



IRON FITTING PROTOCOL

STEP 1 – PRE-FIT INTERVIEW

Identify player's goals and preferences:

- Player Type
- Distance
- Accuracy
- Lower
- Lower
- Lower
- Higher
- Forgiveness
- Workability

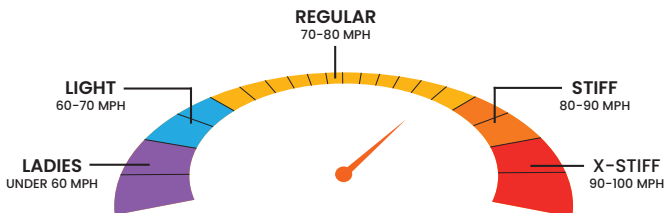
STEP 2 – HEAD SELECTION

- Start with Apex Ai200 iron. Player's Distance, Aspiring amateur, former CB player that wants a bit more forgiveness.
- If you detect that this better ball striker is looking for a more premium option, move to the Apex Ti Fusion iron.

STEP 3 – DETERMINE FLEX BASED ON SWING SPEED

General Guide based on 7-Iron Head Speed (MPH):

- X-Stiff – 90-100
- Stiff – 80-90
- Regular – 70-80
- Light – 60-70
- Ladies – Under 60



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STEP 4 – SHAFT LENGTH

- Static measurement – wrist to ground (see chart below)
- Dynamic observation – player posture

PLAYER HEIGHT (ft in)										
	5' 0"	5' 2"	5' 4"	5' 6"	5' 8"	5' 10"	6' 0"	6' 2"	6' 4"	6' 6"
30.5"	-2"	-2"	-1½"	-1½"						
31"	-2"	-1½"	-1½"	-1"	-1"					
31.5"	-1½"	-1½"	-1½"	-1"	-½"	-½"				
32"	-1½"	-1½"	-1"	-½"	-½"	-½"	-½"			
32.5"	-1½"	-1"	-1"	-½"	-½"	STD	STD	STD		
33"	-1"	-1"	-1"	-½"	-½"	STD	STD	STD	STD	
33.5"	-1"	-1"	-1"	-½"	STD	STD	STD	STD	STD	STD
34"	-1"	-1"	-½"	-½"	STD	STD	STD	STD	STD	+½"
34.5"	-½"	-½"	-½"	-½"	STD	STD	STD	STD	+½"	+½"
35"	-½"	-½"	-½"	STD	STD	STD	STD	+½"	+½"	+½"
35.5"		STD	STD	STD	STD	STD	STD	+½"	+½"	+½"
36"			STD	STD	STD	STD	STD	+½"	+½"	+½"
36.5"				STD	STD	STD	STD	+½"	+1"	+1"
37"					+½"	+½"	+½"	+½"	+1"	+1"
37.5"						+½"	+½"	+½"	+1"	+1"
38"							+½"	+½"	+1"	+1½"

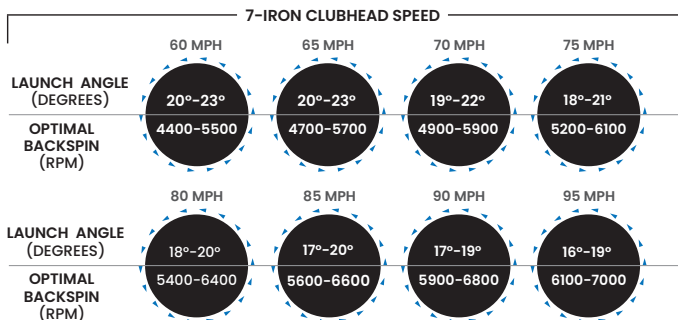
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STEP 5 – HEAD SELECTION

- If more forgiveness is needed, move to Apex Ai300.
- If a more premium option is needed, move to Apex Ti Fusion.

*Assuming Ideal Club Delivery for Maximizing Distance and Control.



IRONS	Ai 200	Ai 300	Ti Fusion
LOFTS	27.5	28.5	31.5
LIE ANGLE	62.5	62.5	62.5

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STEP 6 – FINE TUNE SHAFT

Steel vs. graphite:

- Benefits of graphite – typically lighter, faster and less vibration.
- Benefits of steel – typically more responsive.

DRIVER SWING SPEED	LADIES FLEX		LIGHT FLEX		REGULAR FLEX		STIFF FLEX		X-STIFF FLEX		7-IRON SWING SPEED
105 MPH											90
95 MPH											80
85 MPH											70
75 MPH											60
65 MPH											50

TEMPO	SMOOTH	FAST	SMOOTH	FAST	SMOOTH	FAST	SMOOTH	FAST	SMOOTH	FAST	TEMPO
Graphite Driver Shaft Weights						Graphite Iron Shaft Weights			Steel Iron Shaft Weights		
40 - 45	40 - 55	50 - 70	60 - 80	40 - 60	50 - 70	60 - 100	80 - 115	80 - 90	80 - 90	80 - 120	110 - 130



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STEP 7 – LIE ANGLE

Dynamic testing using lie board or striped golf ball



STEP 8 – GRIP

- Preference and sizing

STEP 9 – SET MAKEUP

- Determine longest iron player is comfortable hitting
- Wedges – start with 4° – 6° more loft than highest lofted wedge in the set.