

## equipment+hot trend

By Scott Kramer, Contributing  
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## Hot Trend

### The Great Indoors

Golf Simulators from companies such as Full Swing Golf and aboutGolf can prove to be money-makers at your facility



**T**oday's home theater-style golf simulators are quite versatile. Amateurs can install them in their homes and play virtual versions of Pinehurst, Pebble Beach, The Old Course, and many more of the world's best courses.

For golf facilities, these units can be so much more. They can be used as a practice tee, ball flight monitor, contest stage, and even a movie theater. PGA Professionals can install them inside at their facility, using them for tournaments for members or teaching from them on rainy (or sunny) days. Investing in one of these units can be an amazing money-maker for your facility.

Just ask John Varner, PGA head professional at Beverly Country Club in Chicago, whose facility installed a golf simulator in the spring of 2009. "In the

**TRUTH** In Numbers  
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**TRUE TEMPER**

**103** WINS ACROSS THE PGA,  
NATIONWIDE, & EUROPEAN TOURS





summer months, we do some driver fittings on it, which is definitely one of the benefits of having it," says Varner. "We fit drivers for the launch angle and the spin rate of the club. It's definitely a nice option and it's pretty accurate."

"Last year was our first year having it for a full winter. I was surprised at how much it was actually used. There were probably between 30 and 40 guys who used it during the winter months on a regular basis. It definitely in-

creases traffic around the club, and food and beverage definitely benefit from it."

In Verona, N.Y., Miles Blundell, PGA head professional at Turning Stone Resort, has gone the extra mile with his facility's two simulators and has been giving lessons and clubfitting sessions on them. As he sees it, the units provide a lot more information to students and customers.

"The simulators allow us to teach 12 months a year, at any time of the day or night," says Blundell. "They also capture a lot more information than outside on a driving range, measuring carry distance, trajectory, spin rates, launch angles and their averages, all of which help with the instruction process."

Turning Stone's units offer 38 different courses, and during the winter serve as the home of clubfitting sessions, daily guest play, winter leagues, teaching, general practice and skills contests—which all trickle down to additional golf shop sales.

"We have a closest-to-the-pin contest and skins game every week," says Blundell. "For example, guests hit three shots to a memorable par-3 hole. If they hit the green, they get a golf shop discount and if they are the closest for the day, they win a grand prize. We have a winter league that lasts 20 weeks. Each week, participants play a different course and there are skills contests, as well. The golf league is extremely popular. We have a loyal following from the league, along with guests who return time after time because of the experience that it provides, the convenience, and the opportunity to play some of the best courses in the world."

"Most people can't believe how accurate the yardages are and how realistic the experience is, along with the graphics. Our simulators have allowed us to extend our golf season, teaching and overall promotion of all of our golf courses."

The three largest manufacturers of home theater-style simulators in America are Full Swing Golf, High Definition Golf and about-Golf. And sources claim that the market for these units is getting more and more active. Perhaps you've seen Full Swing's simulators featured on Golf Channel and TV programs

## this Just In

**Yamaha Golf Car Company** has placed PGA Professional Kevin Norcross in charge of its direct nationwide sales team and named Brooks West district sales manager for Tennessee, northern Alabama and northern Mississippi.... **Golfsmith International, Inc.** struck a four-year agreement with the American Junior Golf Association, Inc.... **Etonic** launched its women's 2011 golf footwear line that includes the lightweight and comfortable Sport Tech (\$85) and Lite Tech II (\$65) shoes.... **Edel Golf** has begun offering the Pixl insert as an option in all head models in its Basic and Variable Weight Series.... **Callaway** reported third quarter net sales of \$176 million, an 8 percent decrease from the year-ago period.... **adidas Golf** has unveiled spikeless Traxion Lite shoes (\$80) made with athletic styling, ultralight materials, softness and durability.... **Tour Edge** introduced a new-and-improved, high-MOI HT Max Draw driver (\$149) with offset hosel; and JMax Gold Iron-Wood set (\$419) with a wide-and-heavier sole, smaller top line, thinner walls, and more progressive shape. **Nike** introduced the 460cc, adjustable SQ MACHSPEED Black driver (\$359.99) in choice of round or square head, optimal aerodynamics, and a deeper/quickly tapering face. This version produces a lower ball flight and lower spin rates than the original SQ MACHSPEED, for longer drives. The company also debuted VR Pro Blades

