

Golfers making the most of a revolutionary process

Golfers across Northamptonshire are making the most of a revolutionary club fitting process called BioMatch as they prepare for the coming season.

The new system, which was developed by Rational Golf in the USA, is being distributed across Europe by Northamptonshire-based Designer Golf.

After opening up a new fitting facility in Daventry during the autumn, the company are now matching

a player's physical attributes with their swing to find the ideal set of clubs.

Designer Golf founder Andrew Ash, who helped send Charley Hull on the road to success by developing her clubs as a junior, insists this is the best thing he has seen in more than 20 years of club fitting.

He said: "I have never seen anything come close to this in all the years I have been building clubs. It's phenomenal."

Collingtree Park member

Steve Low, who now runs Designer Golf, explained: "BioMatch is the first system that takes into account a golfer's biomechanical data, for example their height, weight and also their body mass.

"We also take the length, loft and lie, plus the weight, of each club. This info is put into an algorithm, and the result is a unique set of weights that go into the grip of each club.

"This helps get the clubhead back to the point of impact with the ball in a

square position, which is what we are all trying to do!

"It has been tested out on the full range of players from pros through to 85 year olds, and also now juniors.

"We have found a product which can improve the accuracy of golfers by 45 to 60 per cent. It has actually had a better result than that because I have seen improvements of 80 per cent."

For more details contact Steve Low on 01327 877922 or email clubmaker@designergolf.co.uk.



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