



*GolfNerd*

**Pitchfix<sup>®</sup>**  
●.com

**A PRACTICAL GUIDE FOR GOLF  
COURSES IN 2020, DURING AND  
IMPORTANTLY AFTER COVID-19.**

**HELP FOR YOUR CLUB NOW AND FOR THE FUTURE.**

# THERE IS A LOT OF PRACTICAL ADVICE BEING PUBLISHED ONLINE BY REPUTABLE SOURCES GIVING GOLF CLUBS GUIDANCE ON HOW TO PREPARE FOR OPENING THEIR COURSES AFTER THE CURRENT RESTRICTIONS ARE LIFTED OR RELAXED.


We have prepared this document to provide some additional advice and ideas on how clubs can prepare and respond during the recovery phases.

We're passionate about golf and want to see the game that we love prosper. We believe that our products can help many golf courses react to the new challenges that they face. There are so many unanswered questions on what the world will look like, but one thing is for certain, that for the foreseeable future, most if not all golf clubs will be under pressure to manage costs, increase revenues and install safety protocols on and around their course.

***This is a reminder of  
how we can help.***



# HOW TO MANAGE/REDUCE COSTS



With conventional income streams affected by the lockdown measures, clubs all over the world are having to reassess budgets and think about efficiencies in their business to ensure that operating budgets are closely managed and resources optimised.

We have 4 tips, on how our products can help manage costs at golf courses now and in the future.



Tip 1

## ENCOURAGE PLAYERS TO REPAIR THEIR OWN BALLMARKS AND REDUCE THE BURDEN ON THE GREEN-KEEPING TEAM.

Repairing ballmarks and reducing the burden on green-keeping teams is more important than ever now that budgets will be stretched. We all want nice conditions to play in and all players can help.

Golf etiquette demands that players repair their own ballmarks, but how and when they are repaired is still woefully poor. Our range of repair tools lead the market and we encourage all clubs to ramp up the communication of the need for players to repair their own marks and why, now more than ever, their help will assist the club by reducing the burden on green-keeping teams and help to preserve the course conditions. Every membership communication, booking confirmation and scorecard should remind players of their responsibility and direct them to the pro-shop to buy a new tool if required.

Our award winning Fusion 2.5 is not only an attractive and ergonomic ballmark repair tool, but the RepairTec™ system, makes it simple to use too. One simple push and the mark will be repaired without the need for players to 'dig around' mindlessly and unintentionally causing more root damage.