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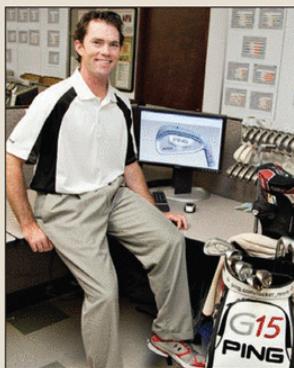
# equipment

## PGA Professional and golf club engineer earns spot in PGA Tour event

**P**GA Professional Marty Jertson is a 30-year-old golf club engineer for Ping who is credited with designing the new Anser forged iron, the first forged iron Ping has released in more than 30 years. There aren't many club engineers, or even PGA Professionals for that matter, who can say they've teed it up in a PGA Tour event using clubs they've designed. In fact, after qualifying for the Justin Timberlake Shriners Hospitals for Children Open, Oct. 21-24 at TPC Summerlin in Las Vegas, Jertson may be the only one.

"The Anser (iron) was my baby from start to finish," Jertson says. "It was a pretty complex project, and it was our first forged iron in quite a while. So it took a lot of time. I am very pleased with the result."

Another result Jertson was very pleased with was the 65 he shot on the Sun Mountain course at Las Vegas Paiute Golf Resort in a Southwest PGA Section qualifying event, which earned him a trip to TPC Summerlin. The



Sun Mountain layout is no pushover. Measuring 7,112 yards, it is one of three Paiute courses designed by architect Pete Dye.

In addition to the Anser forged irons, other Ping clubs in Jertson's bag: G15 4-iron (bent strong), Tour-S Rustique wedges (52, 56, 60), G15 driver (9 degrees), i15 3-wood (15.5), i15 hybrid (20), G2 C10 long putter.

Not many golf club engineers make the choice to become PGA members, but for Jertson it was a decision that's greatly benefited his career.

"I was looking at the long term of my career," he explained. "I wanted to go through the same education that the green-grass club professionals go through. It has given me a good perspective on PGA Professionals and what they do day-in and day-out. I learned the most just interacting with my PGA colleagues. It has helped me a lot from a product strategy standpoint, so it has been a great experience."

## Leading golf simulator manufacturers

- **aboutGolf**, aboutgolf.com, 800-445-4653 This Ohio company customizes its simulators to fit any space, and specializes in putting systems in upscale homes.
- **Full Swing Golf**, fullswinggolf.com, 858-675-1100 San Diego-based company with several models of simulators.
- **High Definition Golf**, istgolf.com, 866-323-0095 This is the system of choice for the likes of Jim McLean, Stephen Ames and Nike Golf, claims the Ontario, Canada, firm.

such as "Entourage," the "Dan Patrick Show," and "Jimmy Kimmel Live."

"Yes, the added exposure is great for our brand and introducing the simulator concept to the masses and more leads come our way," says Brian Brown, Full Swing Golf's vice president of sales and marketing. "Our simulators are in hundreds of golf facilities all over the world."

"For us, the market is very strong," says Chuck Faust, aboutGolf's president and COO,

## ask PGA Professionals



**P**GA Magazine asks PGA Professionals: What incentives do you offer customers in order to sell a set of clubs?

■ **Caroline Basarab-Dennison**, PGA manager of retail, Sea Pines Resort, Hilton Head Island, S.C.: "Incentives are essential when you are looking to sell golf clubs. Here at the Sea Pines Resort, we custom fit our customers for a \$75 fee. However, if they decide to purchase



In turn, I feel the customer gains a greater knowledge of the latest technology, and more importantly, the right equipment for him or her."

■ **Bill Connally**, PGA director of golf, Glen Arven Country Club, Thomasville, Ga.: "We offer custom fitting of each club after the set has arrived by hitting each club with the member on a lie board and adjusting them individually in a loft and lie machine, if necessary. If they are Ping clubs, we send back any clubs that need to be adjusted and have the color codes repainted."

