



PROFESSIONAL GOLF EQUIPMENT AT DOWN TO EARTH PRICES

Golf Club Length - The Single Most Important Fitting Variable

with Jeff Summitt

Technical Director, Hireko Golf

Thursday April 21, 2011

2-3PM Eastern Standard Time

Audio settings are set on listen only.

Please post questions in the upper right hand corner Chat box.

Question & Answer period will be at end of webinar.

www.hirekogolf.com

800 367-8912



Golf Club Length

The Single Most Important Fitting Variable

- Golfer's come in all different sizes – so should their clubs!
- Before you build or buy a club, you need to know what length to make or order them!
- Once you figure what length you need, the rest of the pieces of the fitting puzzle fall into place

Measuring Club Length

- There are no standards for club length universally adopted by all manufacturers, so stating your driver is 45.5” is much better than +/- 0.5” from standard
- Measuring length requires the club to be registered with the proper lie and measured from the ground line to the edge of the grip cap along the shaft axis
- Length can be measured with a 48” sturdy ruler or a number of jigs or templates

Centering the Sole



Proper soled position

Incorrect Set Up

Too Upright



Too Flat



Shorter reading

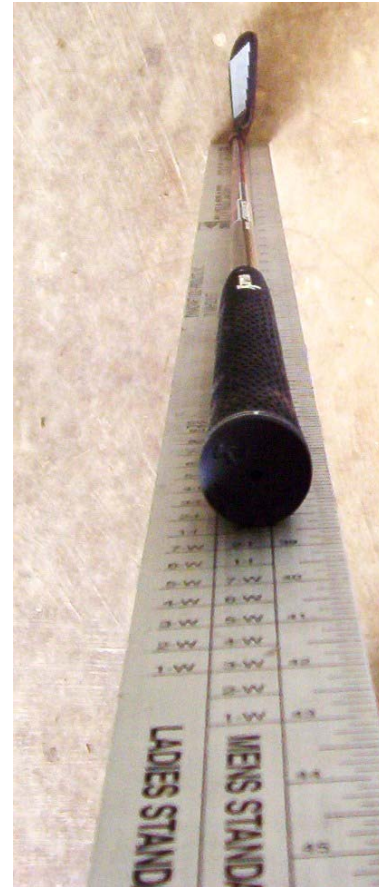
Longer measurement

What it should look like at set up

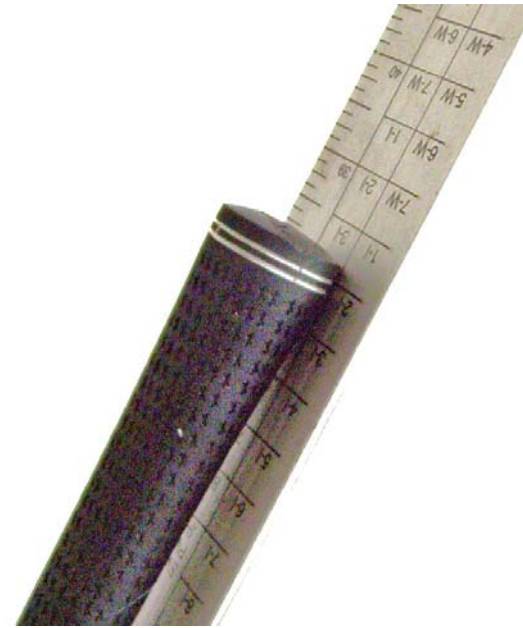
Side view



Top view



Where is the edge of the grip cap?



