



PROFESSIONAL GOLF EUROPE LTD

Press Release – Shimada Shafts – 30th March 2010

PGE Ltd director Peter Lord attended the European Tour event in Andalucia this week, introducing the exciting new line of high performance steel shafts from Shimada Japan.

Peter Lord: ‘The feedback from the players was exceptional with numerous players requesting shafts for testing and amazingly 3 players immediately putting the new Shimada Pro shaft into play. Phil Archer made his best start to an event and had his best finish of the year using the Shimada Pro. Former PGA Champion Scott Drummond was also a convert to the Shimada Pro and despite missing the cut by 1 shot had a fantastic 2nd round which included a hole in 1! Unfortunately the 3rd player, 2 time Ryder Cup player and 5 time winner on tour Per Ulrik Johansson had to pull out at the last minute with a recurrent injury, however he will hopefully soon be back and will also be using the Shimada Pro’.

The Shimada range of shafts covers all aspects of weight and flex to achieve flight characteristics not only preferred by the world’s best players, but also for golfers with slower swingspeeds and those requiring a shaft that will launch the ball higher and further. Shimada is the oldest steel shaft manufacturer in Japan and PGE Ltd are very excited to be working with them to develop the brand throughout the western world.

Peter commented ‘Shimada have a diverse line of product and the feedback we are getting from tour and grass roots testing is proving the product to be amazingly consistent and appealing to serious golfers of all abilities looking to further improve the performance of their golf clubs. Already we are working with some great club fitters and builders with fantastic results’.

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