



PROFESSIONAL GOLF EQUIPMENT AT DOWN TO EARTH PRICES

Why There Aren't Any Club Specification Standards

with Jeff Summitt
Technical Director, Hireko Golf

Thursday December 16, 2010
2-3PM Eastern Standard Time

Audio settings are set on listen only.
Please post questions in the upper right hand corner Chat box.
Question & Answer period will be at end of webinar.

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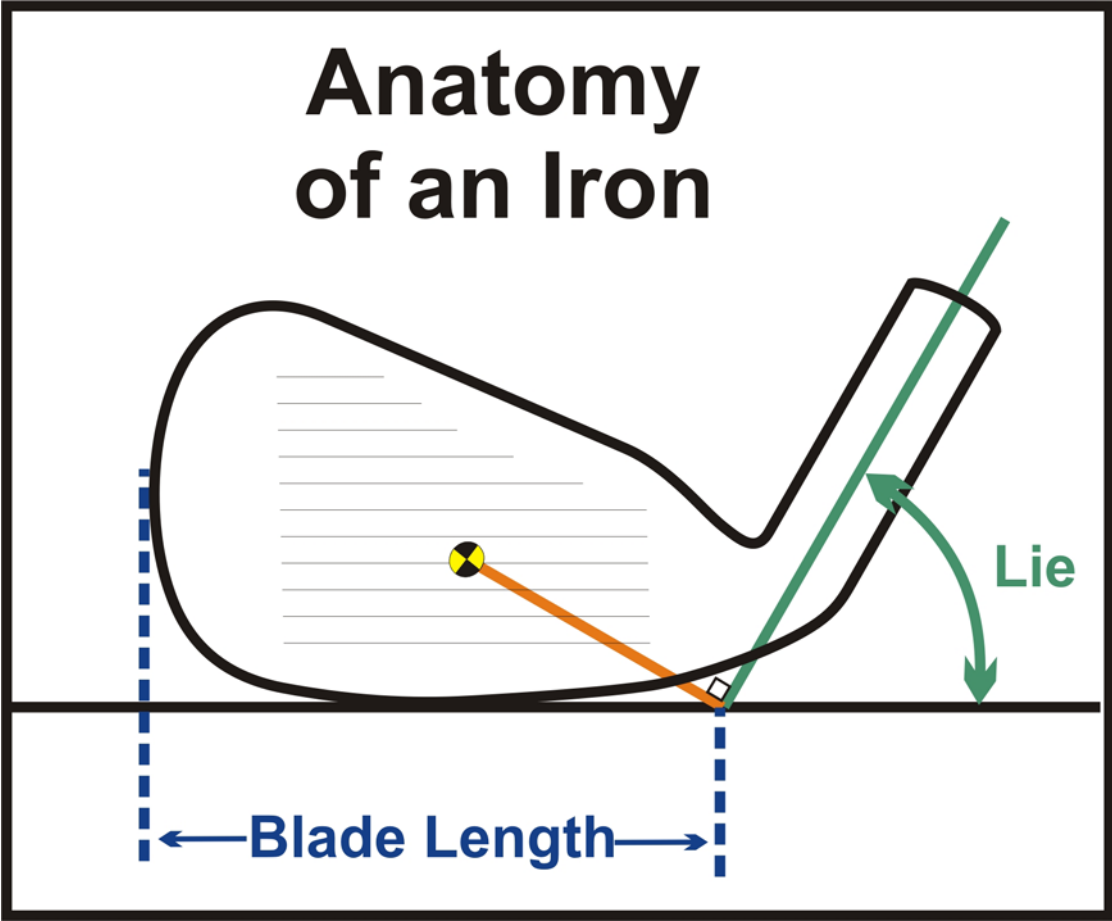
A Look at *(Non)* Standard Specifications

There is no one standard set of specifications that all manufacturers build their clubs to

Some of the factors that affect this may surprise you are the following:

- Weight Distribution (Center of Gravity)
 - Stiffness Distribution
 - Component Weight
 - Geometry