It is the part before the radius at the end of the grip

What the putter should look like at set up

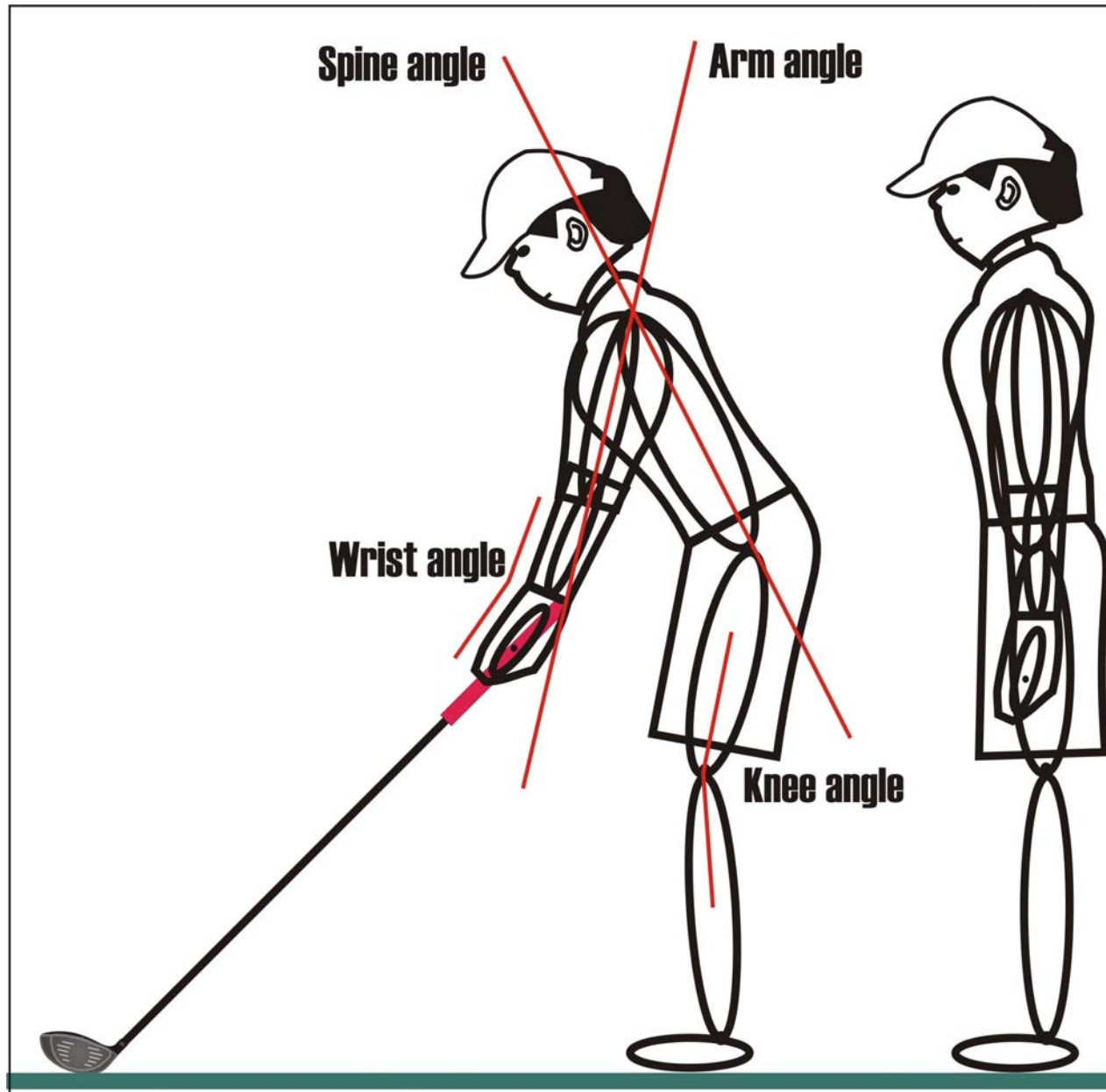
Side view



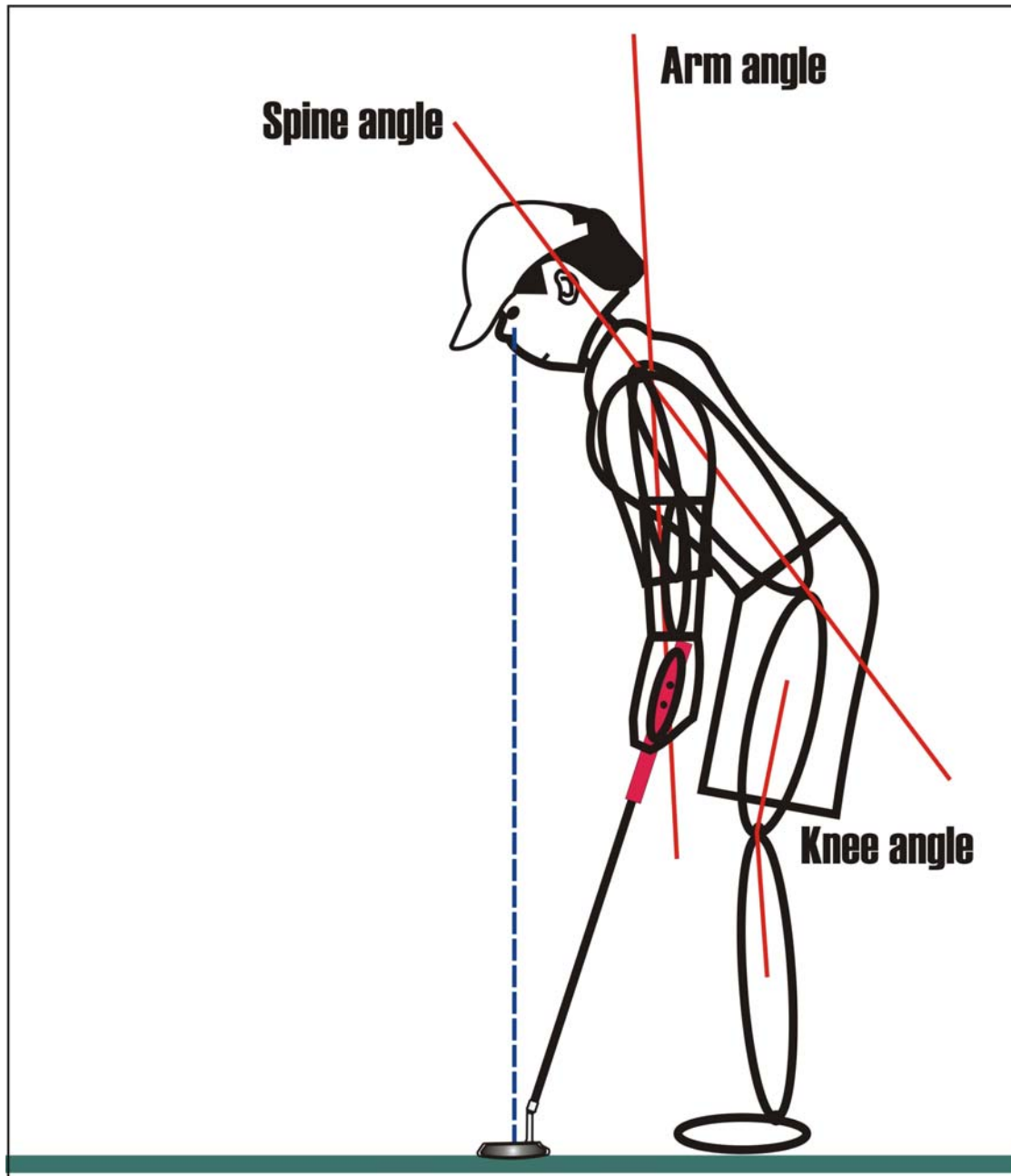
Top view



Fact #1 – Our Bodies Adapt



From One Extreme to Another

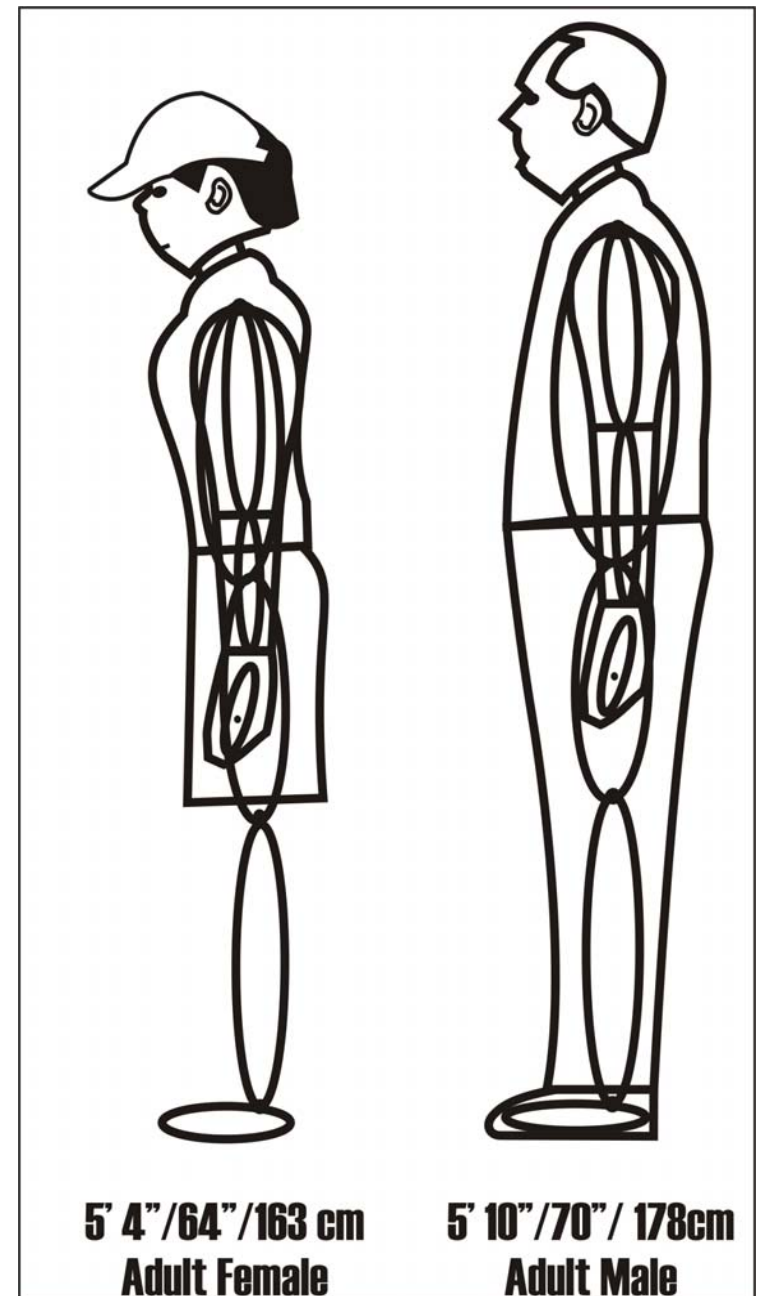


Goldilocks and the 3 Bear's Principle of Fitting

- Do you feel your current clubs are too long, too short or just right?
- Do you choke or grip down on the club?
- Do you take large divots?
- Do you blade or top the ball?
- Do you routinely hit the ball in the heel or out near the toe on the face?

