

# News & Reviews

## Client in the Spotlight — World of Golf, New Malden



**World of Golf** is owned by Ashtour Limited which owns and operates 4 of the busiest golf ranges in the UK; 3 in the London area and 1 in Glasgow, Scotland.

World of Golf, New Malden, located just off the heavily trafficked A3 trunk road into south west London, is the busiest of the 4 ranges.

With 60 bays over 2 tiers including 2 bays for video analysis and 2 for Mizuno's fitting center, the range has 49 Power Tees overlooking the extensive flood-lit course. In addition to the range, the facility features an 18 hole Jurassic Encounter Adventure

*“Power Tee has helped to make the range more interesting, more exciting and to attract people to come more regularly.”*

Golf course, a Costa Coffee outlet and one of the UK's largest golf retail shops. The range also offers golf lessons for all ages and abilities and features an interactive video coaching studio to really analyze and improve your game.

The vision for the group was to develop golf leisure centers where whole families would come and spend their leisure time. When speaking to the existing customers, it became clear that many of them felt guilty leaving their families at home while they were out practicing their golf. To overcome this, the management concentrated on making the centers interesting and exciting places to visit and spend time at for all of the family.

Grant Wright is the Chief Executive of the group.

Spotlight continued on next page...

<b>Range</b>	World of Golf, New Malden
<b>Location</b>	London, England
<b>Owner</b>	Ashtour Limited, Grant Wright, CEO
<b>Total No. of Hitting Stations</b>	60
<b>No. of Power Tees</b>	49
<b>Power Tee Installed</b>	June 2008

# Client Testimonial

Spotlight continued from front page...

*How does Power Tee fit into your business model?*

We run large scale golf centers, which are very focussed on the range as the heart of the business. We add other attractions to encourage families and for people to come and spend a considerable amount of time here.

*How has Power Tee helped you to attract customers?*

Power Tee has helped to make the range more interesting, more exciting and to attract people to come more regularly. It has also helped to attract new customers. Our regular customers like the fact that the ball is teed up for them. It is seen that we are at the cutting edge and we are a premium product.

Historically, cars came to us with one person in, now they come with the whole family as children love Power Tee. We have adventure golf at most of our sites and we manage to springboard the children from there across to the range.

It is our job to attract new customers, Power Tee helps to retain them.

*How do you find maintenance of so many Power Tees at your range?*

It is a very good product, very robust. The combination of Power Tee's maintenance and our day to day maintenance ensures that the machines are fully working for the majority of the time.

## Brandon Wood Golf Course Warwickshire, UK

We decided to install Power Tee in December 2010 to ensure we were ready for the 2011 season. What has happened in January and February has taken us all by surprise on site.

*Income is already back to pre-recession levels on the range and we have done very little in the media as yet to tell the general public.*

We have noticed a significant amount of new customers saying, "We hear you have Power Tees on the range, and can I have a basket of balls please?" Having such a great response to the installation of Power Tees we have added value to our business and the word is clearly spreading amongst the golfing fraternity in our area.

*I just wish we had put them in 18 months ago when we first met with Power Tee, as we could have been making this money before now.*

I would recommend Power Tee to any establishment that wishes to add value to their business and add revenue to their balance sheet.

Neil Orton, General Manager

## Did you know?

*Power Tee was invented in the UK by Martin Wyeth, an experienced electronics and mechanical engineer.*



## Range Operating Tips from Around the World — Chipping Nets



I must have seen 20 different types of short range target, from buckets to car tires and trash cans to USGA greens, all within 50 yards of the tee line. There are companies that make purpose built chipping nets as I offer at my range and I always do my best to keep them looking good with a flag on the pole.

Why are short range targets so prolific?

- The flight time of a chipped ball is far less than that of a driven ball (more balls per hour).
- The wear on the ball is usually less from a chip and landing than a drive and landing.
- Chipped balls are less likely to get lost or hit over the boundary.
- Golfing buddies can compete easily on a chipping net, not so easy to judge on a length of drive or nearest the pin range contest.
- Golfers chipping will tire less and may therefore buy more balls.

Beyond this empirical thinking is the idea that golf is about getting the ball in the hole. This almost never happens on a driving range and there is a distinct lack of concrete reward for the casual visitor and keen golfer alike. Practice for the

*“On a driving range there is a distinct lack of concrete reward for the casual visitor and keen golfer alike.”*

majority is more about enjoyment than it is about improving and getting a reward such as four out of five in the bag adds enjoyment.

### Risks

Ball collectors will collide with the nets and damage them, no matter how firm you are with the collecting staff. Make the target big enough for the golfer to get the ball in or the reward will not be there. If you make your own, be careful not to make it so balls can be bounced back at the golfers when someone tops a driver or blades an iron. Many nets are not UV stable so will need replacing biannually.

Martin Wyeth, Power Tee CEO, has visited driving ranges the world over and is pleased to share his observations of how some range owners have successfully improved ball sales using Power Tee.



## Employee of the Month — Andy Welton



*“I originally joined the company when we were manufacturing the Mark 1 Power Tee. It was hugely popular with golfers but really hard work to manufacture. Since we moved to the Mark 2 model in 2003, manufacture, service and reliability of the product have improved massively.”*

Name: Andy Welton

Position: Factory Technician Since: April 2001

Andy joined Golf-Tech Limited in April 2001 when the company had only 2 customers. He has contributed to the manufacture of every Power Tee produced ever since. During the early years of product development, his machining and welding skills were put to good use making prototypes and improvements. More recently, his huge experience and attention to detail ensure the quality of the goods that are shipped from the factory to both the UK and European markets and the ever growing US market.

## Did you know?

*We have installed Power Tee on the upper decks of many ranges. It is done on a continuous wooden platform that raises the golfer approximately eight inches.*

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# News

## New Installation!

Look out Pittsburgh!



Power Tee is the latest addition to the home of the mighty 'Pittsburgh Persimmon'. 20 Power Tees have been installed at The Practice Tee Golf Center in Pittsburgh, and the golfers are loving it. Stop in and ask owner Ray Sprites what a positive change Power Tee has made.  
[thepracticeteegolfcenter.com](http://thepracticeteegolfcenter.com)

## New Website Online!

[powertee.com](http://powertee.com)



Power Tee has launched the redesign of its website for the United States market. The site features video demos as well as our client videos, a form to request a free trial and much more. There is even a section just for range operators with past newsletters, a support request form, product specs and client testimonials. Contact us at [info@powertee.com](mailto:info@powertee.com) and let us know what you think!

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