■ **Shawn Cox**, PGA director of golf, The Grand Del Mar, San Diego, Calif.: "We offer a complimentary custom clubfitting at our practice facility. We do this every Friday and Saturday, and have all of the equipment accessible right where you pull up in the golf car. We use a launch monitor, as well."



clubs from us, we waive the fee. Our PGA Professional staff is trained not only to custom fit clubs but, because of their knowledge of the golf swing, they can put the best equipment into each

customer's hand. For example, one of our customers assumed he needed stiff shafts on his new clubs, but after his fitting with one of our Professionals, he found that he hit his best shots with a regular shaft.



who customizes his simulators to fit the needs of high-end homes, as well as on- and off-course facilities. The company sells standard one-screen units that list for about \$50,000 and high-end, three-screen surround wraps that start at \$68,000. Installation time varies, but it's usually two days for a standard unit and longer for custom units.

"We're focused on the ability for people to play in the off-season," says Faust. "In the North, the opportunity with green-grass accounts is to build a strong presence to both work on your game and play courses when you wouldn't normally play in that off-season."

"One of the things we're focused on is to help people improve. In order to improve, you have to have accuracy. You have to have realistic ball flight and realistic results in comparison to what would really happen on the golf course. That's one of the things we pride ourselves on, is the accuracy of our system. That's why we have a number of PGA (Tour) Pros who buy the system – we don't give it to them. They see the value in the way they can realistically practice. Also, the simulators' accuracy enables teaching and fitting."

In fact, club manufacturer Henry-Griffitts – long known for its clubfitting – uses aboutGolf's technology for that purpose. "It's a real value for a PGA Professional at a country club or green-grass account to be able to give lessons, regardless of the time of day or inclement weather, and in off-season times, to be able to drive in golfers in large numbers to play in leagues or competitions in a simulator

## Why PGA Professionals would suggest getting a golf simulator

*As suggested by the PGA Professionals quoted in this story:*

- You can give lessons on them, increasing your income and your reputation as an instructor.
- You can conduct leagues with them, while increasing your food and beverage.
- They add value to your facility, and even allow people to play in inclement weather.
- They make for a great, isolated practice area.
- You can fit clubs on them, if equipped with the necessary software.

where they can have closest to the pin or long drive contests, in times they otherwise would not be able to," says Faust.

Many of these systems are offered with optional fitting tools, such as balance plates, high-speed video systems, and more. For instance, High Definition Golf offers its "HD Golf Shaft FLEX" measurement system to help clubfitters let their customers test and compare various clubs and shafts easily and accurately, determining proper shaft flex, angle of attack, clubhead acceleration, etc.

So if you're seeing empty hallways in your clubhouse this winter, remember that you can fill them pretty quickly. And add to your golf shop's bottom line, as well. ■

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(\$1079.99/steel only) with new X3X high frequency grooves and a more precise forging process, for enhanced control. A 2-iron is also available. Also, Nike Golf introduced its Performance carry bag (\$240) with a ventilated back pad that provides better airflow and cushioning in key areas, plus a dual-durometer wide base for stability on a cart. Plus, the company started The Grind digital community through [nikegolf.com](http://nikegolf.com).... **Ecco** extended its endorsement agreement with international tour professional Thongchai Jaidee, who will wear the brand's new BIOM Golf footwear.... **The U.S. Golf Manufacturers Anti-Counterfeiting Working Group** reported that the Public Security Bureau conducted a successful raid leading to the arrest of the owner of a golf equipment store at the Beijing Yashow Market and the seizure of thousands of counterfeit golf equipment.

**Scotty Cameron** debuted the Hollywood putter (\$300) – part of the California Series – that features heel-toe weighting and a raw stainless finish. It has a "Honey-Dipped" finish....

**Ahead** has introduced the Dri-Balance Fleece with Ultra-Suede Trim (\$75), Long Sleeve Zip Polar Fleece Pullover (\$62); and Long Sleeve Color Block Pullover (\$81), which is a double face micro-brush rib pullover made of cotton and polyester.... **SkyGolf** extended Jim Furyk's advisory board position through 2014....