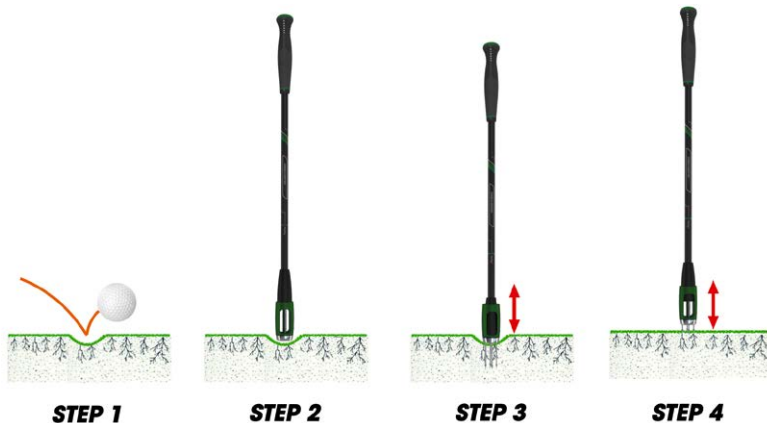


## Tip 2

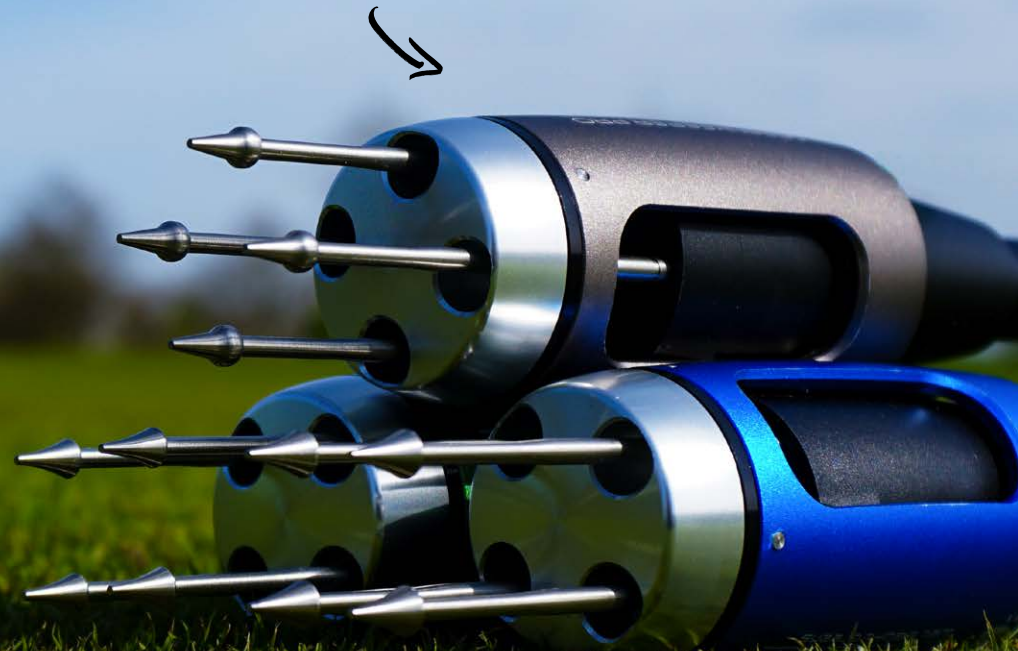
# HELP GREEN TEAMS REPAIR BALLMARKS QUICKER AND WITH LESS PHYSICAL EXERTION WITH THE GREENKEEPER<sup>PRO</sup>.

One of the most arduous tasks for green-keeping teams is repairing player ballmarks. We can help make this routine task quicker and easier.

For the past 2 years we have worked with green-keeping teams all over the world to develop a professional ballmark repair tool. The long-handled Greenkeeper Pro, uses our patented RepairTec™ system to enable green-keepers to attend ballmarks, quickly, efficiently and without the need to continuously bend over.



Greenkeeper Pro





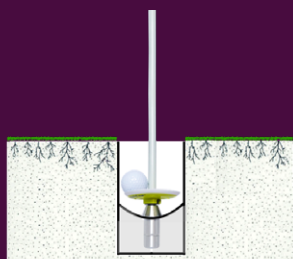
# Tip 3

## HELP SPEED UP PLAY WITH PICKCUP.

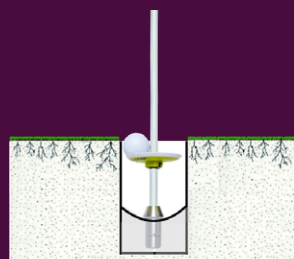
When restrictions are lifted, we believe demand for playing Golf will surge, and clubs who can optimise playing time will be able to recoup revenues lost from this time of inactivity. Whether restricted to 2, 3 or 4 balls, with adequate social distancing, speeding up play will help to fill tee-times.

The PickCup was developed in response to new rules introduced in 2019 allowing players to leave the pin in the hole when putting with the specific intention of helping to speed up play. Whether used conventionally or in the new adapted way to create shallow holes (see below) the PickCup is proven to help speed up play, which will help to reduce on-course delays and help your club to maximise tee-times (and revenues).

*Note: Unlike some 'quick fix' solutions, PickCup is 100% legal and has been assessed by the R&A and ruled as 'Conforms to the Rules of Golf!' Use now and in the future and 100% legal for competition golf.*



**Option 1:**  
**Standard position**



**Option 2:**  
**Covid-19 position**





# Tip 4

## HELP REDUCE HOLE DAMAGE WITH PICKCUP.

When the new rules on leaving the flagstick in place were introduced we gained feedback from green-keeping teams that players were grabbing inside the hole to collect their balls with fingers and worse still, their putters. The damage caused by this side-effect, resulted in holes needing to be repaired and relocated more often by green-keeping teams, taking up unnecessary time and expense.

The PickCup was develop initially to discourage players for grabbing inside the hole to retrieve their ball. Either by lifting the ball out using the cup connected to the flagstick, or using the new interpretation to create shallow holes - the PickCup helps to protect holes and reduce the need for unnecessary maintenance or relocation.

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# HOW TO INCREASE REVENUE

Golf clubs that can successfully manage costs and grow revenues will be best placed to thrive in 2020 and beyond. Our range of products provide opportunities for clubs to increase reviews and differentiate themselves from competing courses.



# Tip 1

## USE PICKCUPPROMO TO DRIVE ON-COURSE SPONSORSHIP.

The PickCup Promo has all of the same cost saving benefits of PickCup, but offers clubs the opportunities to customise the cups with full-colour designs to promote a sponsors logo or campaign message. Whether for all-season use, or for one-off events, PickCup Promo provides the sponsor with unrivalled visibility by all players who complete the hole.