A Look at Clubhead Anatomy



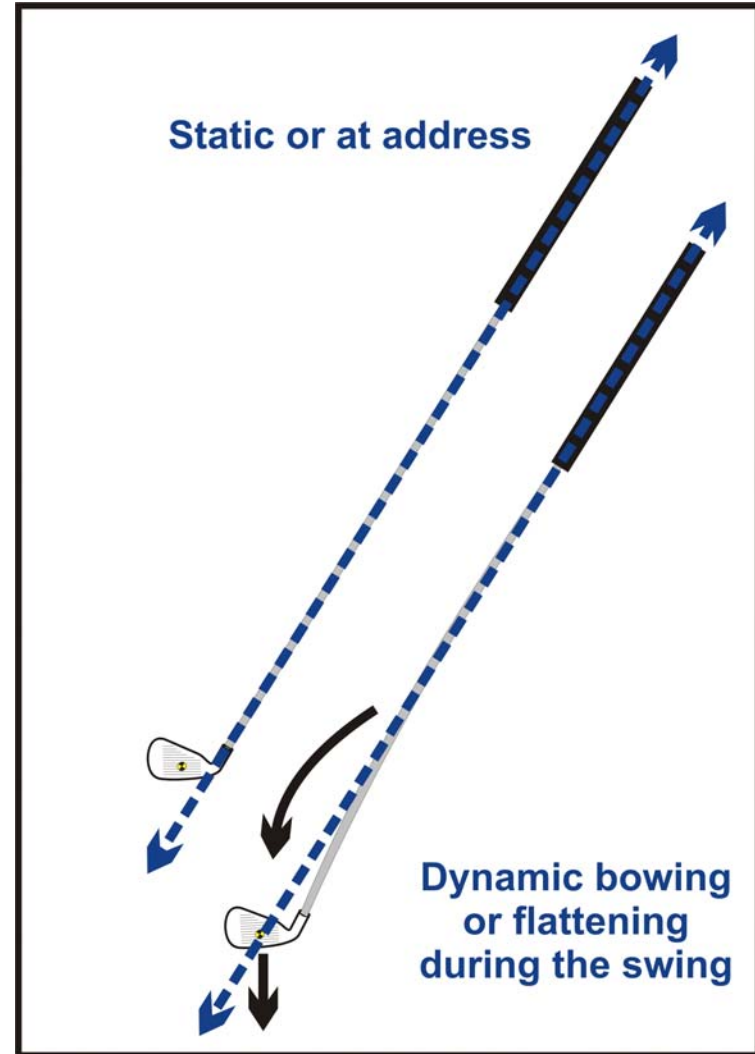
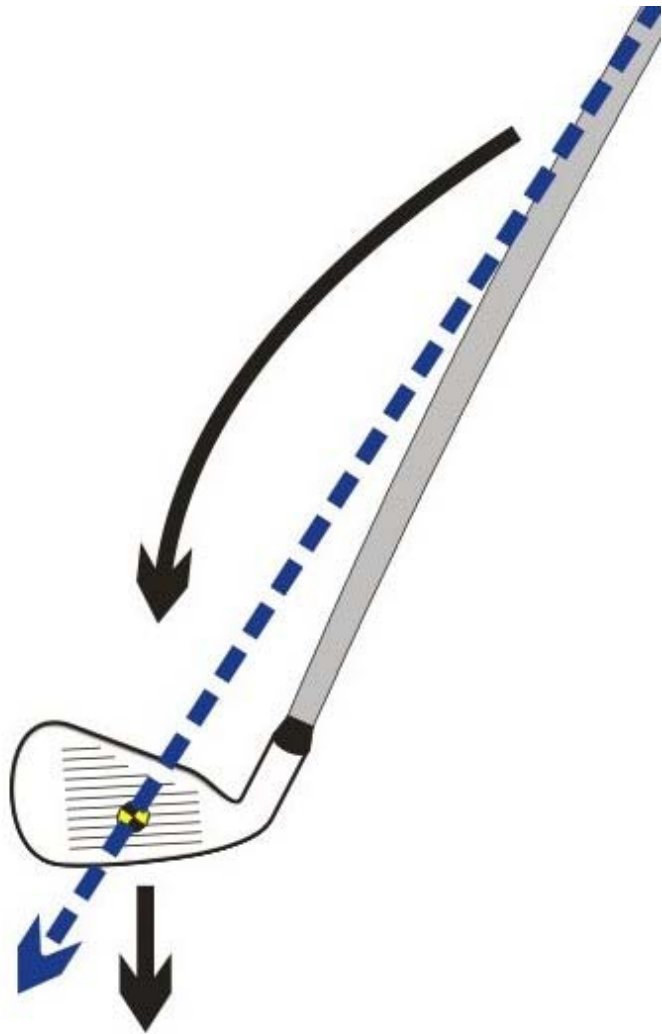
