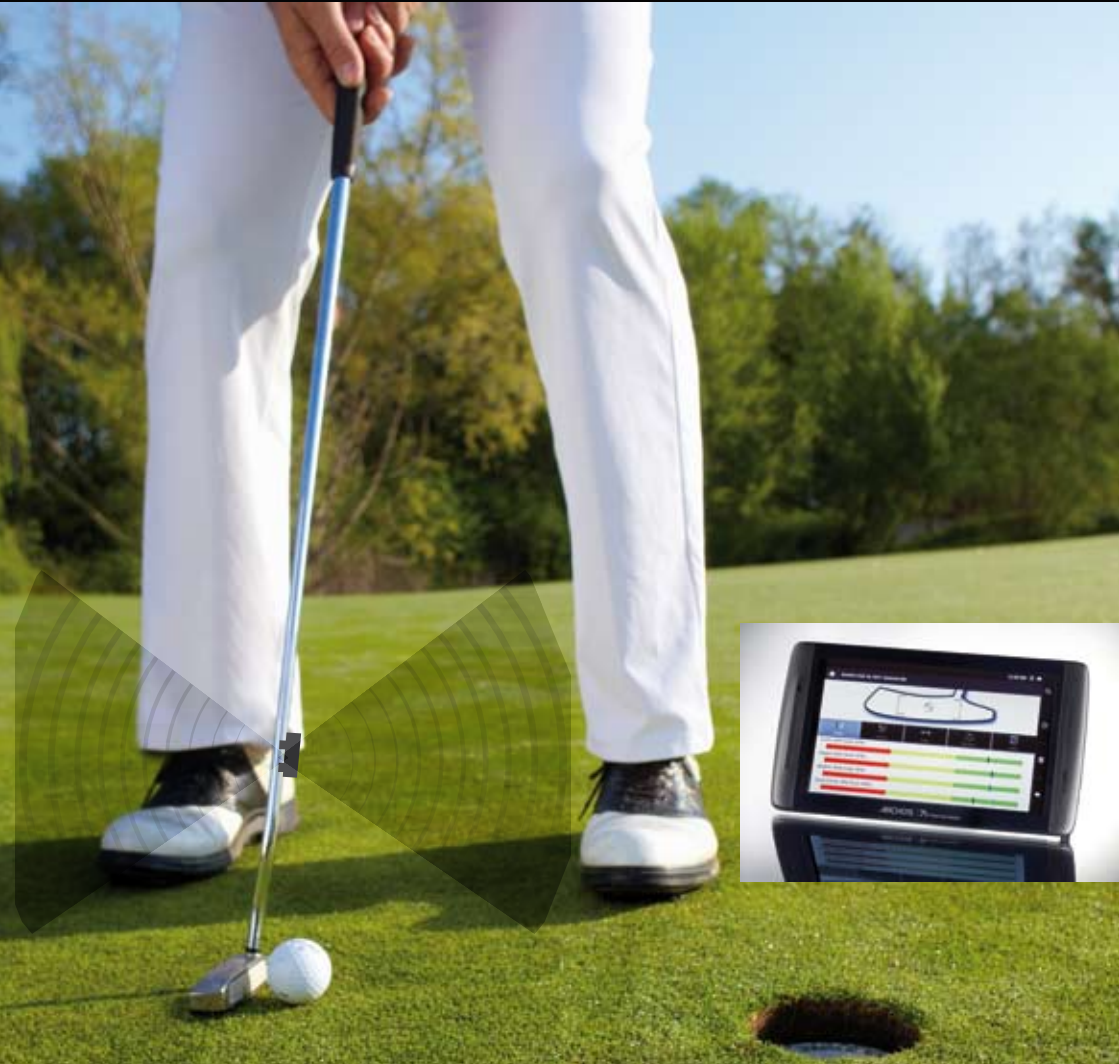


ZENIO 
www.zeniosports.com



1st ZENIO National Putting Competition

ZENIO Putter Fitting

Do what the Tour players do ...

Putt your way to success with a properly custom-fitted putter!

If you were one of the more successful Tour players and your 100-yard tee or approach shot finished 5 yards left or right of your intended target – an error of just 5% – you would probably be happy with the result.

But on the green, on any putt longer than about 1.2 metres (4 feet), the same 5% error will probably keep you off the leaderboard, because you will miss the hole to the left or right - and either drop a shot or possibly lose your match.

Putting requires a higher degree of accuracy than any other part of your game – and that can only be attained with a properly fitted putter and a sound practice regime.

ZENIO can help you accomplish both - quickly and effectively.



HOW ZENIO CAN HELP FIND THE RIGHT PUTTER AND WHAT TO LOOK FOR WHEN YOU BUY ONE

First and foremost, you have to REALLY like it - i.e. the design must appeal to you AND the putter must feel good in your hands and help you to aim the face consistently. Once you have narrowed the choice down to 2 or 3 options, ZENIO can help you make your final choice.

