

# WHALEBACK'S TECHNOLOGY PARK

***How do your clubs stack up?***

***Do you have a favourite Club?***

***Have you ever wondered WHY?***

**Whaleback's latest technology will show you why!**

***Do you have inconsistencies in your game?***

Are your clubs matching in loft increments? Length? Lie? Swing weight? Dead weight? Flex? Moment of Inertia?

All of the above will influence how the ball flies and this will then influence how you swing!

Ever wonder why some of your clubs go the same distance?

***Feedback – The breakfast of champions.***

Apart from our playing partner's comments, the **BALL** is our only Feedback.

It is the flight of the ball that we respond to and the reason that we attempt to make swing changes.

***The Truth***

Unfortunately or fortunately, the ball, as a feedback source only indicates where the ball made contact on the club face, where that clubface was aiming, and the swing path of the club.

**KEEP AN EYE OUT FOR OUR UPCOMING  
SCIENCE DAYS!**

One of the most common misconceptions about custom fitting of golf clubs is that middle and high handicap golfers are convinced they are “not good enough to be custom fit”. Last year, I had the chance to read a survey on custom club fitting conducted by the leading golf information clearinghouse in the golf industry. One of the bits of information that just made me shake my head in disbelief was that the vast majority of middle to higher handicap respondents said “as soon as I improve my swing a little more, I'll think about being custom fit.”

The reason that average to higher handicap golfers seem to cling to this myth is because they feel they are not consistent enough in their swing to be able to gain benefit from custom fitting. What's interesting about that mistaken belief is that one of the reasons they are inconsistent is because the standard made, "off-the-rack" golf clubs they bought and use are built to specs that make it much more difficult for them to become consistent!

Here's an absolute fact about custom fitting – the less skilled the golfer, the more they need to be accurately fit to play to the best of their ability.

Low handicap golfers achieve their better playing ability because of two reasons – one, they were taught proper swing fundamentals and put in the time to practice and ingrain those swing skills, and two, they are good athletes blessed with good hand-eye coordination and solid control over their kinetic body motions, which enables them to train their body to develop the proper swing fundamentals. Because of their superior athletic and kinetic skills, low handicap golfers could play almost as well with quite a wide variety of different golf club specifications. Most don't because in the process of becoming a good player, they develop a more acute sense of feel and ball flight perception that leads them to custom fitting to ensure greater consistency.

On the other hand, most middle and high handicap golfers do not have the same level of athletic coordination or control over their body motions. Certainly with enough monitored practice many of these golfers could improve swing control and repeatability as the low handicap players because they simply are not blessed with above average athletic attributes. Because of that, if the middle to high handicap player ends up with woods that are too long, a wood face angle that is not matched to their swing path, a swing weight and total weight in their clubs that is not matched to their swing tempo and rhythm, and several other custom fitting parameters, they cannot possibly hope to play to the best of their ability.

Thus it is extremely important for middle to high handicap golfers to be accurately custom fit so that the clubs can be made to help overcome and offset many of their inherent swing faults.

### **Driver and Wood Loft**

Come and try our launch Monitor's and find out what your club-head speed is.

At least 90% of all golfers are not playing with enough loft on their driver to fully maximize their distance off the tee, that goes for fairway woods as well. And I am not just talking about changing from your 9.5 loft driver to one with 10.5 or 11 degrees. If your driver swing speed is 90mpg or lower, 90% of you are going to need a driver loft of 12, 13 or 14 degrees to be able to achieve the launch angle that will keep the ball airborne long enough to carry the ball as far as your swing speed will allow. At last check, 12 degrees is the highest loft the majority of the standard clubmaking companies even offer for men and 13.5 is the ceiling for women. That's a pretty good indication that to get more distance off the tee, you need to be custom fit for the loft of your driver. See the accompanying chart for a very general recommendation of driver loft vs. swing speed. The reason for the ranges in loft for each swing speed is because your swing angle of attack affects the final loft

recommendation. And to know that and really nail down the perfect loft for your swing and swing speed, **get them checked on our launch monitor!**

