



The Origins of Henry-Griffitts

Breaking the model that one size fits all.

COEUR D'ALENE, IDAHO: When Jack Nicklaus won the 1986 Masters, custom club fitting was in its infancy. The common belief was if they are good enough for Jack, they were good enough for the average player.

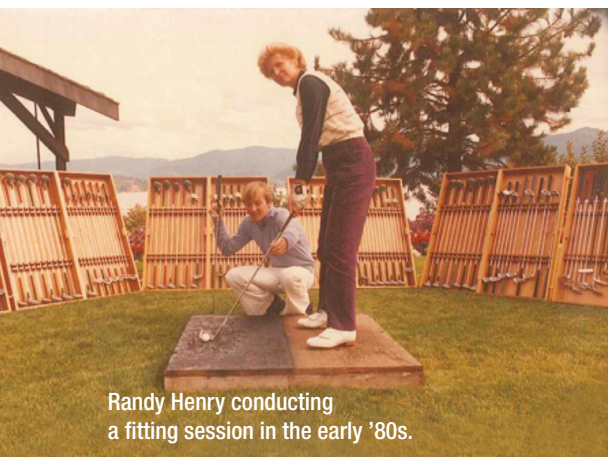
Three years before the epic Nicklaus triumph, Henry-Griffitts launched a national major push into custom club fitting.

The founding of the company was out of necessity. Randy Henry (one of two founding partners of Henry-Griffitts) was an aspiring professional golfer who was a passenger in a vehicle that was hit head-on by a drunk driver. With a back broken in nine places, his competitive playing career came to an instant halt.

"My dad was only in his early-20s and thought he might suffer paralysis," recalled Randall Henry.

"I wasn't even born yet. His recovery was painful, but the goal to play golf again was a driving factor in his physical therapy. He figuratively cut himself out of his body cast to swing a golf club. That's how much he enjoyed the sport. Unfortunately, the accident and subsequent surgeries changed his body and golf swing because of physical limitations. So, to play better, he started tinkering with his clubs by adjusting the strength of the shafts and the lie and loft angles of the heads.

"With his professional playing career now a memory, he turned to teaching and



Randy Henry conducting a fitting session in the early '80s.

"Our business model is a circle between Henry-Griffitts, teaching professionals, and the consumer. One break in the chain collapses the system."

—RANDALL HENRY

custom fitting to accurately match specs with specific swings. He realized that off the rack purchases didn't have the necessary customization to maximize performance. It was a good deal for the guys selling the clubs, but not a good deal for people learning to play golf."

PASSING A FINAL EXAM

Today, Henry-Griffitts is run by Randall Henry, son of Randy Henry; and Austin Fazio, son of famous golf course architect Tom Fazio.

"Over the course of four decades, we have custom fit and manufactured more than one million golf clubs and have been represented on all three major Tours," said a pleased Randall. "Our mission is to match the best teachers with our custom fitting system. Our company has trained 10,000+ golf professionals over 40 years. After all, who knows your swing better than your golf professional. Two recent additions to our growing network of facilities includes Houston Country Club in Texas and Wade Hampton Golf Club in North Carolina."

Each teaching professional must complete 16 hours of bookwork and complete a final exam before they are an authorized Henry-Griffitts fitter. "This is not about pushing the easy button," continued Randall. "Quality is job one and it starts with a thorough education. It's important to differentiate the needs of a single digit handicapper who bombs it 300 yards off the tee and is looking for greater accuracy versus a high handicapper who maxes their driver at 190 yards. While better accuracy and increased distance are noble goals, consistency is really the name of the game."

"I appreciate how frustrating golf can be. Often it isn't because of the end result of a bad shot, but rather not understanding why the ball is doing what it is doing. Our custom fitting process eliminates the great unknowns," detailed Randall. "It's important the club is a neutral component of the swing to prevent bad habits that form to mitigate improper equipment. Our custom fitters are teachers and understand the symbiotic effects between motion, swing mechanics, and your five iron."

"There's a chance you could be trying to manipulate your swing with a club that isn't built to accentuate the best parts of your game. And, if that's the case, you're fighting an uphill battle. There is no substitute for using clubs that fit your swing."

—RANDALL HENRY

THE USGA RED LINE

In most industries, innovation is driven by entrepreneurs and small businesses. For example, Ring created a better mousetrap than leading home security company ADT. After proving its concept in real world conditions, Amazon ended up purchasing the company for more than one billion dollars.

"We've been innovating for almost 40 years," reported Randall. "The reality is all golf manufacturers, both big and small, produce equipment that bumps up against the USGA guidelines and restrictions. Henry Griffitts is no different. Where we excel is matching the right specs for you and manufacturing clubs to those exact specs. We have the

tightest tolerances in the industry on all club specifications including lie, loft, and weight. After all, what good is it to be custom fit if your equipment doesn't match those specifications? You would be surprised and a bit dismayed at how many major golf manufacturers have wide tolerances when shipping 'custom fit' equipment. We are so confident in our quality control that we offer a 100-day fit guarantee." ■

For more information, please visit Henry-Griffitts.com.