Courses can choose to promote their own message or invite sponsorship and generate new revenue streams, whilst protecting their course at the same time too. PickCup Promo is stacked with benefits and easy to install for one-off corporate events, providing even more ways to make money for your club.

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## Tip 2

### USE GIFTS TO INCENTIVISE PLAYERS TO USE / JOIN YOUR CLUB

Golf clubs and courses are going to have to compete for the attention of players and events after restrictions are eased. Demand for golf may be high, but clubs who can command the highest green fees and / or can attract membership and corporate bookings, will prosper.

We have a wide range of gift packaging options for a range of award winning tools, to suit every budget and scenario. Whether used as an incentive for membership renewal or non-member green fees, we have a range of options that can be decorated with your club logo or crest to provide a memorable and attractive incentive for your customers.





Tip 3

## USE OUR IN-STORE RANGE TO HELP YOU GENERATE REVENUE FOR YOUR PRO/ CLUB SHOP - DIVOT REPAIR TOOLS & AQUABRUSH.

Providing stock for club-shop retail sales is our speciality. We have a wide range of award winning ballmark repair tools, ballmarkers and our new Aquabrush club-cleaner, all supplied in retail packaging or with retail POS displays. Each product can be supplied in a range of attractive colours, with manageable minimums and can be decorated with your club logo or crest.

Functional, stylish and with great margin potential for your club, our award winning retail ranges are proven and successful product lines in-demand by club-shops all over the world.



Tip 4

## USE OUR GIFT OPTIONS TO HELP EXTRACT REVENUE FROM CORPORATE AND SOCIETY GOLF EVENTS.

Our range of corporate gift packs are ideal for corporate golf events, tournaments and society golf. A great idea for your club to generate new revenue streams.

With travel restrictions likely to be in-place internationally for many months, golf tourism is more likely to be restricted to domestic golf with societies and corporates looking to host events locally. Our gift packs contain any combination of essential award-winning tools and each item can be decorated with a logo, brand or event insignia to commemorate. The gift tins are a high-quality way to present guests and members with a memorable token of appreciation and an easy way for clubs to generate add-on sales to event bookings.



↗  
Gift Packs





# **HOW TO PROTECT PLAYERS AND STAFF**



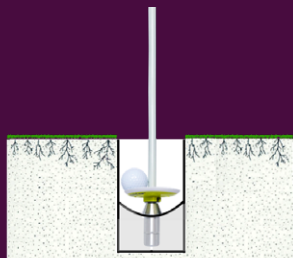
# USE PICKCUP TO HELP REDUCE THE SPREAD OF INFECTION BY FLAGSTICKS.

All course have a responsibility to protect players and staff when they re-open.

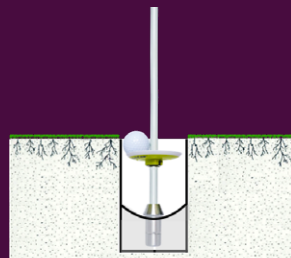
During these unprecedented times the product development team at Pitchfix quickly recognised that the PickCup could be adjusted by customers to create a shallow hole which would enable players to continue to play as normal, and hole-out, but collect their ball without needing to touch the flagstick at all.

This practise has been quickly adopted by many clubs all over the world as a factor which might allow closed clubs to reopen sooner. By reducing the need to touch the flagstick, the PickCup immediately prevents an obvious area of risk where constant contact with the flagstick by players could risk spreading infection unnecessarily.

The fact remains that PickCup will help to lower maintenance costs for clubs now and in the future, but this new advice may also enable clubs using PickCup to open sooner and help keep players safe on course too.



**Option 1:**  
**Standard position**



**Option 2:**  
**Covid-19 position**





# IN SUMMARY OUR TOP TIPS FOR HELPING CLUBS NOW AND IN THE FUTURE:



## PICKCUP

Use PickCup to speed up play, reduce hole relocations and maintenance and to reduce the spread of infection via flagsticks



## PICKCUPPROMO

Use PickCup Promo to attract Hole sponsors and new revenue opportunities



## FUSION2.5

Use Fusion 2.5 to encourage players to repair their own ballmarks, increase Club shop sales revenues and reduce the burden on green-keeping teams



## GREENKEEPERPRO

Use Greenkeeper Pro to help green-keeping teams improve efficiencies



## GIFTPACKS

Use gift packs to increase revenues from corporate golf events

# GET IN TOUCH WITH US.

Get in touch to find out more  
or to make a sales enquiry.

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ideas, product updates and golf fun!