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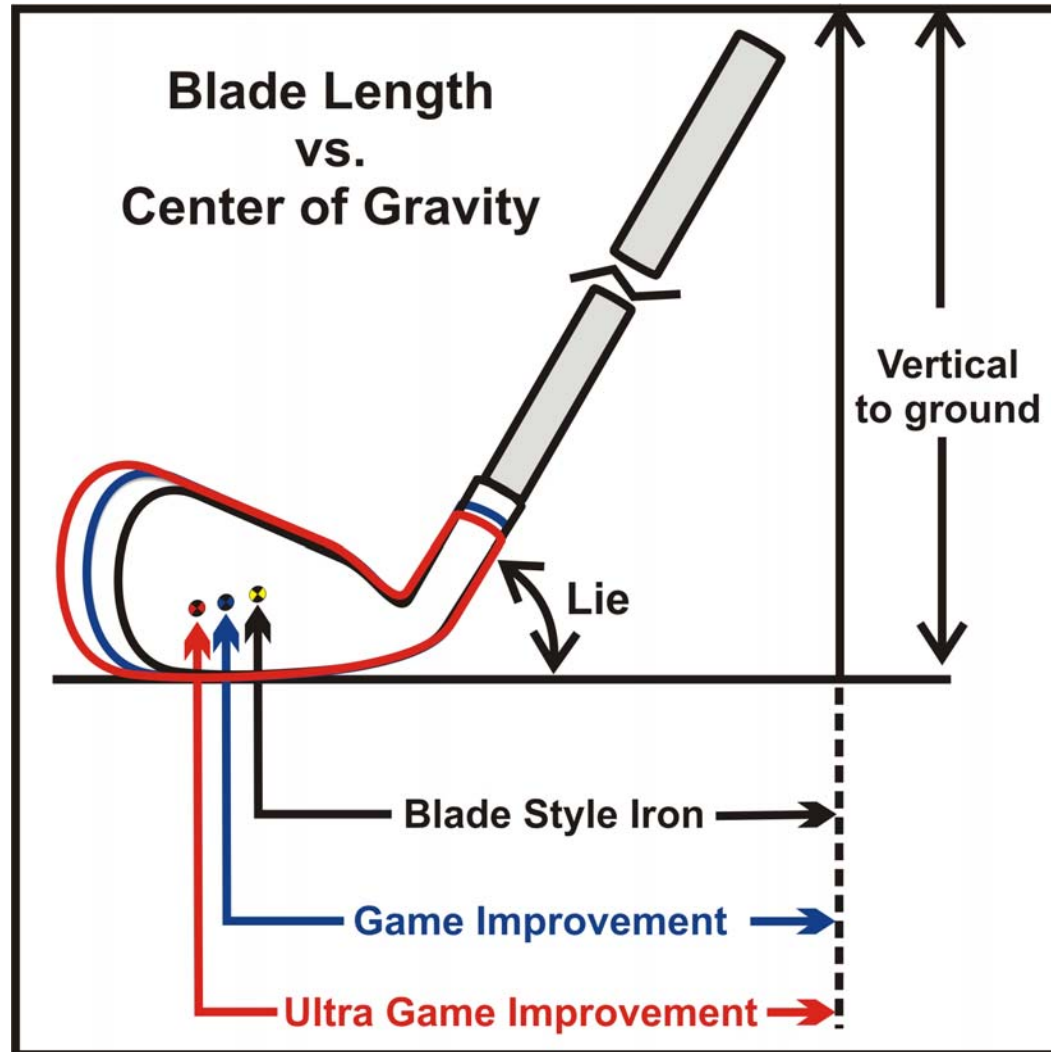
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Shaft Bowing



