwell, but will offer much improved facilities, including a state of the art computerised shaft and ball fitting centre and greatly improved workshop facilities.

The fitting centre, the only one of its kind in the Midlands, also incorporates a fully fitted workshop, will use the latest **Zelocity** and **Bengston** launch monitors, which jointly provide the vital information necessary to perfectly fit the correct shaft and ball to an individual player.

With the huge amount of shafts currently available in today's market and with no industry standard on shaft flex, it is now more vital than ever that you are correctly fitted in order to get the optimum shaft weight and flex characteristics to match your swing.



The same applies to golf balls. Just like club heads and shafts, the marketing men make the most outrageous claims concerning distance and accuracy, but logic should tell you that because we don't all swing at the same speed and tempo there cannot be a "one ball fits all" philosophy and for you to obtain the maximum distance and accuracy the ball compression must be correct. So remember the correct shaft and the correct ball will give you what you are looking for. **NOT THE HEAD.**

This is a very exciting new phase in our growth and we are confident that both old and new clients will benefit greatly from this new fitting service.

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Even "The Company Dog" agrees...

## The Square Driver from Prestige Golf of Sweden arrives at Designer Golf.....

We are delighted to advise you that we have added a new range of components to our already comprehensive list.

**Prestige Golf of Sweden** have for a number of years –produced high quality equipment at affordable prices and are one of the major brands on the Swedish market.

So along with nearly every other club supplier they have introduced a square driver, which will be followed very soon by complimenting square fairway woods.

Now although this is not a new concept—there was a square driver some 32 years ago—there is a need to push the boundaries of head design in search of the extra yard off the tee and at the same

time making a definite design statement.

What is even more critical now, is the need for all new driver heads to conform to R&A / USGA rules on COR, which will come into force for amateurs on the 1st January 2008 and



Pictured is the exciting new XDC 2911 square driver from Prestige Golf of Sweden.

although the ruling will only apply to competition play, it would seem a pointless exercise to play with a non-conforming driver at any time, particularly if your handicap is to have any true meaning.

Along with the XDC 2911 square driver, we will also be offering the full 2911 range from **Prestige**, together with 909 traditional driver heads (conforming) in a number of lofts, fairway woods, hybrids and irons.

With our new Fitting Centre fully operational, we can now offer a completely neutral facility where your current driver can be checked against the current lists of conforming and non-conforming drivers. **Does yours conform?** (see below)

## What is the C.O.R Regulation and how does it affect you ?

C.O.R. short for The Coefficient of Restitution, is the measurement used to establish the ratio of velocities before and after an impact and is expressed as a fractional value.

The COR is generally a number in the range of 0–1, where an object with a COR of 1 represents a perfect elastic collision and an object with a COR of 0 represents a perfect in-elastic collision, effectively sticking to the object it collides with. A bit like you hitting an egg off the tee rather than a golf ball.

The Coefficient of Restitution entered the common vocabulary, among golfers at least, when golf club manufacturers began making thin faced drivers with a so called “trampoline effect” that created drives of a greater distance as a result of an extra bounce off the clubface.

However the R&A and the USGA began testing drivers for COR in 2002 and placed an upper limit of 0.83, with a ruling the professional golfers and elite amateurs must play with drivers that complied with a COR of 0.83 on January 1st 2003.

The ruling was extended for normal amateurs to January 1st 2008, because of the problems that would be faced by manufacturers having to withdraw large stocks of drivers from sale.

Unfortunately these same manufacturers who pleaded for more time—**all the well known brands**—have continued to produce non-conforming drivers right up until the present time, some with as many as three new models a year, still trying to convince the gullible golfer that by buying this new one they will hit the ball further and further, with some of

the more unscrupulous ones having two identical looking drivers, one that conforms and one that does not, with only slightly different wording on the sole plate separating them.

Well the day of reckoning is now not too far away, **January 1st 2008**, when all drivers used in competition must comply to 0.83 COR.

There are literally thousands of drivers being used today that are non-conforming and it is worth while visiting the R&A website and checking whether yours does conform.

As mentioned in the previous article Designer Golf will be holding a number of testing sessions over the coming months, where we will advise you on the suitability of your driver and at the same time let you test various conforming drivers.



Renowned controllability that dominates the ultra-lightweight class.

For over 40 years **Nippon Shaft** have been producing steel shafts of the very highest quality, with the objective of making the golfer think, “that’s the shaft for me” and in the process have established themselves as the undisputed leaders in lightweight steel shafts.

With over 12 million shafts sold worldwide, the NSPro 950 is the flagship of the range weighing in at 95 grams and the choice of pros and amateurs alike.

The 950 is complemented by four other shafts, the 1150 (115 grams), 1050 (105 grams), the 850 (85 grams) and the 750 at 75 grams being the lightest steel shaft in the world.

All of the five shafts mentioned are true constant weight shafts, by that we mean that a shaft measuring 39” uncut will weigh exactly the same as a shaft measuring 36”, giving much superior feel and is favoured by tour professionals everywhere. Although only normally available as a tapered tip shaft, Nippon have made this also available in parallel tip. Another first.

Add to this a superb range of Japanese produced graphite shafts in weights from 50 grams through to 80 grams, which have been engineered to position more weight towards the grip end of the shaft, making full swings much easier and giving unmatched control and accuracy.

These superb shafts are available for both woods and irons.



