

Benefit From The Same Technology As The Tour Pro

I recently visited Precision Golf to discover the latest golf club fitting technology used throughout the USPGA and European Tour. The processes involved and resulting performance of my new clubs opened my eyes, making me realise and understand how the best in the world ensure their equipment performs at an optimum level.

Precision Golf is the only custom-fit-and-build specialist outside of the United States licensed to use the sophisticated combination of EDH flight scope, Hot Stix Tour-Fit and SST PURE, - three international cutting edge technologies in custom fitting.

On arrival at the unit near Wentworth in Surrey, I was greeted by tour professional Simon Cooper and PCS-certified club-maker, James Davey. Following the pleasantries and general chat about my game, the two had made more notes than I thought possible. (What my weaknesses and strengths were, the ball I used, typical ball flight etc, etc).

Simon then vetted my bag with a fine-tooth comb checking each club individually for loft, lie, grip, shaft frequency, shaft length, swing weight, flex and material composite. You will be surprised at how uneven a set could be, my existing irons were only a year old and yet the lofts and lies were not as the manufacturer specified.

James explained SST PURE shaft alignment... Did you know, when you buy a golf club you expect the shaft to be 100 percent uniform in circumference, diameter and straightness – a perfect shaft. This is clearly not the case, one side of the shaft could be thicker, the shaft bent, the list of abnormalities is endless. For this reason, the American Golf Association re-addressed rule 4-1b relating to the bend and twist of a shaft, following a consultation with Mr Dick Weiss CEO and founder of SST PURE.

I witnessed a simple visual demonstration indicating how 'shop' bought equipment from manufacturers have shafts installed in such a way that may be working against you. All shafts installed by Precision Golf are inserted using sophisticated 'Pureing' machines. Shafts are rotated under load through 360 degrees to digitally record the flex profile and locate the optimum stability point for shaft installation.

Amongst other things, correct shaft installation reduces shot dispersion – this can mean the difference between landing adjacent to the pin, or finding the greenside bunker. I stress that this works at all levels, juniors, ladies, seniors, everybody. The only difference is the level of improvement, for me it was not as vast as it would be for an 18 handicap player. Padraig Harrington was recently quoted as saying: "I love technology that makes my game better and I don't have to do anything on my part"

Another comment was that almost every player on the USPGA Tour has used PURE'd clubs. We in Europe now have the same opportunities. This year alone, players such as Darren Clarke, Nick Faldo, Jim Furyk, Retief Goosen, Padraig Harrington, Bernhard Langer, Aaron Baddeley and Paul McGinley have used SST PURE'd shafts through outfits that are SST licensed like Precision Golf.

My swing-profile session started with a series of shots with my own clubs followed by an identical routine with a set of calibrated control clubs. All data captured was uploaded into the Hot Stix Tour Fit system – a software programme that only Precision Golf have access to outside America. A list of potential suitable shafts, clubheads and balls was produced for Simon to analyse and determine which combination would improve my game, with reasons.

FlightScope Pro, the launch monitor used, measures and displays angle of attack, swingpath through impact, ball/clubhead speed, spin rates and launch angles. This tracking uses radar technology to give true values and not the crazy figures that you hear people boast about.

Once the data has been collected, Simon is able to see if a fault is swing related, in which case he will not recommend an equipment change. Otherwise a consideration of club head design including location of centre of gravity, weight, shaft design and material composition will be considered to see how they can achieve your goals. Finally, James, who has built clubs for all levels including European Tour and Ryder Cup players, builds your set to the highest standard. Using components from the world's leading manufacturers, the package is completely tailored for you.

Precision go through a list of components that best suit, giving reasons for all choices, you're then given the opportunity under guidance to create the perfect set for you, or have your own altered. The attention to detail is unparalleled and service fully comprehensive, providing you with the perfect clubs to reduce errant shots.

The resulting new-build promoted the lower trajectory I was looking for, by lowering my spin rate. I also experienced a greater consistency of strike and significant reduction in ball deviation.

Precision Golf has it all, as the leading independent custom fit-and-build specialist in Europe, providing services unrivalled outside America. From entry to departure, the professionalism and enthusiasm for their unique product stood out. Any golfer who takes their game seriously should experience the Precision Treatment.

Alan Beattie - PGA Professional



Data shown from EDH Flight Scope,



A correct path through impact with corresponding data



A client using Hot-Stix calibrated, controlled clubs under observation from Tour Professional Simon Cooper.



James Davey working on the build stage of the process