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# Custom Club Fitting - Key Information for Competitive Golfers

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# Custom Club Fitting

## WHAT IS CUSTOM FITTING?

- A series of tests conducted to discover your optimal golf club specifications.
- A Custom Fitting Professional facilitates this exercise utilizing specialized tools and fitting clubs.
- You are active in the discovery process of determining your optimal equipment specifications. You will hit golf shots and provide feedback as requested by the Custom Fitting Professional.
- It is imperative to be able to observe ball flight in order to be reliably fit.
- Equipment variables such as shaft length, shaft flex, shaft composition, grip size, lie angle, bounce angles (wedges), club head design, loft, and set make-up can be determined reliably using high-tech equipment and specialized fitting procedures and tools.



# Custom Club Fitting

## WHY IS CUSTOM FITTING SO IMPORTANT?

- Properly fitted equipment gives you the best chance for success, enjoyment and improvement.
- When you use properly fitted equipment you will not be forced to compensate your fundamentals or swing technique to get desired results.
- The clubs will work with you, not against you and will facilitate your development.
- You will become comfortable with your equipment and confident knowing that a sound swing is likely to produce desirable results.
- It educates you on ball flight and performance variables



# Custom Club Fitting

## STATIC FITTING VS. DYNAMIC FITTING

### Static Fitting:

- Determining equipment specifications for a golfer after calculating static measurements without considering dynamic swing motion, ball flight, or other motor skill performance variables.
- Usually, a measuring tape and other like tools are utilized in this process. For example, taking finger tip to floor measurements. Static fitting is considered to be better than no fitting; however, it is not reliable.



# Custom Club Fitting

## STATIC FITTING VS. DYNAMIC FITTING

### Dynamic Fitting:

- Determining equipment specifications for a golfer after measuring and observing a golfer's swing style, impact conditions and ball-flight tendencies.
- State of the art custom-fitting tools are utilized in this process to accurately measure and assess your performance characteristics. The knowledge, experience and leadership of a trained professional are integral to the success of this process.



# Custom Club Fitting

## GOLF CANADA HIGH PERFORMANCE PHILOSOPHY

- To provide recognized high performance golfers with the opportunity to select their optimally fitted equipment and golf balls based on education, testing and feedback using state-of-the art equipment such as the Titleist Performance Monitor and professional consultation.
- To collect objective data.
- To have a Fitting Professional assist players in interpreting the data



# Custom Club Fitting

## GOLF CANADA HIGH PERFORMANCE PHILOSOPHY

- To provide golfers with the opportunity to test equipment and balls in simulated competitive conditions. I.E. tight turf, rough, and sand.
- To provide players and coaches with an optimal equipment testing and educational environment that facilitates players making informed equipment and golf ball decisions.
- To simulate competitive golf conditions in a testing environment by utilizing high performance golf balls and known target distances.



# Custom Club Fitting

## THE ANATOMY OF A FITTING SESSION

- Players warm up 15 minutes before session is scheduled.
- Fitting Professional provides player with overall goals and objectives of the fitting session.
- Players are asked about their personal objectives for the fitting session
- Players are fit as follows:
  - Driver
  - Fairway metals and hybrids
  - Irons
  - Wedges
  - Putters





# Custom Club Fitting

## DRIVER FITTING

- The performance characteristics of the players current driver are tested using a launch monitor – baseline driver performance data is established.
- With the guidance of a Fitting Professional, players test other possibilities to maximize the overall performance of their tee shots - carry distance, roll, and shot dispersion optimized.
- Players will hit many shots during the testing with the guidance of a Fitting Professional.
- Key performance factors such as: **ball speed**, **launch angle**, **spin rate**, **dispersion** and **attack angle** will be monitored



# Custom Club Fitting

## DRIVER FITTING

Key controllable variables in the driver fitting process include:

- Golf Ball
- Clubhead design
- Loft
- Shaft Flex
- Shaft Length
- Shaft Torque



# Custom Club Fitting

## EXAMPLE – ELITE JUNIOR BOY

- Baseline / Current Driver: 905R 9.5 Fujikura Vista 60 Stiff Flex
- Ball Speed: 155.0
- Launch Angle: 12.9 degrees
- Spin Rate: 3764 rpm
- Carry Distance: 248.9
- Total Distance: 255.9



