

Swing Jacket

The Ultimate Swing Teacher

I have been a golf writer for 40 years, and I can tell you that golf writers are a very skeptical lot. As a general rule we've seen and tried it all, and by and large we are rarely blown away with the performance of most of the golf products that cross our desk. At the re-launch of the Swing Jacket training aid during PGA Show Week in Orlando, I actually had one of those rare experiences. I stood on the range at Alaqua Lakes and watched one media person after the other put on the Swing Jacket, hit a few balls, and exclaim their surprise and delight in the instant results.

"This is amazing," was the general claim after hitting a handful of shots. "I can feel a difference, and it happened so fast." Most golfers never actually learn how to release the club because they're slapping at it with their arms and hands. This product will allow all of those



millions of golfers to feel the correct swing and then repeat it consistently.

When it originally launched over a decade ago, the Swing Jacket became an instant success as a golf swing trainer, a rarity in the golf industry. Unlike competing products the patented Swing Jacket automatically trained golfers to repeat the core fundamentals of a simple, repeatable, efficient swing. Developing an effective swing was no longer such a daunting challenge. In 2007, however, the Swing Jacket went up in smoke. Literally. The company's factory burned down, along with all the dyes, molds and product. It was a complete loss.

Most people would have buried the company in the ashes of that fire. But Bill Walsh isn't most people. After some time of mourning, Walsh regrouped, organized new financial backing, recre-

ated the product, and brought Swing Jacket back to life – better than ever.

The new product was officially launched at the Tour Edge Media Classic in January during PGA Merchandise Show week. And it was met with rave reviews.

"The Swing Jacket is a very well thought out and constructed training aid that I find works equally well with full swings, chip shots and wedges," said freelance golf equipment writer Ed Travis.

Walsh is pleased that the long road back is now official.

"I believe we had just scratched the surface with Swing Jacket before the fire," said Walsh, based in Calgary, Canada. "The product can really serve as a player developmental tool for the golf industry, because it makes learning the proper golf swing very simple. One of golf's issues is that people walk away from the game because they find it just too difficult to learn. Swing Jacket addresses the issue head-on."

The Swing Jacket is the only product that physically guides golfers through a connected, on-plane swing. Whether you use the Swing Jacket hitting whiffle balls in the back yard, taking practice swings in the living room or on the practice tee, each swing is automatically training your body to repeat that optimal swinging motion. By imposing a level of consistency on each swing, the Swing Jacket locks key swing fundamentals into muscle memory quickly and easily.

"The product had developed such a strong reputation of delivering great results that after we ran out of inventory, used Swing Jackets were selling on E-bay for up to 1.5 times our \$120 price," said Walsh. "I was getting phone calls and e-mails every day from people looking to buy the product. Now that we're back on the market with an even better product, demand has been really strong."

The Swing Jacket wasn't just an afterthought when it reached the marketplace.

"We spent 2.5 years and almost \$1M to bring the product to market," said Walsh. "We retained the world renowned



SWING JACKET
— Guiding You To A Better Game —

Human Performance Laboratory to help us understand the bio-mechanics of the optimal swinging motion and then distill that motion down to the core fundamentals that characterize it.

"We tested 52 prototypes on hundreds of golfers before we arrived at the design we sell today. Used properly it will absolutely help any golfer. We've sold over 100,000 units in 54 countries ranging from PGA Tour players who use it to refine their motion to the raw beginners who want to develop sound fundamentals right out of the gate.

"Golfers know that to improve your golf game you need to practice. But for a lot of players the normal trial and error methods can be pretty discouraging. The Human Performance Laboratory taught us that athletes can actually accelerate the pace of learning by practicing under optimal conditions:

1. Practice perfect: The simplest, most efficient motion is always the best
2. Consistency: The more consistent each rep the faster you'll learn it
3. Real conditions: Practice in game-like circumstances (hitting full shots with your own equipment)
4. Focus on the feel not on your mechanics"

The Swing Jacket was designed to create those optimal conditions whenever it is used. And that's why people like the media members mentioned earlier had such dramatic results so quickly.

To learn more about Swing Jacket, visit www.swingjacket.com. To see the Swing Jacket in action visit www.youtube.com/watch?v=TgLvztIDrqs.