

How Amateurs Best Benefit from the Latest Club Technology

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Golf equipment manufacturers invest billions in designing

and manufacturing clubs, balls, shoes, and other products that make golf more fun by making the game a little easier to play. However, improving your game may not be quite as simple as filling your shopping cart with the latest equipment at a big-box sporting goods store. We understand golfers have different reasons for continuing to play the game with an old bag of clubs, truth is golf should be enjoyed. If playing with the clubs your dad gave you decades ago has special meaning, then every swing should be enjoyed. However, if you like *keeping score*, playing with the same bag of sticks you used in high school means you are probably missing out on some of the fun. Golf technology has likely advanced several generations since the last time you were fitted for a new driver.

Apply the Latest Technology to Your Game

Surprisingly, from serious amateur golfers to America's weekend warriors, the average golfer across all age groups is not really hitting the ball farther or with more accuracy than in recent years. Let's assume your interest in golf is to get away from the daily grind and post the best score for bragging rights at the 19th hole, then investing in new sticks is a no brainer. Once you are correctly fitted for the clubs you are swinging, you can count on more distance and fewer mishits. Moreover, not only have the materials changed over the last decade, but golfclub components have also

improved significantly in the past three years. Today's driver is more aerodynamic, lighter, and stronger shafted with a more forgiving clubface to protect against those less-than-perfect hits. That said, if the components you are swinging now are poorly matched to your swing specifics, it means you are hitting ill-fitted clubs regardless of how new or old the design.

Think about it. You could have the potential to swing like a pro (or senior professional golfer) but trying to play with ill-fitted clubs is causing you to hit yardage-robbing shots to the left or right of your target. Eliminating mishits has always been key to playing the most competitive round of golf. But, before you spend money at a golf superstore on the latest technology, take time to understand how the new technology can be applied to help you overcome the shortcomings with your swing. Once you've decided it's time to try something new, use the best [online golf driver selector tool](#) and discover what you can learn about creating a club for your unique swing. It is extremely frustrating to spend the money for a round of golf and not enjoy the experience just because your equipment is ill-fitted for your game. Let a professional club-fitter at Krank Golf improve your score.

Precision Engineered Products Make Golf More Fun

Every manufacturer has access to space-age materials but getting distance and accuracy from a club requires precision

engineering and attention to detail. With a resume that includes world championships, our fine-tuning product features include:

- New micro milling of the face to maximize spring effect on every driver's head.
- Maximum metal hardening for the fastest spring back in any driver ever made, including our own.
- New measuring process for exact lofting, face angle and lie angle specifications.
- Mechanized welding process to minimize weight and maximize long-term durability.

Since materials today are lighter and stronger, drivers and irons can be much bigger than they were in generations past. The USGA allows drivers to measure a maximum of 460 cubic centimeters (similar to previous years) but today's driver can weigh 50 grams less.

Swing Calculator for Fitted Equipment

Some golfers find it difficult to hit fairway metals while others curse their irons. Problem is most golfers simply do not have the time or energy to practice with a bag full of clubs that don't appear to have a lot in common. Custom-fitted [fairway irons](#), drivers, and [hybrids](#) with precision manufactured components can make golf easier and more fun. That way you are more likely to the time to hit the links or visit your

local driving range. Swinging a well-fitted club gives you the launch angle and spin control you need to avoid paying a heavy penalty for a less-than-perfect contact. Whether you know the exact driver configuration you want or feel clueless selecting golf club components for your game, try our [FREE Swing Calculator](#). It only takes a few minutes to submit your swing details. Then, you will receive a prompt response from someone who can assist with your specific needs. On the other hand, if you know you are ready to get started, schedule your online custom fitting [here](#), or use the text "chat" box slider found on this site for immediate answers to your questions.