Fact #2 – Two Set of Standard Lengths Exist

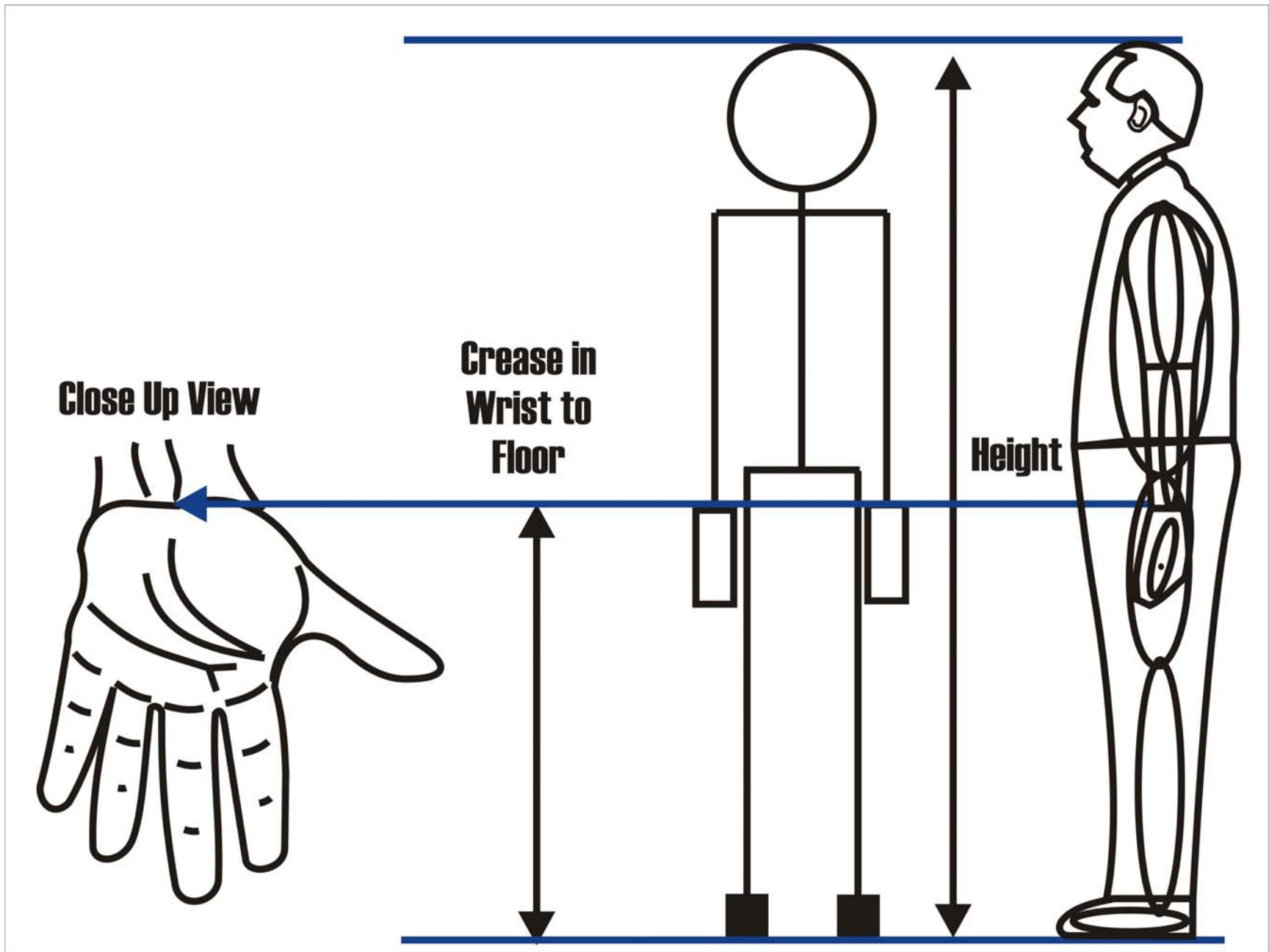
- Average height male is approximately 5' 10"
- Average height female is approximately 5' 4"
- 68% fall +/- 2.5" from their standard for each sex
- Average height difference between men and women's is 6", but clubs are only 1" apart