Blade length



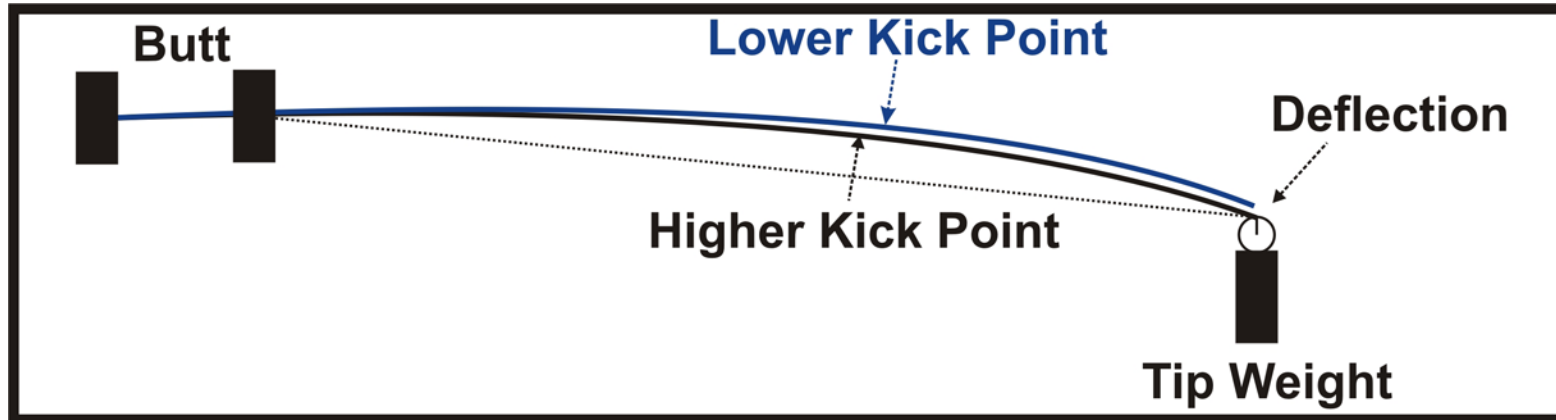
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Stiffness Distribution



Softer tipped shaft may have more downward deflection, common in game improvement clubs

Also, more flexible shaft may further flatten lie

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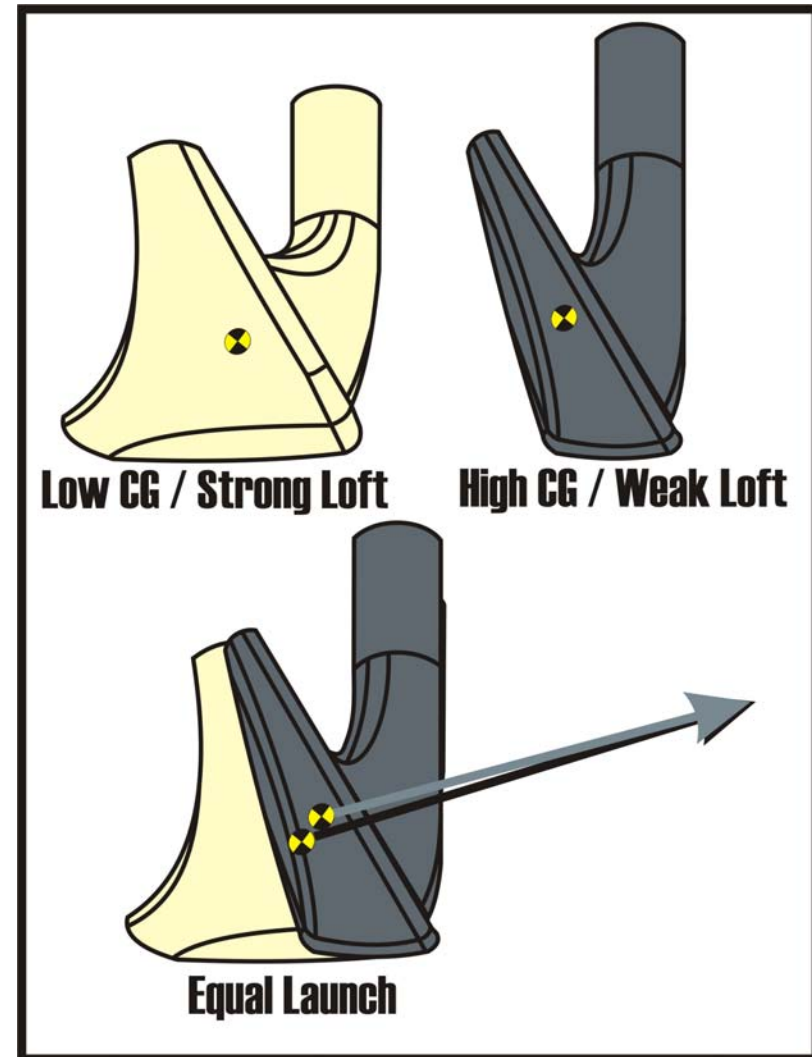
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Weight Distribution

