

SST PURE Powers Through PODS and Honda Events

Date: 04.04.2008 - 12:28

Category: [Sports](#)

Press release from: [SST Pure](#)

Agency: **Meng & Associates**

JUPITER, Fla. — SST PURE®, the No. 1 shaft-alignment technology on the PGA Tour, added another victory and nine Top 10 money positions to its season totals on the PGA Tour. The win marks the sixth victory so far this season by players on the PGA and Champions Tour with a history of PUREing their clubs.

Four of the Top Five players at The Honda Classic, including the winner, and five of the Top 10 players at the PODS Championship have either requested their shafts be PUREd or had shafts PUREd by their clubmakers, OEM's shaft manufacturers or representatives.

“SST now has yet another victory in 2008 thanks to Ernie Els, about whom I've been writing for weeks saying how ready he was to make 2008 a special year,” says Steve Hosid, instruction editor for PGA TOUR Partners Magazine. “SST PURE started PUREing Els' clubs last season. Other Top-Five finishers at the Honda Classic were dominated by SST PUREd shafts which also captured second-place and two four-place positions.”

On the PGA Tour for nine years now, the shot-enhancing technology developed by Strategic Shaft Technologies (SST) L.C. has revolutionized players' expectations of shaft performance. The PURE shaft alignment process has been independently tested and scientifically proven to minimize off-line shaft bending and/or twisting during the swing and to significantly improve impact repeatability on the center of the club face by up to 51 percent.

The SST PURE shaft alignment process utilizes proprietary computer software and sensitive data-acquisition sensors to accurately analyze the structural irregularities that exist to some degree in every golf shaft and to locate the shaft's most stable orientation. As a result of the process, SST produces a visual graph and analysis report that illustrates the shafts' performance results 'before and after' the PURE process and detailing three key aspects of PURE alignment. The first is a 360-degree evaluation of the shaft's stiffness, roundness and straightness, known as the 'Load Symmetry Index' (LSI) test; the shaft's oscillation in the 'logo up' or the factory-installed shaft position in the clubhead, and the shaft's oscillation when in the PURE-aligned position. The SST analysis also records the performance percentage each shaft was improved.

“PUREing a very simple process, but it represents a quantum technological leap forward,” adds Hosid. “With overwhelming evidence that SST PURE is the hottest company on the PGA Tour, I don't know how can any golfer can play their best without PUREd clubs.”

The SST PURE process can be performed on existing clubs, new clubs and new shafts — steel or graphite — from all major manufacturers. For more information on the SST PURE shaft alignment process or to locate a SST PURE licensee, call 877-254-4848 or visit www.sstpure.com.

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