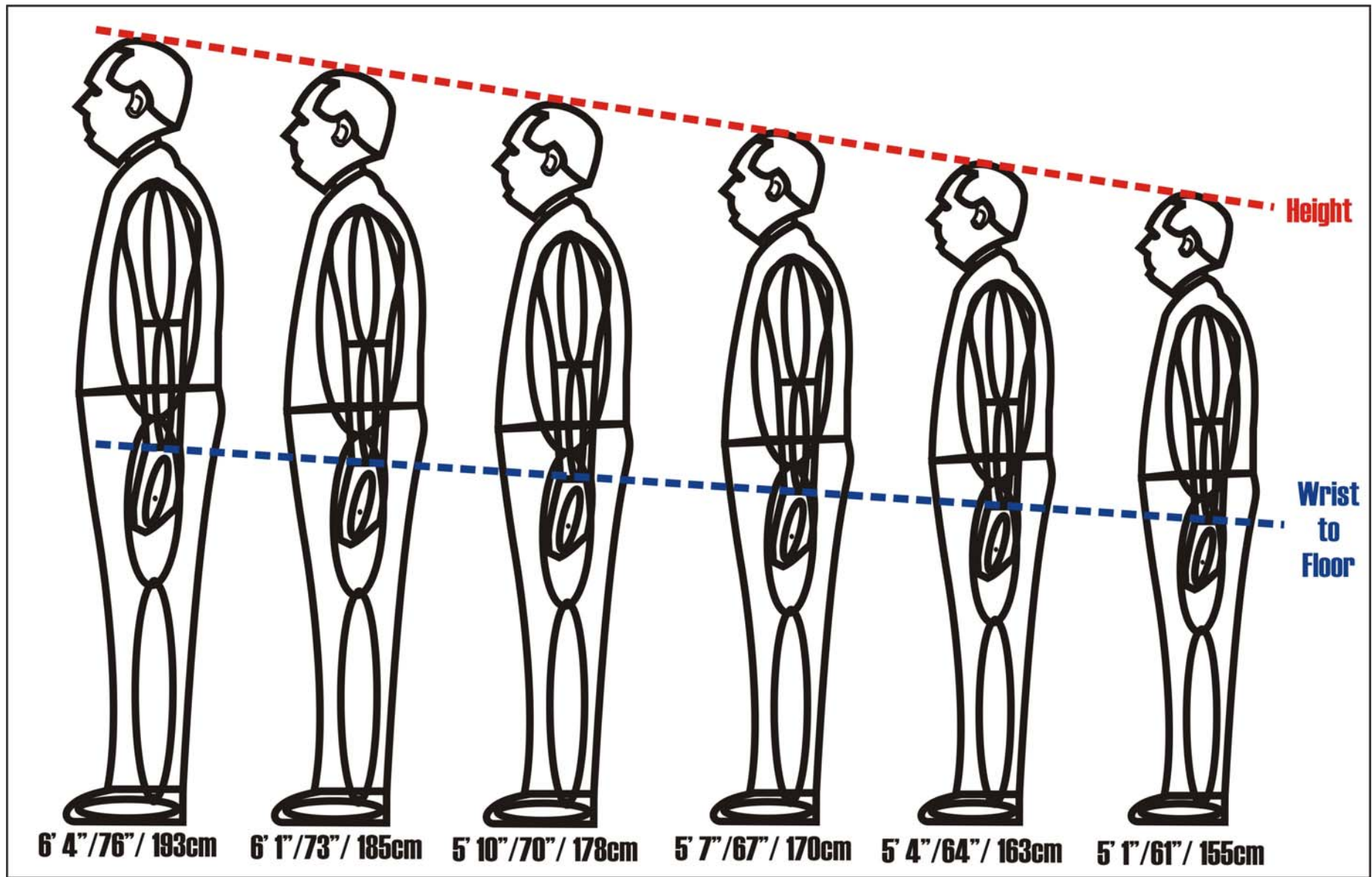
Height Based Charts

HEIGHT BASED LENGTH CHART			
Height	Height (in)	Height (cm)	Relative to Men's Standard
4' 7"	55	140	2 1/2" under standard
4' 10"	58	147	2" under standard
5' 1"	61	155	1 1/2" under standard
5' 4"	64	163	1" under standard
5' 7"	67	170	1/2" under standard
5' 10"	70	178	Standard
6' 1"	73	185	1/2" over standard
6' 4"	76	193	1" over standard
6' 7"	79	201	1 1/2" over standard
6' 10"	82	208	2" over standard
7' 1"	85	216	2 1/2" over standard