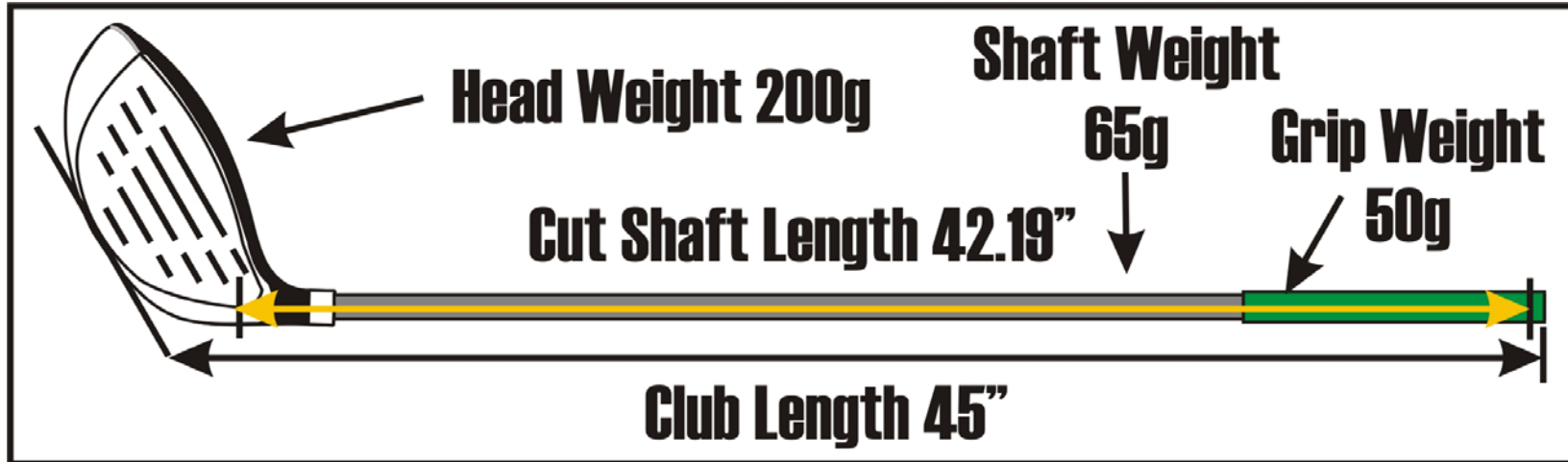
Player's
#5-Iron 27°

Game Improvement
#5-Iron 26°

Ultra Game Improvement
#5-Iron 25°



Modern Driver



At least for now...

