The Fitting Process™

The concept of custom fitting golf clubs is not new to the game of golf. Touring professionals have been using specially tailored clubs from the beginning. Equipment was traditionally made by specialized craftsmen who were able to build balanced and consistent sets of clubs. Even companies such as Henry Griffitts have been building custom tailored clubs for sale to the mass market since the mid 1980's. What sets Dimension Z Golf apart from the other fitting companies is "precision". Many of the larger name brand companies offer a line of custom fit irons, but these irons are still made using their mass production techniques, resulting in sets that are not precisely matched. Often your choices are limited as well. If you need a longer club you will have no choice on swing weight ranges (i.e. long and light or short and heavy).

The actual method of fitting clubs can also vary widely within the industry. Golfers can yield a variety of different specs depending on the methods used. The most common method of fitting is to use static measurements such as height, weight, arm length, club head speed, face angle @ impact, etc...! Most of these measurements can be taken indoors using a hitting net or golf simulator. The problem with this technique is that not all shaft manufacturers have the same flex definitions. For example a regular shaft from Aldila is different from a regular shaft from Graffalloy. Therefore using a universal swing speed scale to determine flex is mediocre at best. Shaft selection is very important and most people do not understand the differences between graphite and steel. Many of these static fitters try to sell graphite because it costs more and will yield higher commissions. The rule we use at Dimension Z is:

Use graphite when: physical condition and hand strength are lower making it difficult for the golfer to load a steel shaft, or there are physical limitations such as, arthritis or tendonitis. Graphite has a dampening effect on ball impact which alleviates pain in joints due to physical ailments, and can also be made much weaker than a steel shaft.

Steel shafts can be utilized in most other situations. True Temper Sensicore technology can also be used fight against pain from the vibration, but keep the consistency and accuracy of steel. Steel shafts have a lower torque rating and will yield a tighter shot dispersion.

Our Fitting System...

Our Fitting system is made of demo clubs with several different combinations of head design, shaft length / flex, and lie angles providing the customer with the broadest range available in a fitting system. Many of the other companies who claim to fit only offer one head design at one weight point. Having varying head designs and weight points is critical in determining what will work best for you. For example, if you are 6'6" tall you will need a long club. If the manufacturer only carries one weight point that player will be

stuck with a heavy swing weight. At Dimension Z Golf our specs can be made in much larger range of length and swing weight. All fittings take place with a fully trained golf professional certified by Dimension Z Golf. This Dynamic fitting process allows the player to test different specifications working with a trained professional who can determine the best possible club characteristics for your swing and playing style.

The Dimension Z fitting system consists of these key measurements:
Club length
Shaft Flex
Club head selection
Lie/Loft Angle
Grip size/style
Set Make-up

Upon doing an initial interview with the customer to determine general expectations we will start with a quick but very effective dynomometer test. This allows us to determine upper body strength and apply a specific frequency range.* The frequency range as defined by Royal Precision's patented technology on how "CPM/Length" (i.e. 5.2, 4.3, 6.0, etc...) This is the only static measurement that we use and provides an excellent starting point on determining the optimal flex characteristic for your swing.

Proper Club Length and Flex
On the driving range we want to determine the proper flex and length of the golf club you should be using. Hitting just one or two balls with several irons of optimum length and flex characteristics and identifying the best trajectory and launch angle for your playing style is the beginning of narrowing down certain swing characteristics that will define a club that is comfortable, has optimum load characteristics and keeps you in the proper spine angle. Ball flight can really tell a story about whether a club is too stiff or too weak.

Club head Selection
The next factor to determine is what head style is best from you. We have 3 head style that suit golfers of a broad handicap range. They vary in size, offset and are offered in a couple of different looks.

Lie / Loft Angle
Next we need to determine the proper lie angle for your swing plane and spine angle. It is important to determine correct length BEFORE determining lie angle, as the length correlates to effective lie angle. By hitting balls at a specific target line we can see by the direction of the shot with regard to the target. By determining which lie angle is going to provide the best direction with regard to your target line, we know how to bend all of your irons to suit that angle. Often times this drill is repeated using a "lie board" to provide a dynamic measurement with tape.

Grip Style/Size
It is also very important to determine the best grip size to suit your hands. Remembering that if the grip is too big it can slow your hands down from releasing at the proper time. If the grip is too small it can speed your hands up and they will release before impact.

Set Make-Up
Last we determine what the best combinations of product are going to suite your playing style the best. Many players start their iron set at the four iron and elect to carry another

wood instead of a 2 and 3 iron. These options are entirely up to you and the fitting professional can help if you are not sure.

All of these steps will change the way you are able to play the game. By using the best possible tools to play the wonderful game of golf, you can now concentrate on grooving your swing rather than having to compensate for poorly fit equipment. Check out the Integrated Tuning Process and how it makes a superior product to learn more about how we build such high quality equipment unlike any other company in the industry.