**aboutGolf** has debuted the aG Studio launch monitor and club tracking device powered by 3Trak 3D, high-speed photography tracking technology (\$12,500) that's designed primarily for indoor use.... **Automobili Lamborghini** and **Callaway** inked an agreement to connect the resources of their research and development teams and develop innovative technologies and materials that enhance the performance of their products. They've co-

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■ **Gary Glaser**, PGA director of golf, The Crossings at Carlsbad (Calif.): "Our No. 1 incentive while selling clubs is that if you rent clubs from us and like them, and then buy a set of clubs from our golf shop, the price will be lowered by the exact amount of the rental. In fact, we offer it to people renting clubs for up to 30 days after the rental period is over. And we make sure to tell every guest renting clubs about the program, which has helped increase club sales."

■ **Mark Lammi**, PGA director of golf, Reynolds Plantation, Greensboro, Ga.: "Here at Reynolds, we have developed the TM2 program. This stands for TaylorMade Tour Member and it provides our members with incentives based on five different levels of spends during the year on TaylorMade, adidas and Ashworth product. When a member buys a set of TaylorMade irons, they would reach the gold level, which would give them a 3 percent

discount on all Ashworth/adidas apparel and balls for the remainder of the year. They would also get a dozen free Penta balls when they reach that level. As a TM2 member, they also get quarterly newsletters on TaylorMade products, exclusive product release information, and VIP invites to the TaylorMade Select Fit Days. As a flagship site for TaylorMade Golf, this gets more of our membership playing and supporting the brand, and gives them incentive to purchase from us vs. an off-course retailer or online."

■ **Chris McQuatters**, PGA golf club manager, Ratliff Ranch Golf Links, Odessa, Texas: "We offer free custom fitting to those wanting to buy a complete set of clubs."

■ **Tom Melideo**, PGA head professional, International Country Club, Fairfax, Va.: "I really don't offer any incentives. We try to give the best possible price."

■ **Mark Mongell**, PGA director of golf, Cherokee Town and Country Club, Atlanta, Ga.: "We offer member pricing, which is 20 percent off the suggested retail price. We also provide a trade-in program for golf shop credit, complimentary clubfitting by a PGA Professional, free demo of the club(s) on the golf course or practice facility, and a 30-day return policy. If you do not like the clubs you purchased, you can return them for credit toward any other set."

■ **Justin Wink**, PGA head professional, TPC Tampa Bay, Lutz, Fla.: "We offer custom fitting for the member or guest with no fitting fee with the expectation and hope that they will purchase from us. Our prices are already set at the minimum advertised price, which is consistent with the local big-box stores. When the opportunity allows, we will throw in a sleeve or up to a dozen golf balls based on no-cost golf balls on hand from our vendors." ●



## equipment

## Focus on

## Irons

New Models  
are Intriguing,  
Impressive

They're delivering better  
distance, forgiveness and  
shot trajectory

By Scott Kramer



There's a lot to like about the 2011 rookie crop of irons. We're talking about an equipment category that's typically fairly stagnant in that not a whole lot changes from year to year. You can take any given marquee iron set from seven or eight years ago and compare it to more recent sets, and not see much difference. That's partly because designers are limited to the clubheads' small size, which doesn't allow much room to bury weighting low and deep, as can be done with, say, a 460cc driver.

That's what makes this year's lot even more intriguing and impressive. Suddenly new models are promising—and delivering—better distance, forgiveness and shot trajectory. How it's being done depends on the individual club manufacturer.

In August of this year, Callaway led the irons category with 19.7 percent market share, followed by TaylorMade (17.9), Adams (11.2) and Ping (10.3).



For instance, TaylorMade took each iron in its Burner set that debuted in 2008 and improved upon it for its new Burner 2.0 set, enhancing various club properties to improve the distance, uniform distance gaps, playability, feel and sound.

"We've succeeded at creating a better-performing iron with the Burner 2.0, which is just as long, easier to play and more refined in its feel and sound," says Bret Wahl, TaylorMade's senior director of research and development for irons, wedges and putters. "Every Burner 2.0 iron is better than its predecessor and, when compared against the longest, best-selling iron we've ever made, that says something truly significant."