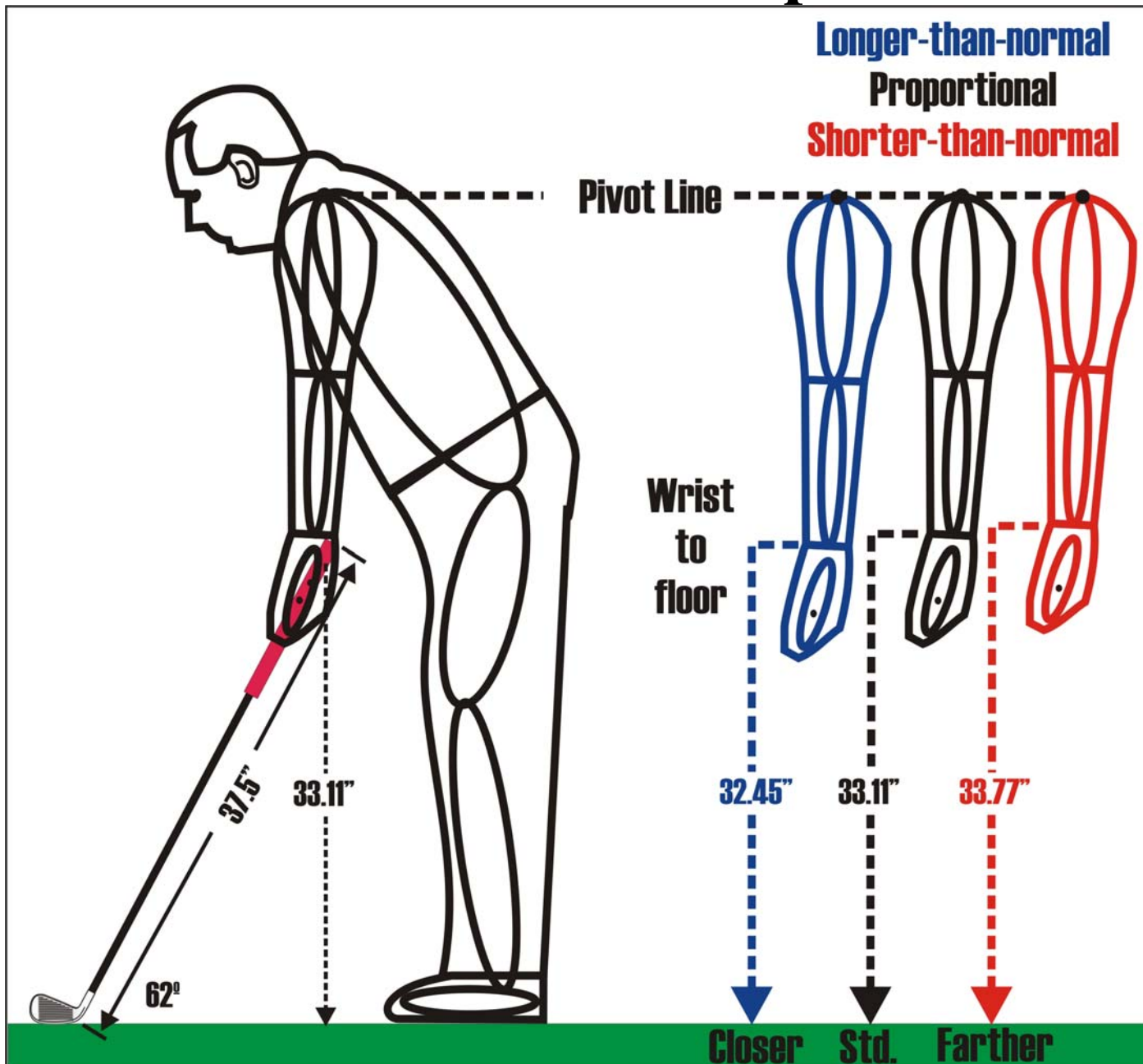
Wrist to Floor Measurements



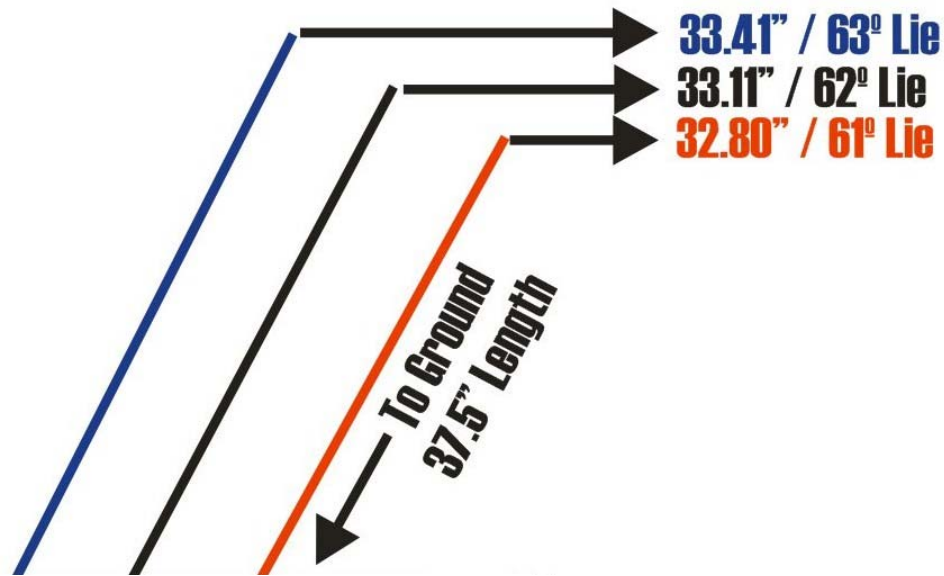
Proportionality



Wrist to Floor Impact