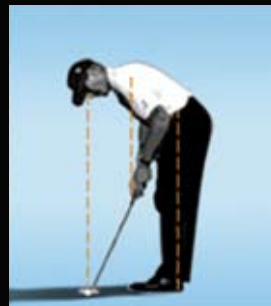
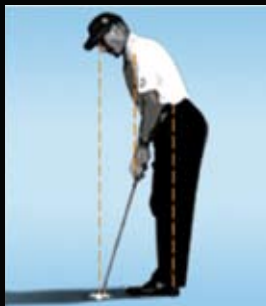
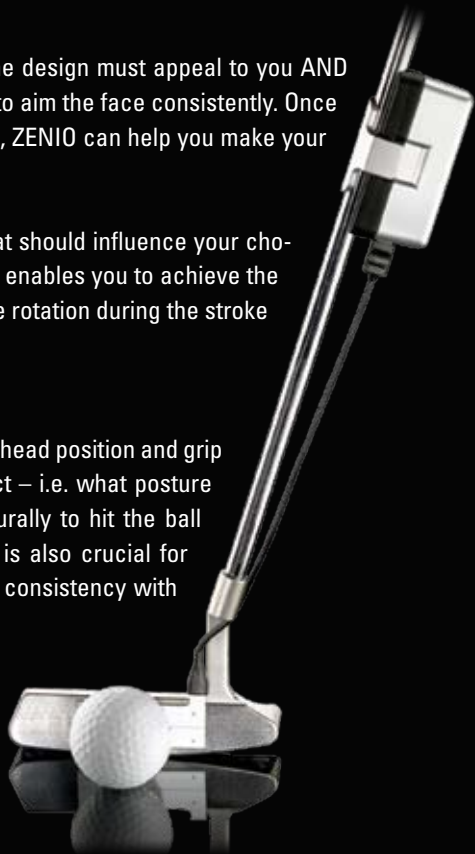
ZENIO measures the three most important factors that should influence your choice of putter, if you want to putt well. Picking one that enables you to achieve the most consistent impact, stroke tempo and putter face rotation during the stroke is crucial.

1. IMPACT

You need to know what set-up, spine angle, arm hang, head position and grip enable you to achieve consistently good face contact – i.e. what posture (body comfort zone) best allows you easily and naturally to hit the ball consistently in the middle of the putter face (which is also crucial for feel). ZENIO will help you quickly to compare impact consistency with different putters and set-ups.

2. TEMPO

You will not putt very well if you cannot keep the ratio of your backswing timing to your forward swing timing constant – and that is unlikely unless the



weight and balance of your putter suits you. Slightly more or slightly less head weight will affect your ability to achieve and maintain consistently good tempo.

Here, too ZENIO can help, by ensuring that your putter is fitted not only for the correct length, lie & loft, but that it is also individually optimised for weight AND balance, in the same way as it is for Tour players.



3. PUTTER HEAD ROTATION

How often have you asked yourself if you should choose a face balanced, partial toe hang or full toe hang putter? It won't surprise you to learn that many Tour pros ask themselves the same question each week and not always find the answer.

Consistency of face rotation depends on a number of factors, which can even change from day-to-day. ZENIO can nevertheless help you to select the type of putter most suited to your particular putting style by revealing which provides the most repeatable face orientation at impact and which will therefore consistently provide you with the best results on the greens.

The speed and simplicity with which ZENIO can narrow down the best choice of putter for any golfer have quickly made it a hit with Tour players and clubfitters throughout the world.

RENT A ZENIO:

If you enjoyed your ZENIO fitting experience, why not take another leaf out of the Pros' books and use it as a practice aid at home, on the practice green - or even on the most undulating green on your home course - to improve the three key aspects of putting highlighted above.

Depending on how quickly you want to get your handicap down, you can rent a ZENIO for a day or purchase it and our putting experts will assist you further by suggesting individually-tailored practice drills based on the data that ZENIO collects.

ZENIO PUTTING PRACTICE

Find my Best – Test my Best

Built-in to the ZENIO software are training and practice drills that can be individually tailored to your needs.

This exclusive customisable programme is available worldwide and arose out of the ongoing work we are doing with PGA Tour pros in Europe and the USA. It works like this:

Make fifteen straight 3-metre (10-foot) putts with your new, custom-fitted putter. Because they are straight putts, neither the ability to read break nor other factors – for example biomechanical compensations as a result of setting up with the ball above or below your feet, or mental pressure – should have a significant effect.

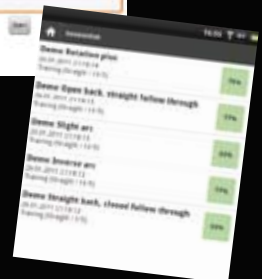
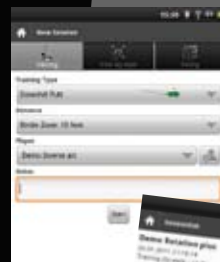
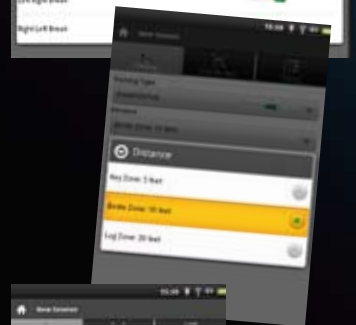
From the data collected for these relatively easy putts, ZENIO evaluates what should be your current optimum putting performance in terms of consistency of impact location, tempo and putter face rotation, which it saves as 'Find my Best'.

Now you can start to practice more demanding putts. Pre-programmed into the ZENIO software are a number of the most important putting challenges in the form of 'Practice Categories'. You can practice and collect data on straight putts, downhill putts, uphill putts, right-left and left-right breaking putts - each at distances of 5, 10 and 20 feet.

Using the collected data, it is a simple matter to set up your personal practice regime. On one day, you can collect data on uphill & downhill putts and compare the results with 'Find my Best'. The next day you can do the same with right-left or left-right breaking putts and the data will instantly show you if and how your technique differs.

The end objective is quite clear: to achieve the highest possible stroke and impact consistency figures for ALL types of putts, because only then will it be possible to work effectively to improve other factors – such as green-reading, biomechanics and 'mental toughness'(mental comfort zone) – that affect how well you putt.

If you have any questions about putting coaching or practice, please contact your golf teacher or visit our online academy for tips and practice drills that will help you improve.



www.zeniogolf.com/academy