

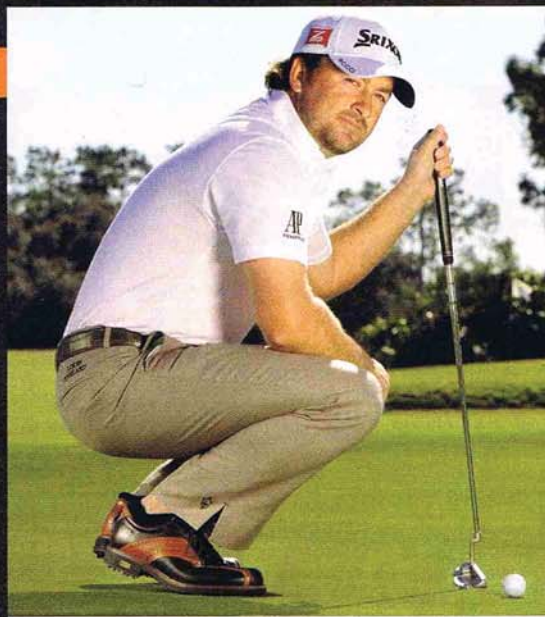
GEAR NEWS

NEW RELEASES

ECCO

COMFORT CLASSIC RELEASED

An elegant, city-inspired golf shoe has been launched by Ecco. The Comfort Classic features leather uppers made exclusively at Ecco factories and featuring a special tanning process. This makes the shoes soft and breathable. A second skin lining moulds to the foot and wicks moisture away for improved comfort. A removable leather-covered insole also helps keep the foot dry. The sole design is created using a process that is unique to Ecco in the golf industry and helps support the foot. The shoes will be worn by Graeme McDowell. They are available in a coffee/whiskey colour combination or in either black or white at a price of £160. The brand has also extended an endorsement agreement with Fred Couples. The 51-year-old helped to raise the popularity of the Ecco Street range by wearing them at the Masters as well as during his three Champions Tour wins in his first four starts. He will continue to wear Ecco Street shoes and showcase the company logo on his cap.



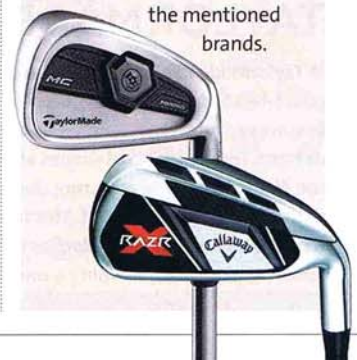
ALDILA LAUNCHES NEW SHAFT

A new shaft has been added to Aldila's popular RIP series with the introduction of the RIP Beta. This is a mid-launch version of the original low launch, stiff-tipped RIP Alpha. This means the shaft should appeal to a wider range of golfers compared to the original that has been used by a number of top PGA and European Tour players. RIP (Reverse Interlaminar Placement) makes the shaft more stable and features lower torque to help offer added control.



FOREMOST OFFERS FREE LESSON AND FITTING

If you buy a set of Callaway, TaylorMade, Wilson Staff or Tour Edge irons from a Foremost professional you will receive a free fitting and after-sale lesson. The after-sale lesson will ensure that you are completely satisfied with the set of clubs you have purchased. This offer will run throughout June and July and can be applied to any set with seven clubs or more from the mentioned brands.



POWAKADDY

UNVEILS NEW BAG RANGE

PowaKaddy has launched a new series of golf bags for 2011. They are designed for use on power trolleys, pull trolleys and buggies. An impressive locking system remains and helps prevent the bag from twisting. The Deluxe IV bag (£149.99) is designed specifically for use with an electric trolley. Features include 13-way full-length dividers and anti-wear patches. The Deluxe NYLON bag (£129.99) has two full length apparel pockets and 14-way dividers. The Sport III bag is lightweight with 11 full-length dividers.



ADAMS

INTRODUCES IDEA TECH V3 HYBRID IRONS

Adams has released a new set of hybrid irons designed to help a range of players. The set can be bought as a combination of four hybrids and four irons, or as a set of six hybrids and two irons (both £949 (s)). The sole design of the hybrids has been improved to help cut through the turf. Heel and toe weighting helps improve consistency. A new vibration dampening material helps to soften the feel, while a multi-material face gives a better feel throughout.