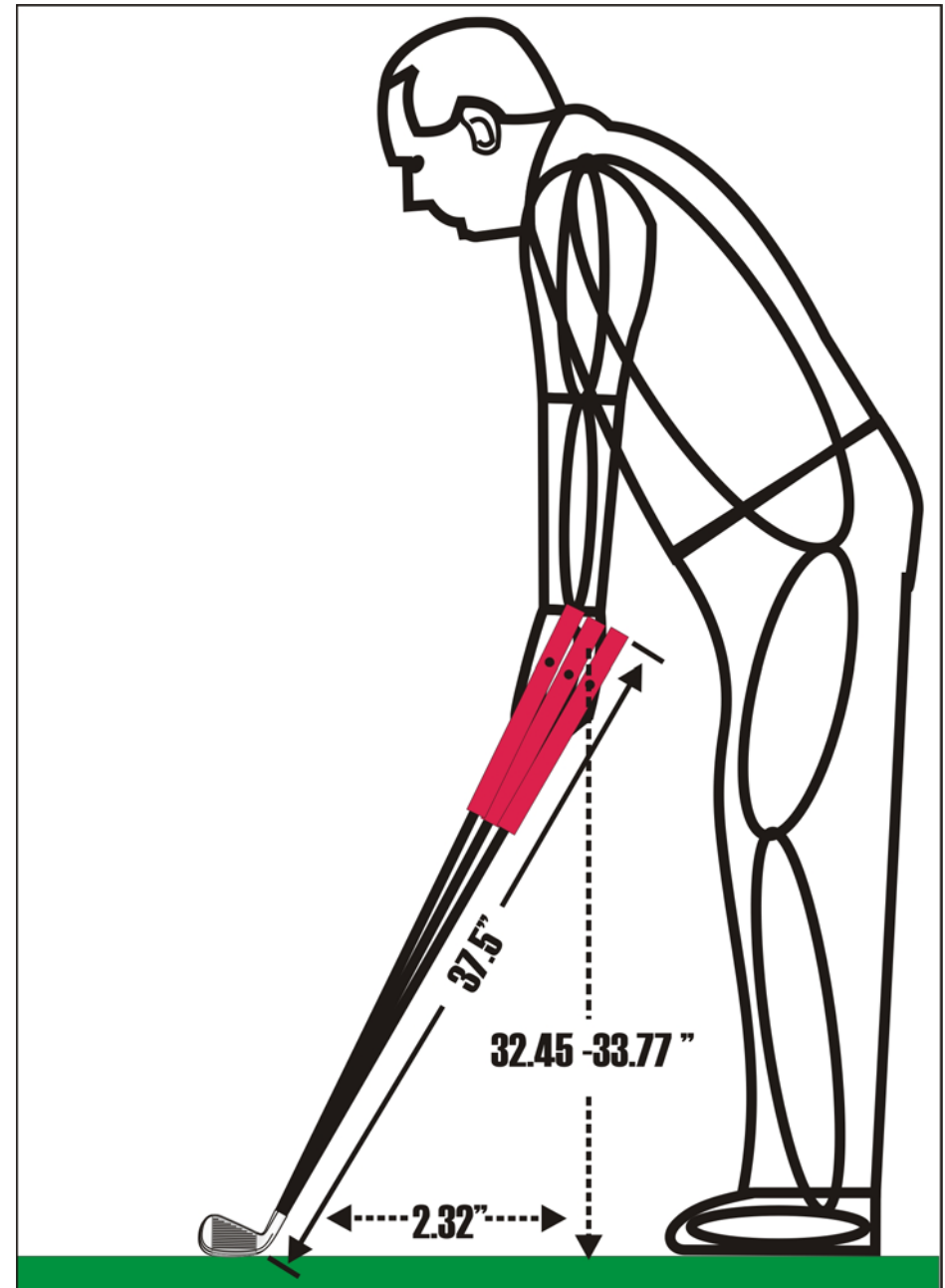


Lie Impact on Length



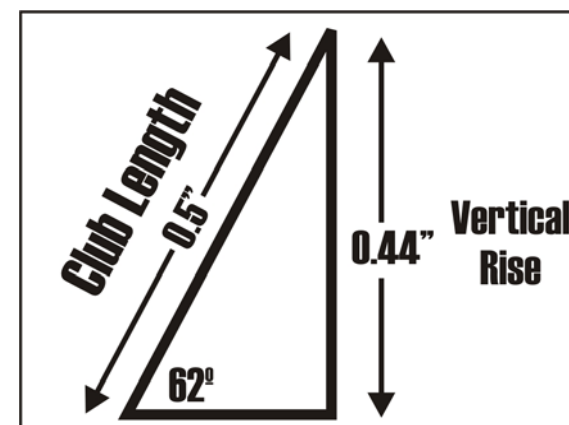
Close-up of end of grip when changing lie by 1°