Specifically in the long irons, weight was shifted toward the back of the head, making launch easier, and toward the heel and toe, to promote stability and forgiveness. In the mid-irons, weight is more evenly distributed

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developed a new material called Forged Composite.... **Nike Golf** and David Duval have parted ways. Duval has since been playing clubs from Titleist, Tour Edge Exotics, Nike, Scratch Golf and Mizuno, as well as a Titleist Pro V1x ball.

**Wilson Golf** will again support

The Breast Cancer Research Foundation by donating one percent of sales of its Hope line of women's golf equipment, to support clinical and genetic research worldwide.... **True linkswear** launched the True tour golf shoe (\$159) that's built on a barefoot platform. At 11 ounces, it's reportedly the lightest golf shoe on tour and

features the thinnest sole at 2.5 mm. It's worn by Ryan Moore.... **Odyssey** released its ProType PT 82 putter (\$349) with a limited-edition offering of 2,500. This is the model Phil Mickelson used to win the 2010 Masters. It's a blade with a White Ice face insert and a milled tungsten insert behind the face. The company also debuted Divine

women's putters (\$129-\$179, depending on model) with soft aesthetics, a new face insert and heavier putterheads. The 2-Ball model also has adjustable weighting.... **Zero Restriction** has debuted the Linkstorm jacket and pants, a rainsuit incorporating Gore-Tex, stretch fabrics and comfort mapping.

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and slightly higher – that helps workability. In the short irons, weight was moved higher, promoting a lower, more controllable ball flight, and it was centered, to aid in clubhead control. Also, the short-iron CG was moved closer to the clubface, similar to a blade, to increase feel and to lower ball flight.

Weighting aside, TaylorMade also made the face thickness unique in each iron to improve ball speed in the longer irons, and both feel and control in the shorter irons. And the topline thickness was made progressively thinner from long to short, to boost visual confidence. Finally, the original sole was altered by recessing the heel and toe and beveling the rear – all to reduce drag and encourage clean, solid contact.

Ping remains unique in the irons market heading into the new year. “All Ping irons are custom fit and custom built for the golfer and delivered within three-to-five working days of receiving the order at our plant in Phoenix,” says Pete Samuels, Ping’s director of communications.

By building to order, golfers are assured the irons are built to their precise specifications. “This rapid delivery means that golfers can be fit one weekend and be playing irons built just for them by the next,” explains Samuels. “No other company can provide this type of service.”

In its CG16 irons, Cleveland took advantage of new ways to use materials and made the clubface ultra-thin. This, in turn, makes the clubface hotter, heightens the COR and thus gets more spring action on the golf ball to increase shot distance.

For several of its new irons, Mizuno employed scientific means to tune the impact sound and feel. “Mizuno has been studying vibration simulations of the head using modal analysis and discovered some key parameters that help promote soft and solid feel, which we are then able to engineer into the iron head by controlling the geometry,” says Tomo Aoki, a research and development engineer for Mizuno USA. “By using Harmonic Impact Technology, Mizuno created the ‘Diamond Muscle’ design utilized in the new MP-53 and MP-63 irons to fine tune sound at impact and deliver a soft and solid feel.

“It is important to remember that every club vibrates after striking a golf ball. The science of understanding what these vibrations are, and how to better control them, is the core of our Modal Analysis technology. We can take these vibrations and design an iron that has not only the perfect blend of vibrations, but also the perfect harmony of vibrations. The result is a more solid sound and feel.”

**Weighting aside, TaylorMade also made the face thickness unique in each iron to improve ball speed in the longer irons, and both feel and control in the shorter irons.**

Nike altered the pocket cavity design on the long irons of its new VR Pro Combos, to heighten trajectory on long shots. “The pocket cavity long irons look, feel and sound just like a blade iron, but it is much easier to get the ball in the air with these compared to blades,” says Justin Leonard, who plays those long irons on the PGA Tour.

Another thing Nike did on the irons was try to perfect the “X3X high-frequency” grooves by milling the face perfectly flat, and then do a die-stamp that presses the grooves to exact specs. There are more grooves, closer together and deeper on the face – to maximize flight control and shot-to-shot consistency.