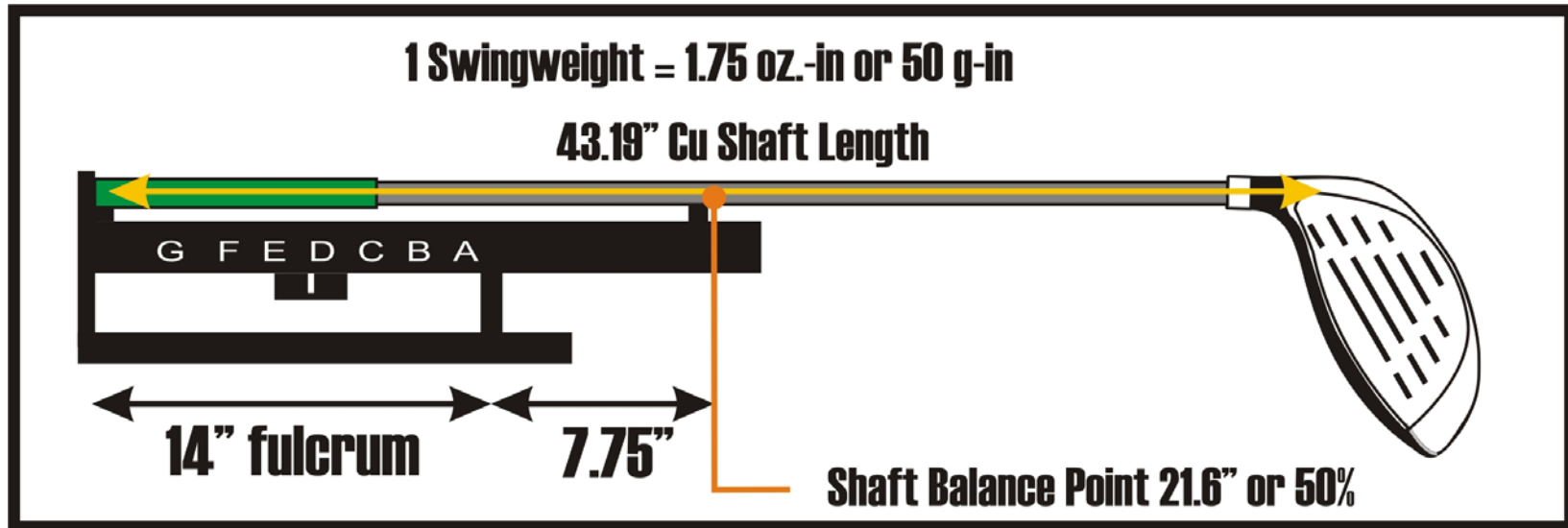
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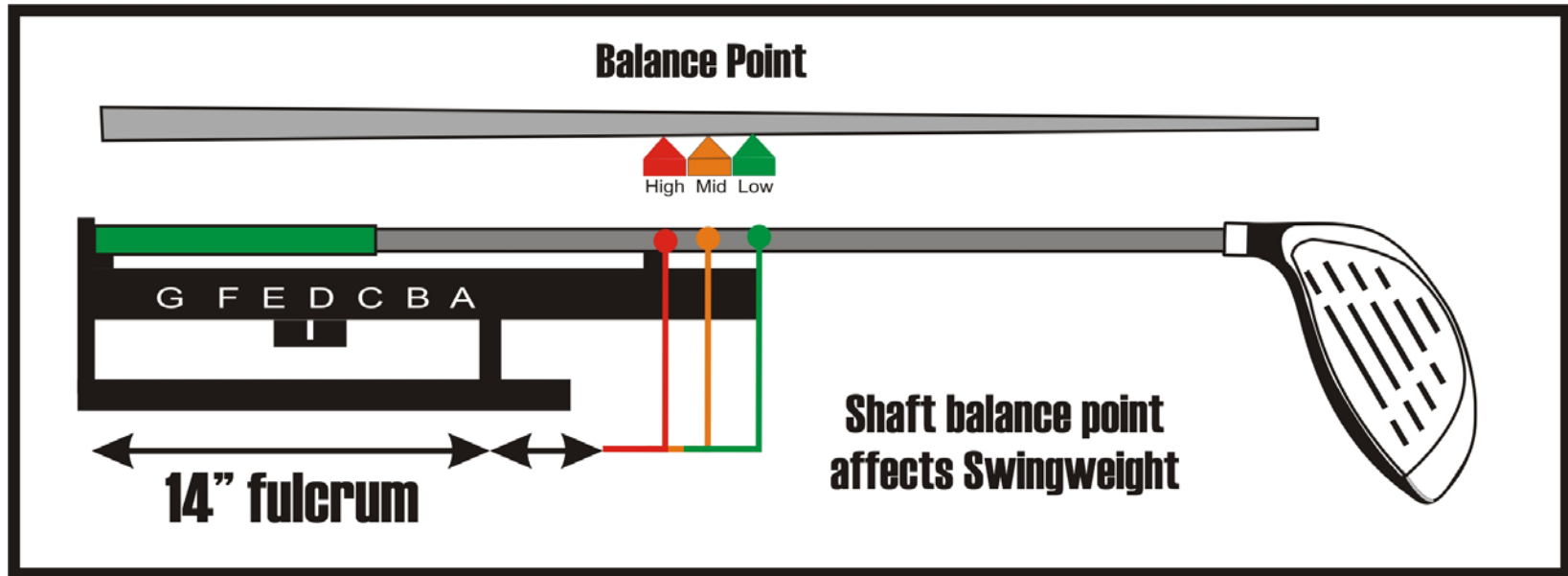
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Component Weight & Swingweight