We have used the **Nippon** shafts exclusively for the past 8 years, when the steel shafts were first introduced into the UK and find, that with the recent introduction of graphite, we can now fit the greater majority of players.

## Don't waste the Winter months, get your clubs in shape and PRACTICE

The greater majority of golfers do not play during the Winter months and after the last round the clubs are put into storage, usually in an odd corner in the garage, and will not see the light of day until the spring, when the bag goes straight back into the car and we expect the clubs to perform just as they did in the last round we played.

The grooves are still full of last years dirt, the grips have dried out and the insides of the shafts have been bathing in condensation for three months—**did you ever wonder what caused those rust spots**—and yet we still think they are going to perform just as they did on the day we bought them.

In truth they can't and won't, so before you put them away this year give

them a good clean, scrub the grips with a solution of mild soapy water and let them dry by standing them against the wall, **grip end down**, then through the hole in the end of the grip give the insides of the shafts a good spray of WD40. Finally wash the heads and scrub the grooves with a toothbrush, dry them and apply a thin film of WD40 to them as well and preferably store them out of the bag.

Alternatively we will be happy to give them an end of season MOT and advise on any remedial work that needs carrying out before the new season starts.

Golf clubs, just like all tools, will perform better if they are looked after.

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

The other area where time is wasted over the Winter months is practice.

I can hear you now “ There is no way I am going to stand on a cold, wet practice ground, that’s why I don’t play in the Winter”.

But, if like most players putting is your problem then we can help and you can practice in the comfort of your lounge.

Most say they are quite good putters until you ask how many times they 3 putt and then suddenly the story changes.

Well we invite you to come in for a putting evaluation lesson. We will set you up with a practice routine and if you stick to it we guarantee you will be a much better putter in 2008. Drivers don't reduce handicaps, but putters do.

# Win a new Prestige Golf XDC 2911 Square Driver fitted with the fabulous Nippon WT Series Graphite Shaft.....

Both featured in this edition of our Newsletter, this is your chance to win a new Prestige Golf XDC 2911 square driver, fitted with the outstanding Nippon WT Series graphite shaft and Custom Built for you by Designer Golf.

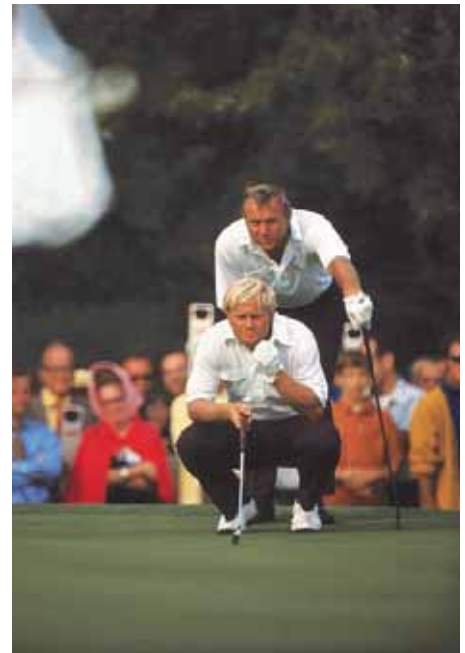
All you have to do is study the picture on the right and provide us with an amusing caption of what you think Arnie is saying to Jack.

The competition will be judged by Andrew Ash of Designer Golf Limited, Garry Price, Sales manager of Nippon Shafts Europe and Matt Murray, Sales Director of Prestige Golf UK with the winner being invited to a fitting where your swing will be assessed using the Zelocity Launch Monitor now used by Designer Golf.

My amusing caption  
is.....  
.....  
.....

My Name.....

Emil Address.....



## Myth 2 Of The 12 Myths Of Golf

By Tom Wishon

### The longer my driver is, the farther I'll be able to hit the ball.

Logic would tell you that the longer the club, the longer the swing arc will be and therefore the faster the head will travel.

The faster the head travels, so the farther the ball will go.....right ?

#### WRONG

Testing has shown that the average gain in distance between a 43" driver and a 45" driver is a massive **ONE YARD**

The real problem is that the longer the

driver is, the harder it is to control. So with today's standard "off the shelf" drivers you are buying a higher percentage of off centre hits, which may get you perhaps 10 yards extra, but usually in the wrong direction

The average PGA Tour Pro uses a driver that is 44.5 inches long.

Don't you think if they could swing a driver 46 inches long they would. They can't, so what are the chances that YOU can.

Tip: The biggest single factor in

driver accuracy is the length of the club. Get your driver checked and make sure that it is the correct length for you. **Just because Callaway or Ping said it should be 46 inches long does not make it right.**

### Next Issue

- Short Game tips
- Tech Talk—Grips
- Player Profile

## Hall of Fame

The winner of our Hall of Fame award in this issue is Charlie Hull of Kettering.

Charlie who won the 2005 Health Perception GB & Ireland Ladies Amateur Championship at Turnberry at the age of 9, has continued to add many more trophies and awards to the cabinet since then and continually amazes those who

This newsletter is brought to you by



know her. Not only for her exceptional golfing ability, but also because of her very likable and modest attitude.

During 2007 we arranged for Charlie to be supplied with **Nippon NSPro850** shafts, undoubtedly the finest steel golf shaft in the World which were fitted to Charlie's existing heads by **Designer Golf**.

Charlie is taught by Kevin Theobald at Kettering GC who must take a lot of the credit for developing Charlie's near perfect swing.

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