## ten to Sell

PGA Professionals interviewed by PGA Magazine recommend the following irons:

- **Adams Idea Tech V3** (\$999.99/graphite, \$899.99/steel) are super game-improvement hybrid irons with nickel chromium plating and PVD black finishes. The set contains 4-, 5- and 6- progressively sized steel-headed hybrids with tungsten weighting, a 7-mid-hybrid with viscoelastic vibration dampener, and oversized cavity-back forged 8-iron through gap wedge.
- **Callaway's X-24 Hot Irons** (\$699 with steel shafts) are what the company calls its longest, most accurate X Series irons ever – strong praise for a line has more than a decade of history. A new PVD (Physical Vapor Deposition) finish gives the irons a dark, distinctive look.
- **Cleveland's CG16 irons** (\$799/graphite shafts, \$699/steel) are designed with a lighter overall club weight and longer shaft, to milk more distance – up to 10 yards, according to independent tests – without beefing up the lofts. The large cavity with undercut moves the CG low and deep, optimizing launch angle and forgiveness. The thin face increases ball speed.
- **Cobra's S3** (\$875/graphite shafts, \$745/steel) feature all-new E9 Face Technology while combining a hidden internal polymer topline and full cavity thermoplastic urethane – to optimize weight distribution and dampen vibration. A versatile mid-width sole narrows in the toe and heel, for better turf interaction.
- **Mizuno's MP-53 irons** (\$899.99-\$999.99, depending on shaft) boast a Diamond Muscle design for feel and ball control. The longer irons' “V” slot CNC-milled pocket cavity redistributes 14 grams of weight around the cavity, for the largest sweet area ever in an MP iron.
- **Nike Golf's forged VR Pro Combo** (\$1079.99) is a Tour-level, three-head-styles-in-one set featuring a pocket cavity in the long irons, split cavity in the mid-irons, and blade short irons. The CG moves gradually and consistently higher through the set, optimizing launch and distance control.
- **Ping's Anser Forged iron** (\$190/iron with Project X shaft) is a cavity back forging with a tungsten-nickel sole, hollow cavity, progressive set design, satin chrome finish, and custom tuning port that softens impact vibration. It will be available for sale in pro shops next month.
- **TaylorMade's Burner 2.0 irons** (\$899/set with graphite shafts, \$699/steel) feature unique weight distribution in each iron that optimizes ball flight (it's higher in long irons, lower and controllable in short). Each iron also has a unique face thickness (thin in long irons, thick in short) and top line, and is finished in a durable two-toned black PVD finish.
- **Titleist's AP1 Irons** (\$699 with steel shafts) have a unique dual cavity design aimed at increasing forgiveness and reducing harsh vibrations that cause poor feel. The AP1s employ a Tuned Feel System that consists of a soft elastomer and aluminum plate insert for improved sound and feel.
- **Tour Edge Exotics XCG-4** (\$599-\$699, depending on shaft) sports a thin face, dual tungsten weights and deep undercut cavity. A progressive offset throughout the set enhances forgiveness. The irons are deceptively wide-soled: A groove divides each sole into two, creating the visual illusion of being more narrow.



## equipment



All of these innovations are sure to boost what has been a \$923 million U.S. sales category for on- and off-course shops combined in the past year (Sept. 2009-August 2010), according to figures provided by independent research firm Golf Datatech. Irons from major brands sold for an average of roughly \$69/club in that time span. In August of this year, Callaway led the irons category with 19.7 percent market share, followed by TaylorMade (17.9), Adams (11.2) and Ping (10.3). But all of those numbers can quickly change once new models pop up on store racks.

Marketing is one area manufacturers are using to differentiate their irons from the competitors. For example, Tour Edge promotes its lifetime warranties, in which they will replace or fix any of their clubs that break. "Only Adams Golf and us offer lifetime warranties right now," says Jay Hubbard, vice president of marketing at Tour Edge. "That helps differentiate us. We've had it since the company was founded. We're also one of the few companies that offer a custom-fit set of irons starting at \$268, out of our fit-cart center. It's a quality, full set of clubs that's custom-fit. That makes us unique.