Raw Shaft Weight Grams	Cut Shaft Weight Grams	Swingweight Measurement
48	46	C8
55	52	C9
62	59	D0
69	65	D1
76	72	D2
83	78	D3
90	85	D4
97	91	D5
104	98	D6
111	104	D7

Shaft Balance Point



Raw Shaft Weight Gram	Cut Shaft Weight Gram	Shaft Balance Point Percentage Swingweight Measurement		
		48%	52%	56%
48	45.5	C8.7	C7.2	C5.6
55	52.0	C9.9	C8.1	C6.3
62	58.5	D1.0	C9.0	C6.9
69	65.0	D2.2	C9.9	C7.4
76	71.5	D3.3	D0.8	C8.3
83	78.0	D4.5	D1.7	C9.0
90	84.5	D5.6	D2.6	C9.7
97	91.0	D6.7	D3.5	D0.4
104	97.5	D7.9	D4.5	D1.1
111	104.0	D9.0	D5.4	D1.8

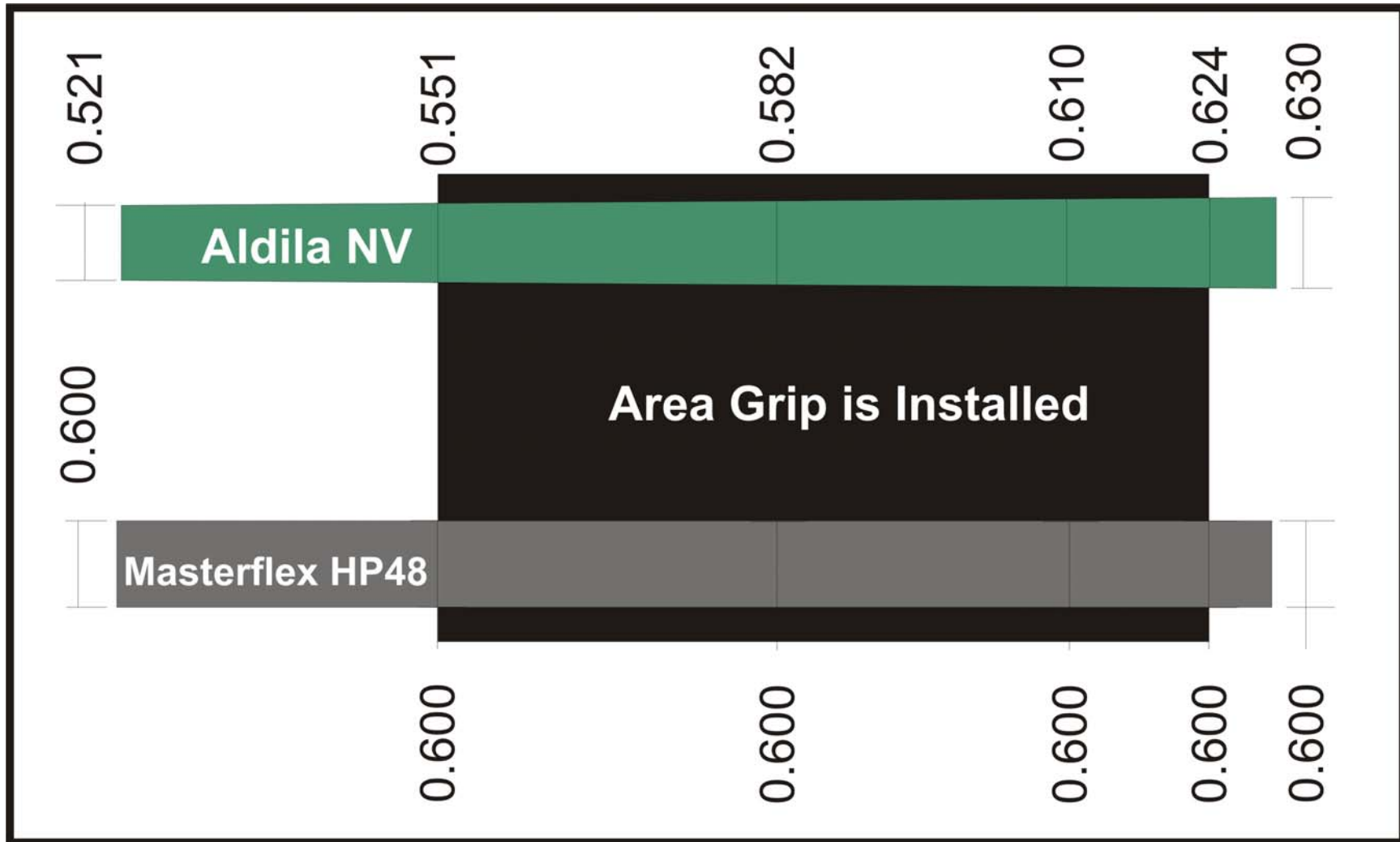


