



## PIXEL PERFECT PUTTS

Instead of a next-gen ball that promises more distance, the latest addition to the TaylorMade golf ball line-up is taking a slightly different approach – on the green to be exact.

Co-developed with golf professional Rickie Fowler, the second generation TP5 and TP5x pix features a high-visibility design that aids with ball alignment while putting.

It features a single TaylorMade logo which is aligned with the series (TP5 or TP5x) stamp that is framed by 12 multi-colour graphics to form a visible pathway through the centre of the ball. This design not only helps in alignment but also provides instant feedback on the quality of roll.

Traditionally, amateur and professional golfers would manually draw a line on their golf ball to achieve similar results with alignment. However,

identifying the quality of roll is difficult with clean design balls.

“The pix graphics give you a precise focal point to work with. When we started developing the new design, one of my first comments was if we didn’t have the full TaylorMade logo in two places, we would have space to create a path that works for alignment and feedback,” says Fowler.

The design approach is not unseen in the industry. Various brands have created similar visual aid designs for alignment and roll feedback such as the Callaway Chrome Soft Triple Track and Truvis.

However, the neat design of the TP5 and TP5x pix incorporates both features while providing the same performance of the popular series.

• *The new TaylorMade TP5 and TP5x pix are available at MST Golf outlets.*

## THE RETURN OF ADAMS GOLF

After nearly five years, Adams Golf has made a comeback to the market with their all-new Tight Lies Fairway Wood.

Renowned for its unique inverted clubhead design back in 1995, the new fairway wood features a refreshed design with modern technology that is catered to golfers of all levels.

The Adams Tight Lies Fairway woods has three main design upgrades.

Starting at the face, Adams Golf has increased the hitting zone by 14 per cent, a seven-millimetre vertical face expansion, over its 2015 predecessor to boost forgiveness with a wider sweet spot.

The Tri-Sole design makes it extremely versatile with various lie conditions. By minimising the sole area that contacts the ground, players can feel confident in making contact with the ball from the rough, bunkers and fairway.

A familiar technology in modern clubs, the Adams Tight Lies Fairway Wood also sports a Velocity Slot on the sole that allows for more flex off the face which in turn, results in faster ball speeds and improved launch.

Apart from the Adams Blue range and Red Hybrid released in 2015, not much has been seen from the rec-



reational golfer centric brand since their acquisition by TaylorMade Golf in 2012. However, the launch of the Adams Tight Lies Fairway Wood is a welcome return for fans of the brand and hopefully, a sign of more to come.

• *The Adams Tight Lies Fairway Wood is available at MST Golf Marina Bay GC and Isetan Scotts outlet.*