



Is your equipment helping you to play better?

There was an issue recently where a Tour player's driver was deemed non-conforming. It failed the Characteristic Time (CT) test. There's a message here for all golfers.

But first, drivers are conforming if they test at 239 milliseconds (on the face) with a tolerance of 18 milliseconds. That means the limit is set at 257 milliseconds. This driver tested at 245 and then 255 and finally at 258 and so was deemed non-conforming. The brand and the professional weren't trying to cheat. They were trying to make sure their equipment was competitive.

The message I would want to pass on is that you should be trying to make sure that any equipment you buy is making you as competitive as possible without breaking the rules.

That means exploiting technology. It also means getting fitted. Use the technology for your swing. [Contact us](#).

Spin: friend or foe?

The impact zone and launch

In the last weeks we've described how a simple swing fault (the angle of attack) can lower launch angle and increase spin, robbing you of 20+ metres of tee shot distance.

Miss the sweet spot, and you lose more than ball speed, you also impact your launch DNA.



A common error we see is golfers consistently making contact below the sweet spot. It might still feel solid, but tests run by Golf Magazine revealed a likely loss of up to 4° of launch angle and an increase of nearly 800rpm. For the regular golfer that's a loss of between 10 and 15 metres.



Most manufacturers are now working hard to release new drivers that protect launch and spin, as well as ball speed away from the sweet spot. That helps make significant improvements to average distance as well as increasing the distance on your perfect strikes.

Don't let spin rob you

Book an assessment with us and let's find your personal launch DNA: the perfect match of launch and spin for the ball speed you're creating.

[Contact us >](#)

It's time to do something

Everyone benefits

Scientific research indicates that, despite the medical advances that are curing many diseases, the life-expectancy of the latest generation is going to be 5 years less than

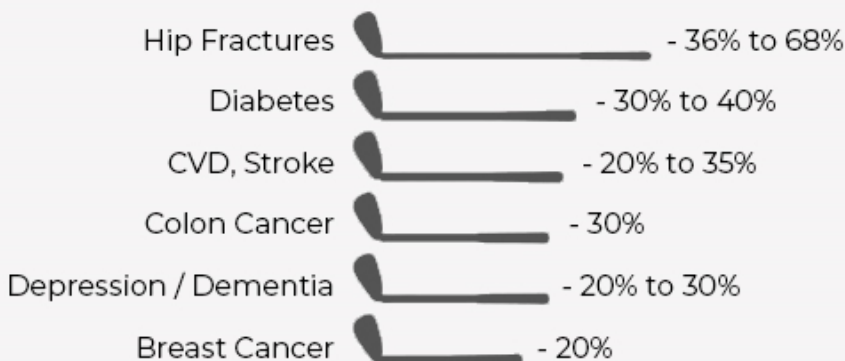
Last week we reported on the alarming rise in type-2 diabetes in children, youths, and teens.

We promoted golf as part of an active lifestyle. Well guess what? *“Golf is proven to be great for your health over your whole lifetime.”*



Golf and Health and the University of Edinburgh published an infographic that highlighted the level of reduced risk of chronic health conditions if you have an active lifestyle.

Physical activity is associated with reduced risks of chronic conditions





Walking the course

4 – 8 miles

11 – 17,000 Steps

1,200 Kcal

If you didn't think that golf was an active lifestyle then note just how active it is.

Help your family live an active lifestyle

So, as well as improving the life of a child or grandchild, introducing golf to a spouse or sibling whatever their age will improve their lifestyle and contribute to a longer and better life. It's time to do something.

[Contact us for an assessment >](#)

Happy golfing!

Steve



MOUNT EDGECOMBE

COUNTRY CLUB ESTATE

DRIVING RANGE



This mail was sent to **##RECIPIENT_EMAIL##** by Steve Cottingham and is provided as a service for the members and guests of Mount Edgecombe Driving Range

RetailTribe: Unit 8, Blaauwklip 1 | Blaauwklip Office Park | R44 | Stellenbosch | South Africa | +27 (0)21
880 2693

Trouble viewing this newsletter? [View it online](#) | [Download a printer friendly copy](#)

[Subscribe here](#) | [Unsubscribe here](#)