

True Temper Finds Success on Tour

Shafts by True Temper are played by more winners in the history of golf than all other shaft brands combined. This is a tradition that still carries on today with 22 out of 25 PGA Tour wins to date for True Temper shaft brands, including the 2011 Masters and the U.S. Open, and at least 85 percent of the field at any given tour event playing shafts by True Temper.

TRUE TEMPER TOUR STAFF

To ensure the best players in the world continue to be fit with the right equipment for their game, True Temper has a dedicated Tour staff on hand each week on the PGA, Nationwide and European Tours. This team is led by Chad Hall, True Temper's director of product marketing and global Tour operations and includes Tour representatives Craig Nichols, Kellen Watson, Bill Constantine and Simon Wilson. Nichols and Watson work mostly with the PGA TOUR players, Constantine covers the Nationwide Tour and Wilson travels back and forth from the U.S. and Europe supporting players on both the PGA and European Tours.

"Our role each week on Tour is twofold, support for the players and promotion of our newest shaft innovations," Hall says. "At each event, we provide the players with fitting information and club building capabilities through our Tour van, and we promote the latest in shaft technology such as our Project X Graphite and the new DG Spinner wedge shaft that we recently launched to Tour players."

True Temper's Tour van is fully outfitted with state-of-the-art clubfitting and building equipment so that Kellen Watson can accommodate any last-minute changes from a shaft regrip all the way to building a completely new set of irons for a player.

TESTING NEW SHAFTS ON TOUR

The global Tours are also an important part of True Temper's product testing process. After a shaft has been designed and tested on the robot, the True Temper Tour Staff will take several prototypes out on Tour for the professional players to test and provide feedback. True Temper's R&D department uses this feedback to refine the shafts before officially launching a new technology into the marketplace.

"Project X graphite and DG Spinner are two great examples of shafts that were closely developed with input from the Tour players," Hall says. "By designing shafts in conjunction with real-life player testing, we are able to meet specific needs out on Tour such as a driver shaft with less spin and a wedge shaft that increases spin."

TOUR SUCCESS

The ability to meet the players' equipment needs is sweetened by the success True Temper products experience on the global Tours. While the company's cornerstone brands, Dynamic Gold and Project X steel, continue to lead the field in iron shaft counts each week, newer technologies are also enjoying time in the spotlight.

In 2010, Project X graphite won more PGA events than any other graphite shaft model and the new DG Spinner is played by the number 1 player in the world and has chalked up an impressive eight wins in just one year on the PGA TOUR.

In addition to working with the best players in the world, watching a product go from the prototype phase to the winner's circle is one of the highlights of being a member of True Temper's Tour Staff.