Raises or lowers vertical rise by @ 0.3" on a 37.5" 6-iron



Wrist-to-Floor Based Chart

Relative to Men's Standard	Height	Height (in)	Height (cm)	2° Flat	1° Flat	Standard	1° Upright	2° Upright
2 1/2" under standard	4' 7"	55	140	26.24	26.57	26.90	27.23	27.56
2" under standard	4' 10"	58	147	27.70	28.03	28.36	28.69	29.02
1 1/2" under standard	5' 1"	61	155	29.17	29.50	29.83	30.16	30.49
1" under standard	5' 4"	64	163	30.64	30.97	31.30	31.63	31.96
1/2" under standard	5' 7"	67	170	32.10	32.43	32.76	33.09	33.42
Standard	5' 10"	70	178	33.57	33.90	34.23	34.56	34.89
1/2" over standard	6' 1"	73	185	35.04	35.37	35.70	36.03	36.36
1" over standard	6' 4"	76	193	36.50	36.83	37.16	37.49	37.82
1 1/2" over standard	6' 7"	79	201	37.97	38.30	38.63	38.96	39.29
2" over standard	6' 10"	82	208	39.44	39.77	40.10	40.43	40.76
2 1/2" over standard	7' 1"	85	216	40.91	41.24	41.57	41.90	42.23



© Hireko Golf 2011

All rights reserved. May not be reproduced in any form without written consent from Hireko Golf

Length Impact on Swingweight

			Vertical	Horizontal	Swingweight
Iron	Length	Lie	Rise	Distance	
6i	37.5	61.25	32.88	18.04	C9
6i	37.75	60.6	32.89	18.53	D0.5
6i	38	60	32.91	19.00	D2

- If golfer hits toward toe, they may be better off with the flatter lie option
- If the golfer hits in the heel, the more upright lie would be a better choice

Length vs. Head Weight

STANDARD LENGTH WOOD CHART					
Number	Weight	Men's Graphite	Men's Steel	Ladies Graphite	Ladies Steel
UL Driver	190g	46"	45"	45"	44"
Driver	200g	45"	44"	44"	43"
Thriver	210g	44"	43"	43"	42"
2-wood	203g	43.5"	43"	42.5"	42"
3-wood	208g	43"	42.5"	42"	41.5"
4-wood	213g	42.5"	42"	41.5"	41"
5-wood	218g	42"	41.5"	41"	40.5"
6-wood	223g	41.5"	41"	40.5"	40"
7-wood	228g	41"	40.5"	40"	39.5"
9-wood	233g	40.5"	40"	39.5"	39"
11-wood	238g	40"	39.5"	39"	38.5"
13-wood	243g	39.5"	39"	38.5"	38"
15-wood	248g	39"	38.5"	38"	37.5"

HYBRID, IRON & WEDGE CHART					
Number	Weight	Men's Graphite	Men's Steel	Ladies Graphite	Ladies Steel
Hybrid	216g	41.5"	41"	40.5"	40"
Hybrid	223g	41"	40.5"	40"	39.5"
1-iron	229g	40.5"	40"	39.5"	39"
2-iron	236g	40"	39.5"	39"	38.5"
3-iron	243g	39.5"	39"	38.5"	38"
4-iron	250g	39"	38.5"	38"	37.5"
5-iron	257g	38.5"	38"	37.5"	37"
6-iron	264g	38"	37.5"	37"	36.5"
7-iron	271g	37.5"	37"	36.5"	36"
8-iron	278g	37"	36.5"	36"	35.5"
9-iron	285g	36.5"	36"	35.5"	35"
Wedges	291+g	36"	35.5"	35"	34.5"

- Drivers based on 65g, lighter shafts may require longer length
- Hybrids vary more than any category and best to go by their weight
- Wedges may be all the same length or progress in 1/4" increments shorter
- Putters run the gamut for weight and length, but typical stock putter lengths are 34" or 35" and popular head weights in the 330-350g

Fact #3 – Play the length that feels most comfortable

- Regardless of what a chart based on height or wrist-to-floor would indicate
- Make sure the length is correct before trying to reach a specific swingweight
- Don't assume you need standard length, experiment with different lengths as you might be surprised by the results
- If you choke or grip down on the club, you have already simulated what the club would feel like at the shorter length

Demo Clubs

- Experiment with different lengths using demo clubs or the Quikfit® system and make sure they are well labeled



Performance

- Use aids to show where your impact marks are on the face, such as Mark-It Impact Spray or Face Impact labels, both of which Hireko sells
- Most importantly watch ball flight for distance, direction and trajectory



Mark-It Impact Spray (top)



Example of Impact Decal (right)



PROFESSIONAL GOLF EQUIPMENT AT DOWN TO EARTH PRICES

Golf Club Length - The Single Most Important Fitting Variable

A taped copy of the webinar will be available on
Youtube.com/hirekogolf and
Blog.hirekogolf.com

Jeff Summitt, Technical Director

jsummitt@hirekogolf.com

Technical Support 800 942-5872

www.HirekoGolf.com

Sales 800 367-8912