"We also have a 30-day money-back play

In its CG16 irons, Cleveland took advantage of new ways to use materials and made the clubface ultra-thin.



guarantee on all of our clubs, except for custom-fit clubs. So if you buy any clubs of ours off the rack and you don't like them for any reason, you can return them within 30 days for a full refund."

Says Brian Groves, vice president of brand management for Callaway Golf: "In all equipment categories, the goal of our engineers is to deliver authentic innovations that provide golfers with a clear advantage. As the leader in the iron category over the last 14 years, we have been focused on offering the deepest product lineup to help the greatest number of golfers take their game to the next level, from the aspiring amateur to Phil Mickelson. Our marketing efforts are focused on communicating how Callaway iron technology is designed to help all golfers win more often." ■

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# new equipment

## this Just In

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**Golf Pride** celebrated another partnership year with the Folds of Honor Foundation and Patriot Golf Day by donating \$15,000 toward the cause.... **Sunice** debuted its spring 2011 outerwear, including the men's Hurricane Collection with Gore-Tex PacLite and Gore-Tex Performance Shell technology; Tornado products that boast breathable, waterproof, game-enhancing stretch fabrics; and a refreshed Typhoon Collection of game-improvement rain suits....

**Bionic** is donating approximately 10 percent of the sales of every Bionic Pink Ribbon glove to the American Cancer Society....

**Bushnell** released the Neo+ (\$149) Golf GPS rangefinder that provides instant yardage readings to more than 16,000 pre-loaded U.S. golf courses.... **Burton** has debuted its luxurious Premier cart bag (\$279.95), Signature (\$259.95) bag with 14-way fully padded mesh top and full-length dividers, and the Executive cart bag (\$239.95) that blends plaids and rich earth tones with leather accents....

**Pilla High Performance Eyewear** introduced new golf sunglasses with greens-reading lenses specifically formulated to identify minor changes in contour.

**STX Golf** announced its 2011 Sync Series putter line, new interchangeable ProFIT 6 putter in belly/long lengths, and new sales programs. The 2011 line also features a Sergio Garcia-inspired, 10.6-pound Tour aG staff bag. The bags feature ergonomic anti-fatigue straps, crush-resistant construction, standardized pocket heights, and a structured base....

**Cleveland Golf's** new Classic Collection BP putter line includes several models, including the CC1 (\$79.99), a glare-reducing black platinum, plumber's neck blade. The 17-4 stainless steel putter features a CNC milled face for a soft, responsive feel, as well as heel-toe weighting.... **KZG** unveiled its EC-II irons (\$79/club with graphite shaft, \$69/steel) for low-to-mid handicappers that morph from a mid-size cavity back in the longest iron to a muscle back in the shortest wedge. ●

## Let it Snow

*White is right in new clubs being released by Odyssey, TaylorMade, Cobra and Tour Edge*

**I**t may already be snowing in your neck of the woods. Which is kind of ironic given the "white out" coming in the form of new clubs from Odyssey, TaylorMade, Cobra and Tour Edge.

Odyssey adds to its popular White Ice line that debuted last year with several models, including the **2-Ball Blade Lined** (\$189/mid and long, \$179/standard). This has a crank-neck hosel, full-shaft offset, dark nickel finish, and of course the multi-layer White Ice face insert.

TaylorMade's **Rossa Daytona Ghost** (\$129) is a white blade with contrasting alignment lines. It features an AGSI+ (Anti-skid Groove System Insert) insert in the face bearing polymer-filled grooves that grip the ball briefly at impact to negate backspin and promote forward spin for a smooth roll and more accuracy.

There are only 500 – individually numbered – of Cobra's limited-edition, adjustable **ZL driver** (\$625). Each features a premium Fujikura Motore Speeder white shaft and white Golf Pride grip, as well as Cobra's patented 9 Point clubface technology, carbon fiber crown and sole, and titanium body and face.

Another white putter, the **high-MOI Backdraft GT+** from Tour Edge (\$49.99) comes in four popular shapes and features a responsive TPE insert. The jumbo-sized grip minimizes wrist involvement, while a center line up top helps alignment.



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