

PURE FIT

[i] FIT
THE PUREFIT GOLF COMPANY



Custom Clubfitting Cart Manual

The Pure Fit Golf Company

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Pure Fit Custom Clubfitting Dealer Plan:

Custom 5 Iron Demo Cart:	25 Pieces 5 Iron Demo Clubs
	Beltronics Swingmate
	Bengston PC Deluxe
	Custom Club Display Wagon
	Pure Fit Clubfitter's Ruler
	Pure Fit Fitting Training
	Pure Fit Grip Hand Sizer
	True Temper Determinator

Custom 5 Irons:	17 - 4 Heat Treated Stainless Steel
	Apollo Balistik Seamless Stepless Shaft
	Bohning Quality Ferrule
	Five Custom Lengths
	Five Shaft Flexes
	Kelmac Tour Select Grip
	Standard Lie Angles
	Three Grip Sizes

DEALER COST:	\$ 3,000.00
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SET MAKE-UP:	
Mens RH or LH	3 Iron to Pitching Wedge 8 Pieces: Optional 1, 2, GW, SW, LW
Ladies RH	4 Iron to Sand Wedge 8 Pieces: Optional 3, GW, LW

Custom Assembly	72 Hour Custom Delivery
	Apollo Balistik Seamless Stepless Shaft
	Frequency Matched Shaft Flex
	Heat Treated 17 - 4 Stainless Steel Head
	Kelmac Grip
	Personal Custom Assembly
	Personally Fitted Grip Size
	Personally Fitted Lie Angles
	Personally Fitted Playing Length
	Personally Matched Loft Angles
	Personally Matched Swing Weight

DEALER COST:	Each	Set
	\$ 39.10	\$ 312.80
SUGGESTED RETAIL	GROSS PROFIT 42.07%	
	\$ 67.50	\$ 540.00

INSTRUCTIONS FOR FITTING:

A. MEASURE FOR PLAYING LENGTH RATING:

Use CLUBMAKERS RULER.

1. Have client stand on a **flat hard surface in street shoes** or on a putting green or teeing area with Golf spikes.
2. Place **Clubmakers Ruler** in a vertical position from ground up Clients outside leg with the **client's hand extended naturally down the Iron side of the ruler. Note the position on the ruler that the longest fingertip occupies.**
3. Repeat this procedure for the other hand. Note the position that this finger occupies.
4. **Use the longer** of the two measurements if they are not the same for your **LENGTH FITTING RATING.**
5. Circle the **LENGTH RATING INDEX** on your **fitting worksheet.**

B. MEASURE FOR SHAFT FLEX RATING:

Use TRUE TEMPER'S DETERMINATOR:

1. Watch the **Instruction Video** accompanying your **DETERMINATOR** and follow the directions.
2. Stress to your client that one **LOAD** value is no better or worse than another. The importance is however the **LOAD RATING** of the particular **client's Golf Swing.**
3. Circle the **LOAD RATING INDEX** on your **fitting worksheet.**

MEASURE FOR GRIP SIZE RATING:

Use GRIP HAND SIZER GAUGE:

1. Place client's **glove hand** palm downwards on the **GRIP HAND SIZER GAUGE**.
2. Align the **Wrist Line** of the client on the **Wrist line** of the gauge.
3. Note the position that the **longest finger** of the **glove hand** occupies on the **GRIP HAND SIZER GAUGE**.
4. Circle the **GRIP SIZE RATING INDEX** on your **FITTING WORKSHEET**.

D. SELECT A 5 IRON DEMO CLUB:

Use THE CalTek 5 IRON TEST DRIVE DEMO CART:

1. Refer to your **FITTING CHART** note the **LENGTH, FLEX** and **GRIP SIZE RATING INDEXES**. As an example **LENGTH RATING 2, FLEX RATING 3, and GRIP SIZE RATING 1**.
2. Locate the **5 Iron Club** that **matches** the **INDEXES of 2,3,1**. It is in **Section 3 row 2** of the **DEMO CART**.
3. Use this **5 Iron** for the rest of the **measurements**, as it is the **5 Iron** that **conforms** to the **FITTING INDEXES OF LENGTH, FLEX, and GRIP SIZE**.

E. DETERMINE THE CORRECT LIE ANGLE RATING FOR IRON:

Use LIE BOARD and LIE ANGLE IMPACT TAPE:

1. Place **IMPACT TAPE LABEL** on **sole of Iron head** in the position indicated on the Label.
2. Have client **hit several balls** off of the **LIE BOARD** and note where the **impact position** is on the **IMPACT LABEL**.
3. Note position **TOWARD TOE, CENTER, or TOWARD HEEL** on the **IMPACT TAPE**.
4. Circle the **LIE INDEX RATING** on your **FITTING WORKSHEET**.

F. DETERMINE THE CLIENTS SWING SPEED:

Use BELTRONICS SWINGMATE:

1. **Read instruction manual** accompanying your **BELTRONICS SWINGMATE**.
2. Set up **SWINGMATE** for a **5 Iron**. Have your client hit several balls and note the average **SWING SPEED** of the 5 Iron.
3. Circle the **SWING SPEED RATING INDEX** on your **FITTING WORKSHEET**.

