

*'Like for like, you will pay no more for properly fitted clubs than you would for unfitted clubs from the big four manufacturers – but the differences are huge.'*

**CRAIG SMITH**

Master Golf Fitter



*Craig Smith, PnP Golf's very own master club-fitter, is one of only eight Australian's named in the Top 100 Club-Fitters Worldwide.*

*Craig uses state-of-the-art technology to review your swing and will suggest, where necessary, adjustments before building your own customised clubs.*

*With the data collected he is able to determine the type of shaft, length, lie angle and weight of each club.*

*These factors allow him to build clubs specific to your particular golfing skills.*

**P N P  
GOLF**

SHORT GAME INNOVATORS

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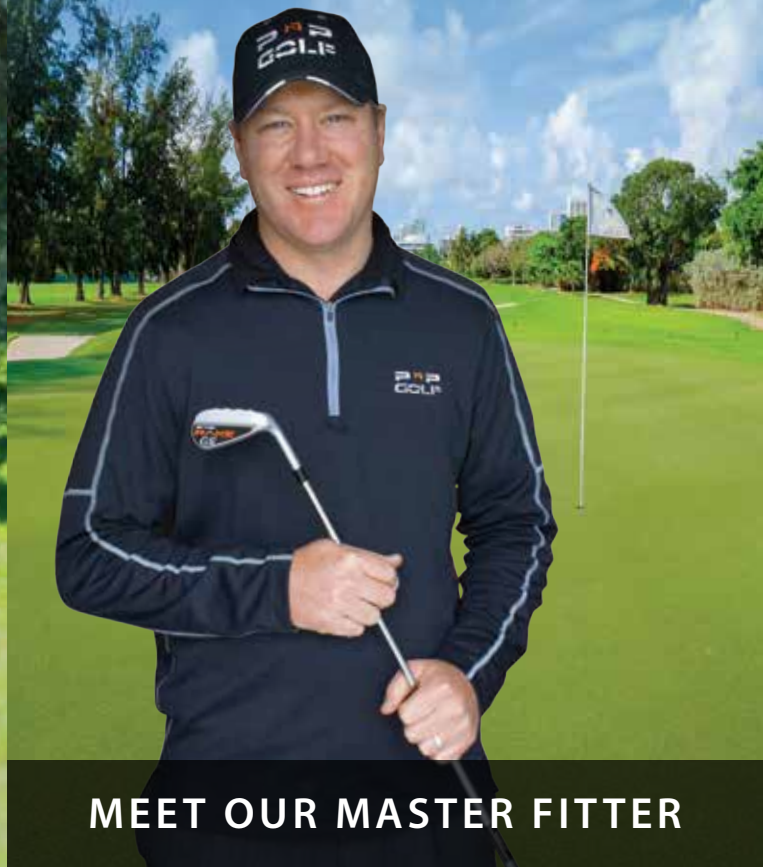
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# CUSTOM CLUB-FITTING



**MEET OUR MASTER FITTER**

**CRAIG SMITH**

*One of eight world accredited club-fitters in Australia*

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YOU ARE UNIQUE –  
SO IS YOUR SWING.

## WHY YOU SHOULD CUSTOM FIT!

Regardless of your handicap, properly fitted golf clubs **will dramatically improve your golf game.**

If you purchase the latest advertised club without getting a proper fitting, your game will suffer as you try to mould your body and swing to accommodate an ill-fitting club.

Getting your clubs custom fit will help relieve your frustration with the game. When your clubs fit you, your swing will be natural and your shots will be much more consistent.

### Why custom build with PnP golf?

At PnP Golf, we build to your personal specifications, with the same care and tight tolerances as if you were a touring professional.

Quality shafts are selected to match your swing in flexibility, kick point and lengths. Each shaft is FLO'd and spine aligned, and frequency matched to +/- 1 cpm (*cycles per minute*) before fitting the club-head and grip.

We build clubs to the highest golf standards in two ways – *Swingweight* and *M.O.I.* (Moment Of Inertia). [See next page.](#)

### What is Weight Sorting?

Weight sorting is matching the weight of each club head, shaft and grip to get a perfectly balanced set.

### What is Frequency Matching?

Frequency matching is matching each shaft for their various club lengths to perform with the same flex. This results in balance and consistency within a set of golf clubs.

92%  
OF ALL GOLFERS  
ARE PLAYING WITH\*  
ILL-FITTING  
CLUBS



### What is Spine Aligning and Shaft Flat Line Oscillation (FLO)?

Every shaft contains irregularities in straightness, roundness and stiffness. The result is a hard spot running the length of the shaft called a spine.

***Spine aligning is the process of finding the stiff part of the shaft.***

Once located, the spine of the golf shaft is positioned in a specific area in the hosel of the golf head.

***This is called shaft FLO.***

This results in the spine correctly facing the target, thus giving the club optimum performance.

### There are two options to have your clubs properly built – *Swingweight* or *M.O.I.*

After Craig has analysed your swing, he will recommend one of the following build options:

#### ***Swingweight***

This is to adjust every club to the same dead weight measured 14 inches from the butt end. The golf 'swing' is then 'weighted' to feel the same for every club.

#### ***M.O.I.***

Similar to *swingweighting* in as much as every swing with any club feels the same; however with *M.O.I.* this is achieved in a slightly more comprehensive way.

*M.O.I.* weight adjusts the entire club rather than just 14 inches from the butt end, providing further consistency and feel.

\*2012 study conducted by the Sports Illustrated Golf Group