<b>Driver Swing Speed</b>	<b>Driver Loft</b>
50mph	15-17 degrees
60mph	14 – 16 degrees
70mph	13-15 degrees
80mph	12-14 degrees
90mph	11-13 degrees
100mph	9.5-11.5 degrees
110mph	8-10 degrees

## **Loft**

Each degree of lot is equivalent to 4.5 metres in length achieved if you swing at 100mph. Which is why our clubs have different lofts. The numbers on your clubs such as 5 iron, 7 iron are an indication of the loft only as there are no standard industry lofts for each club.

As your club head speed decreases, so does the length that you hit the ball and the less the effect of the loft on the distance.

So at 80mph each degree of loft only achieves approximately 1 to 1.5 metres in length.

For example:

*5 iron @ 26 degree loft @ 100mph creates say 170 metres.  
6 iron @ 30 degree loft @ 100mph creates say 156 metres.  
5 iron @26 degree loft @ 80mph creates say 135 metres.  
6 iron @30 degree loft @80mph creates say 130 metres.*

To achieve the same incremental difference of metre's at the slower speed, you would need a larger loft difference between clubs as such would need a club with approximately 36 to 38 degree of loft. This could possible be a 8 iron.

So, at lower swing speeds you need larger loft increments between clubs. This means that a half set or properly fitted set is what you need.

## **Lie Angles**

No golfer, regardless of handicap or athletic ability, can hit the ball straight without the lie angle of each iron perfectly fit to their swing. Fitting the lie angle of the irons to each individual golf swing so every iron arrives at impact with the sole parallel to the ground is the only way the club head can come into impact and assure a straight hit. If all golfers were the same height, had the same arm length and swung the club through impact the same exact way, then the standard lie angles designed on clubs bought "off the rack" would be fine. But that is definitely not the case, so golfers want to eliminate the inevitability of an improperly fit lie angle causing errant shot, every golfer must be custom fit for the lie angle of the irons. **Every golfer.**

## **OUR TECHNOLOGY**

### ***M.O.I. – Moment of Inertia***

West Australia's ONLY Moment of Inertia machine! Come and measure our MOI Machine and find out why some clubs feel good and work and some don't!! This goes beyond swing weight and will answer those long unanswered questions.

### ***Lofts***

Are the lofts on your clubs what you think and especially on your driver, are they what they say they are?

Our tests show some amazing results! We now have West Australia's only Loft Lie Machine that measures LOFT on your woods and also the bounce on your Irons!

The key to your short game is the bounce on your wedges and sand irons.

Check the flex of your shafts to make sure they match. We can now frequency analyse as we as check them on a deflection board.

### ***The Golf Achiever***

The complete data feed back machine – Ball Speed – Club Speed – Swing Path – Face Angle – Backspin – Sidespin – Carry Distances – Ball Path – Ball Height – Flight Time – Centeredness of hit (heel, toe, centre).

## **WEST AUSTRALIA'S ONLY COMPLETE FITTING CENTRE**

**The most common asked questions in golf –  
Which ball suits me? Why do I slice?**

**With our latest technology both these questions are easily  
answered!**

**Become involved in your Golf!**

***Confucius Says ~ “Tell me and I will forget, show me and  
I might remember, involve me and I will understand.”***

At Whaleback, we want to involve YOU in all aspects of your game – technique, equipment (including putters) full shots, half shots, putting, bunker play, rules, etiquette, on-course management and last and possibly the most important, mentally.

**(Look out for our upcoming seminar on  
“How to Develop Confidence”).**

If you want to check out your clubs, book a time with one of our Club Specialists – why not take advantage of our special offer?

Normal price for a complete check is \$125.00

**FREE**

***FOR A LIMITED TIME!***

(Takes approximately two hours).