G. REVIEW FITTING INDEXES WITH CLIENT:

H. FAX FITTING WORKSHEET and ORDER FORM:

Playing Length Evaluation:

LENGTH RATING	PLAYING LENGTH
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1	1/2" +
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2	1/4" +
---	--------

3	S
---	---

4	1/4" -
---	--------

5	1/2" -
---	--------

Measure With Club Makers Ruler

Shaft Flex Evaluation:

FLEX RATING	FLEX	FLEX INDEX	LOAD INDEX	TORQUE INDEX
1	STIFF	5.50 +	17 to 24	2.5
2	FIRM	5.50	13 to 16	3.0
3	REGULAR	4.50	9 to 12	3.5
4	SOFT REG	4.00	5 to 8	4.0
5	SOFT	3.00 +	1 to 4	4.5

Measure With The DETERMINATOR

Grip Size Evaluation:

GRIP SIZE RATING	GRIP SIZE
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1	1/16 +
----------	---------------

2	1/32 +
----------	---------------

3	S
----------	----------

4	1/64 -
----------	---------------

5	1/32 -
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Measure With Grip Hand Sizer

25 Individually Fitted 5 Iron Test Drive Demo Club Cart:

	1	2	3	4	5	
LENGTH	1	1	1	1	1	
FLEX	1	2	3	4	5	A
GRIP SIZE	2	1	2	3	1	
LENGTH	2	2	2	2	2	
FLEX	1	2	3	4	5	B
GRIP SIZE	1	2	1	2	3	
LENGTH	3	3	3	3	3	
FLEX	1	2	3	4	5	C
GRIP SIZE	3	1	2	1	2	
LENGTH	4	4	4	4	4	
FLEX	1	2	3	4	5	D
GRIP SIZE	2	3	1	2	1	
LENGTH	5	5	5	5	5	
FLEX	1	2	3	4	5	E
GRIP SIZE	1	2	3	1	2	

Match Rating Indexes and Pick 5 Iron Demo Club From Demo Bin

Swing Speed Evaluation:

SWING SPEED RATING	5 IRON M.P.H.	DRIVER M.P.H.
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1	90 +	100 +
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2	80 - 90	90 - 100
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3	70 - 80	80 - 90
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4	60 - 70	70 - 80
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5	To 60	To 70
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Measure With Beltronics SWINGMATE

Lie Angle Evaluation:

LIE ANGLE RATING	LIE ANGLE	IMPACT MARK
1	2 U	1/2" To TOE
2	1 U	1/4" To TOE
3	S	CENTER
4	1 F	1/4" To HEEL
5	2 F	1/2" To HEEL

Measure With Impact Tape on Hitting Board

Custom Fitting Evaluation Worksheet:

LENGTH RATING	FLEX RATING	GRIP SIZE RATING	LIE ANGLE RATING	SWING SPEED RATING
---------------	-------------	------------------	------------------	--------------------

1	1	1	1	1
---	---	---	---	---

2	2	2	2	2
---	---	---	---	---

3	3	3	3	3
---	---	---	---	---

4	4	4	4	4
---	---	---	---	---

5	5	5	5	5
---	---	---	---	---

Circle Correct Rating From Fitting Evaluation

Custom Club Order Form

Dealers Name:	Woodside Golf & Country Club
Address:	324 - Country Club Lane
City/Prov/Postal	Airdrie, AB, T0M 0B0
Telephone	403 936 - 5224

Purchase Order No.	5122
Client Tag:	Ron Anderson

Set Make - Up	1 Iron, 2 Iron, 3 - PW, SW	No. of Pce.
RH	X	11
LH		

DEMO CLUB USED	1 - 3- 2	3 - A
LENGTH INDEX	1	
FLEX INDEX	3	
GRIP SIZE INDEX	2	
LIE ANGLE INDEX	1	
SWING SPEED INDEX	2	

Ordered By	Tom Lee
Measured By	James Phillips

COST: Each	\$	39.10	\$	430.10
GST			\$	30.11
TOTAL:			\$	460.21

METHOD OF PAYMENT		Cheque
Visa/Mastercard	4510 123 456 789 10/99	Card No

Special Instructions:	
Deliver To	Above Address

There are three **ABSOLUTE TRUTHS** about **GOLF, GOLF CLUBS, GOLFERS, and GOLF SWINGS.**

TRUTH ONE: If your **GOLF CLUBS** are **PROPERLY FITTED** and if your **GOLF SWING** is **SOUND**, then **GREAT GOLF** is **100% MENTAL ATTITUDE.**

TRUTH TWO: If your **GOLF CLUBS** are **PROPERLY FITTED** and if your **GOLF SWING** needs help, then **GREAT GOLF** is **65% PROPER SWING** and **35% MENTAL ATTITUDE.**

TRUTH THREE: If your **GOLF SWING** is **SOUND** and if your **GOLF CLUBS** are **NOT PROPERLY FITTED**, then **GOLF** becomes **FRUSTRATING** and **LESS ENJOYABLE.** The mental aspect has sharp ups and downs and developing a consistent **GOLF GAME** is impossible.

GREAT GOLF IS IMPOSSIBLE IF YOU DO NOT HAVE:

- 1. PROPERLY FITTED GOLF CLUBS.**
- 2. A SOUND GOLF SWING**
- 3. A POSITIVE MENTAL ATTITUDE.**

The **SWING** and **ATTITUDE** will vary from day to day but the **ONE CONSTANT** is **PROPERLY FITTED GOLF CLUBS.** No matter if the customer is a beginner or low handicapper, that golfer should consider in investing in the one factor which is **ABSOLUTELY NECESSARY.**

GREAT GOLF will result with;

PROFESSIONALLY FITTED GOLF CLUBS.