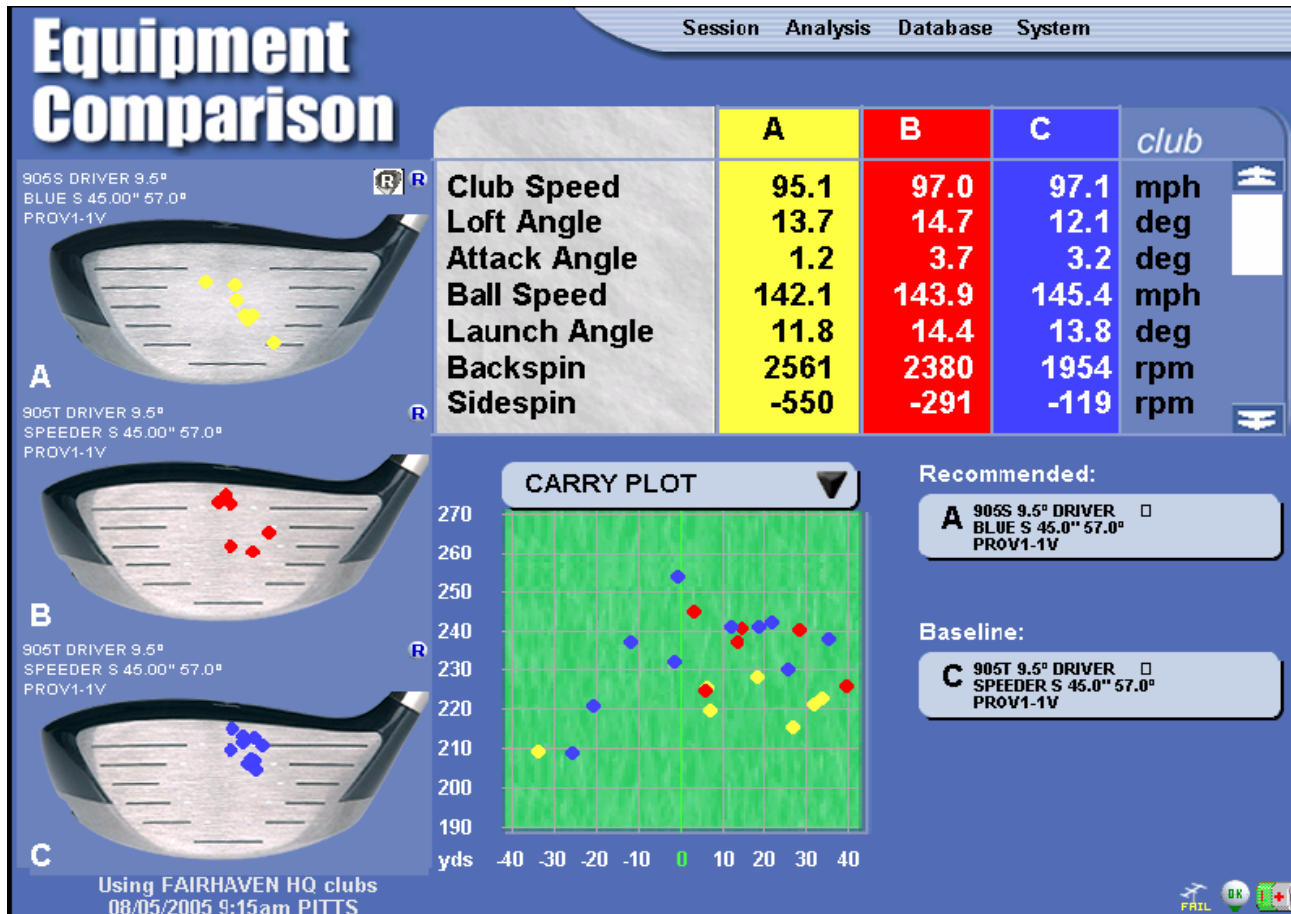
# Custom Club Fitting

## EXAMPLE – ELITE JUNIOR BOY

- Recommended Driver: 907D2 8.5 degree YS-6 Stiff Flex
- Ball Speed: 158.0
- Launch Angle: 14.6
- Spin Rate: 2412
- Carry Distance: 266.8
- Total Distance: 278.1
  - His carry distance increased an average of 17.9 yards.
  - His overall distance increased by an average of 22.2 yards.
  - The ball flight and trajectory became more penetrating.
  - The shot dispersion tightened



# Custom Club Fitting



# Custom Club Fitting

## FAIRWAY METALS AND HYBRIDS

- Players test fairway metals and hybrids to determine the best possibilities for distance, trajectory, and shot dispersion.
- It is imperative that players are able to produce a “playable trajectory” with all of their fairway metals and hybrids.
- “Playable trajectory” is a ball flight that allows the ball land and stop on a green under normal conditions.
- Players are tested and educated on establishing appropriate yardage intervals in the long game – “Long Game Gap Fitting”.