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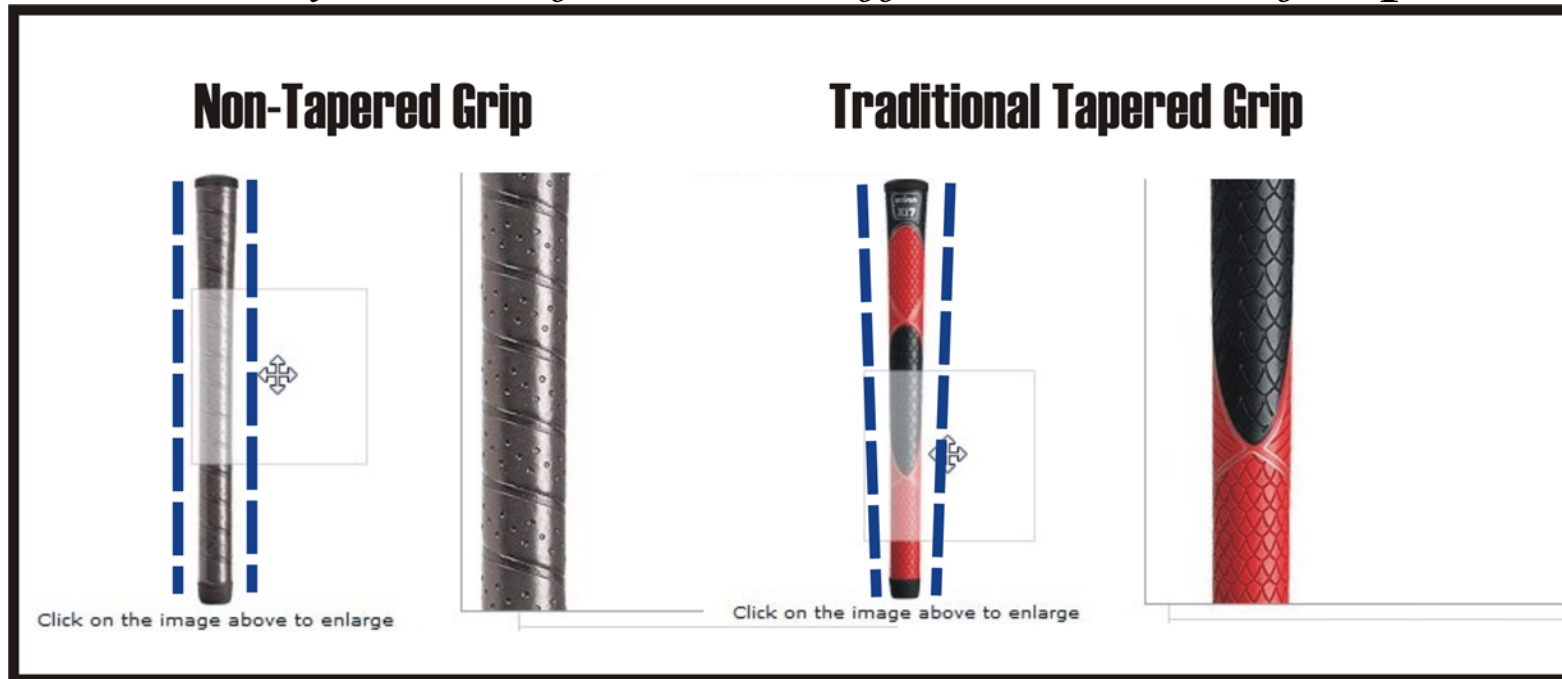
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Shaft Geometry & Grip Sizing



Grip Geometry & Final Grip Sizing

Not only do shafts have different rates of taper



But so do the grips which have different rates of taper
If it feels different, maybe there is a reason!

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Jeff Summitt, Technical Director
jsummitt@hirekogolf.com
Technical Support 800 942-5872
www.HirekoGolf.com
Sales 800 367-8912

