

# ***Advantage LongShot***

## **WHY NO OTHER IMPACT RECORDING SYSTEM EVEN COMES CLOSE!**

### **LONGSHOT IMPACT RECORDERS versus REUSABLE IMPACT RECORDERS**

**COST/TIME COMPARISON:** Claims are made that reusable labels cost less based on using our impact labels for only one shot. Typically each of our impact labels remains useful for 6-8 shots depending on how well you can tell the location of the last impact ... *easy to do as the last impact is always slightly lighter in color for a short time.* The claim is also made that time is saved because you do not need to remove the label. In either case after 6-8 shots you will either be removing our label or erasing their pad. The fact remains that it is hard to call a pad type device that costs from two to five dollars each more cost efficient than a label that can sell for as little as five to ten cents each. Also, claims of long life for reusable's (50 shots or more) have to be viewed with great skepticism as during our tests no material held up for long when subjected to gritty range balls, sharp club grooves and the forces of a golf shot.

**BALL TO CLUB CONTACT & SWING WEIGHT:** Accomplished players and professional club builders are very careful when it comes to adding any weight to the head of a golf club ... no matter how little. LongShot Impact labels have been designed to be tough while adding virtually no weight to the club face. All pad type recorders add a significant amount of weight to the club face and form a solid barrier to accurate contact and feel. LongShot labels crush into the grooves on the club allowing any spin that may be present to be observed. You can't be getting accurate feedback if contact and feel are blocked or if your clubs swing weight is not the same as it is under normal playing conditions.

**FLEXIBILITY:** LongShot Impact Recorders come in a full range of sizes and shapes to fit any club, for any purpose. Since we are the manufacturer, we can tailor the labels to your specific needs through our custom print and special shape programs. Our new "Pick Your Own Assortment" option makes it easy to order only the label models you need at a very low cost.

**KEEP A RECORD:** The idea that you would wipe away the record of your practice session so you could reuse an impact recorder can actually hurt your chances for long term success. Most of our customers keep a journal of their practice and keep the labels to record the results of various changes made in their swing. Our club fitters also keep the impact labels attached to their club fitting records to help them in future fittings and to aid in the proper replacement of lost or damaged clubs. Keeping an accurate practice history can make improving your game easier and keep you from repeating the same mistakes.

**QUALITY IMPACT READINGS:** If you want the largest, the clearest, the most readable impact recordings; LongShot is your only choice. Every label is clean, fresh, undamaged and bright white for maximum contrast. Reusable devices become worn, damaged and are inherently hard to read. All contact with a LongShot Impact Recorder shows up well; full shots, lie/swing path measurements and even light putter strokes.