# Custom Club Fitting

## IRON FITTING

- The players optimal iron specifications are determined through testing - shaft length, shaft flex, shaft compositions, lie angle, head design, and grip size.
- Players carry yardages are determined through testing using the Trackman launch monitor or similar.
- Players have the opportunity to test different iron models.
- The Fitting Professional educates the player on how each variable (shaft length, shaft flex, shaft composition, lie angle, and grip size) affects ball flight and performance.



# Custom Club Fitting

## WEDGES FITTING

- Players are educated about the importance of establishing their optimal wedge combination – incremental lofts, complimentary sole designs, bounce angles, and aesthetics.
- The Fitting Professional tests to determine if a player is a slider/sweeper or driver/digger wedge style player.
- Players are educated about the wedge performance characteristics as it relates to turf conditions and specialty shot selection based on their style of play.
- It is crucial to determine the correct lie angles for all wedges. The more loft the club has the more important the variable of lie angle becomes.





# Custom Club Fitting

## IRON AND WEDGES FITTING - ELITE FEMALE

Current Irons: Callaway X-16

Shaft Length: Good

Lie Angle: Good

Shaft Flex: Good

Grips: Good

Recommended Ball: PRO V1

Current Wedges:

Callaway X-16 PW: Adjust +1' upright

Vokey TC 254.10: Good

Vokey TC 260.08: Adjust +1' upright



# Custom Club Fitting

## WEDGES FITTING - ELITE MALE

Initial Wedge Combination: PW, 54, 60

PW	132 yards
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254.10	115
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260.04	97
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Revised Wedge Combination: PW, 52, 56, 60

PW	132
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252.08	121
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SM56.10	109
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SM60.04	97
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# Custom Club Fitting

## FITTING RESULTS – WORLD CLASS MALE

### Carry Yardages on All Clubs

Driver	295
3 WD	261
2 Iron	241
4 Iron	223
5 Iron	213
6 Iron	198
7 Iron	178
8 Iron	164
9 Iron	149
PW	135
GW	125
SW	113
LW	99



# Custom Club Fitting

## PUTTER FITTING

- Putting accounts for 40% of all shots taken
- Putter fitting has lagged behind other club fitting
- The standard loft on putters for elite players is 4°
- Players are fit for putters by measuring for proper length in order to optimize roll of the ball
- Players may test putters with various shaft lengths, styles, lofts, etc
- Players are encouraged to use putting labs such as Scotty Cameron, Hotstix, TOMI, SAM Putt Lab and others for high-speed filming and review



# Custom Club Fitting

## KEY POINTS OF INTEREST

- Golf Canada HP players benefit greatly from their experience with a Fitting Professional
- It is educational and helps build performance confidence.
- Athletes are free to select equipment that facilitates their optimal performance.
- Players gain objective knowledge of the 14 clubs and golf ball type that best suit their game and style of play.
- PGA TOUR average ball speed is 166 mph.
- LPGA TOUR average ball speed is 139 mph.
- Optimal driver launch angle is between 10 and 14 degrees.
- Optimal driver spin rate is between 2500 and 3500 rpm.



# Custom Club Fitting

## KEY POINTS OF INTEREST

It is often discovered through testing that players have:

- A redundant iron in the bag – 3 & 4 iron travel approximately the same distance.
- The longest iron that female team members typically create a playable trajectory with is a 5 or 6 iron.
- Many top females use lofted fairway metals – 7, 9 and 11 woods.
- Wedges are very often ill fitted. I.E. lie angles, loft increments, and uncomplimentary sole characteristics and bounce angles.
- Often Players have come to the Fitting Centre with equipment that they have chosen to use through trial and error. Much of this equipment has not been formally fitted.
- Players benefit greatly from education and testing to determine the golf ball type that best matches their playing style



# Custom Club Fitting

## CURRENT TRENDS

- 460 CC high MOI Drivers
- Project X Precision Shafts
- Lightweight steel shafts
- Hybrids and lofted metals replacing long irons
- Progressive design iron sets



# Custom Club Fitting

## GOLF CANADA HIGH PERFORMANCE PARTNERS

All Golf Canada High Performance club fittings are provided by:

- Acushnet / Titleist Canada ([www.titleist.ca](http://www.titleist.ca))





# Custom Club Fitting

## Titleist National Fitting Center at Eagles Nest

- The Fitting Center may be accessed by any competitive golfer for a nominal fitting fee determined by Acushnet Canada.
- The Fitting Centre is very active and it is necessary to book appointments in advance.
- More information is available at: [www.fittingworks.com](http://www.fittingworks.com)



# Custom Club Fitting

## Titleist National Fitting Center at Eagles Nest

Trackman Equipment

Fitting Center

