

Overview of KYOEI Golf Club



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Tradition at KYOEI Golf

Birthplace of soft-iron forging

- Friendly competition

Straightening an iron is same as training a person and there is a saying - “As you cut and then file, as you carve and then polish” .

- Manufacturing technology of Japanese sword, barrel of matchlock, etc.,



Engineering Skills in KYOEI Golf

- Forging has been used as a manufacturing technology for Japanese sword, barrel of matchlock, etc., from long time now. And, the main feature is to meticulously produce the parts that are strong enough without hollow cavities.
- In these modern days, the forged manufacturing is viewed as a technology used in the parts where the metals are absolutely not permitted to break.
- This tradition has been inherited and are particular about integrated model of forging of Japan-made (Made in Japan) by changing sword to golf iron head.

Employing the Soft-iron Forging with Integrated Model

- Creation of soft-iron forged iron head with integrated model till Hosel part. There shall be an improvement in sense of hitting by means of integrated model, and it is possible to make sure that there is no irregularity in the finished goods. KYOEI golf is the only company in Japan to manufacture soft-iron forged iron head with integrated model.



Sense of Hitting and Regulation Targeted at Individuals

The feature of soft-iron forged iron head is that - it is possible to regulate the flexible sense of hitting. If there is a slightest distortion or in bad shape then there will be a change in the swing. Soft forged iron head can act as an effective remedy for the above.



Japanese famous golfers required severe modification

- Some famous Japanese pro-golfers visited our factory and required their original model to be modified for Big Tournaments.
- Their modifications were applied mainly to short-irons and wedges.
- Japanese famous young pro-golfer also loves our iron-heads now.

Beautiful Head with Zero Irregularities

- Since all processes such as forging, grinding, and plating are all done at our company, we succeeded in the mass production of "Head with narrow range of weight tolerance".
- Since the high-level ground work has been finished, it now became possible to manufacture the beautiful heads with top-grade.

From Blog of a Supporter

Did you watch yesterday's program "Technology-intensive nation apan!" telecasted on EO-TV? This program featured about the "KYOEI golf" that insists on the forged iron with utmost accuracy. It varies with the 3 times forging manufacturing method of the soft-iron cylindrical bar. Instead it adheres to the integration of head and neck and then forging to three times. Approximately 80 manufacturing processes, and all the processes right from soft-iron forging up to plating are all carried out in the firm. This program projected the TOP FLIGHT which is famous tool of rare excellence from Spalding, little old but Tailor—Made V iron, the forged iron from Royal Collection,. Also, the way the master insisted on making was quite impressive.



Corporate History

- 1958 KYOEI golf instrument factory has been established at No. 426, Amaji, Ichikawa-cho, Kanzaki-gun, Hyogo-Prefecture and production of iron head was started.
- 1983 Raw materials were selected with guidance from headquarters of Spalding (USA) and there is an improvement in measurement techniques, surface treatment technology. Production of head for exports has been started with establishment of inspection system.
- 1995 Completion of construction of fully-automated nickel plating line .
Start of integrated manufacturing of iron heads resulting in metal finishing and grinding from forging.
- 1997 Launching of in-house brand VEGA that represents the in-house concept of golf as a sport.

Improvement in Technology

- February 1983

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Abundant OEM Results

- OEM delivery to various golf club manufacturers
 - Bridgestone sports
 - Spalding JAPAN
 - ASICS
 - Yokohama Rubber
 - Maruman & Co
 - Salomon/Taylor Made
 - Cleveland
 - Jumbo Ozaki model
 - Blacktop, TE, top flight
 - TV-IS
 - Professional gear
 - Top-Tour, V721
 - Byron, Nelson

Efforts Towards In-house Brands

- Year 1997 Launched the in-house brand VEGA that represents the in-house concept of golf as a familiar sport
- Year 2008 Launched in-house brand ZESTAIM
- Year 2008 Agency contract with MATRIX company for Shaft

Course of ZESTAIM Sales

Promoting the sales to the mid to high handicapper level
intellectuals



Equipping the hand-made head with world's top-grade shaft

ONLY ONE FOR YOU: Club with the inscription

Distinguished family golf club commemoration club

High-level brand collaboration club

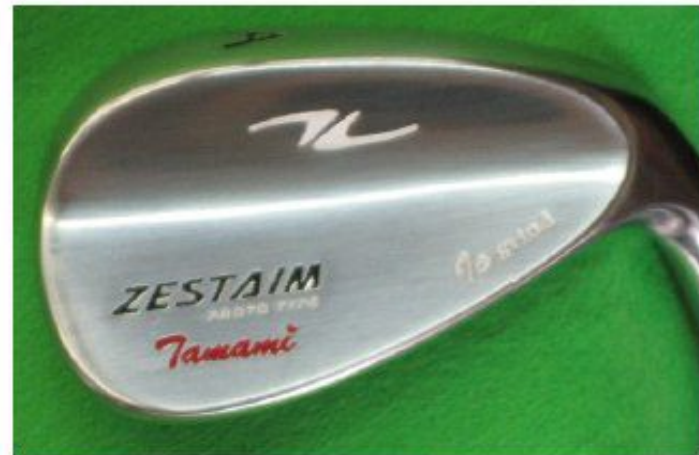
Practical use of world's top-grade shaft

Practical Use of World's Top-grade Shafts

- Matrix shafts were used by 9 winners of 12th PGA tour in 2009~10 season
- OZIK HD6 is the No.1 model used in 2010 PGA tour
- As far as driver shafts are concerned, there is an increase in user's usage of matrix shafts in 2009 when compared to 2008 and it is up to 82%.
- Upswept of 28% in hybrid shafts
- Upswept of 54% in wooden shafts

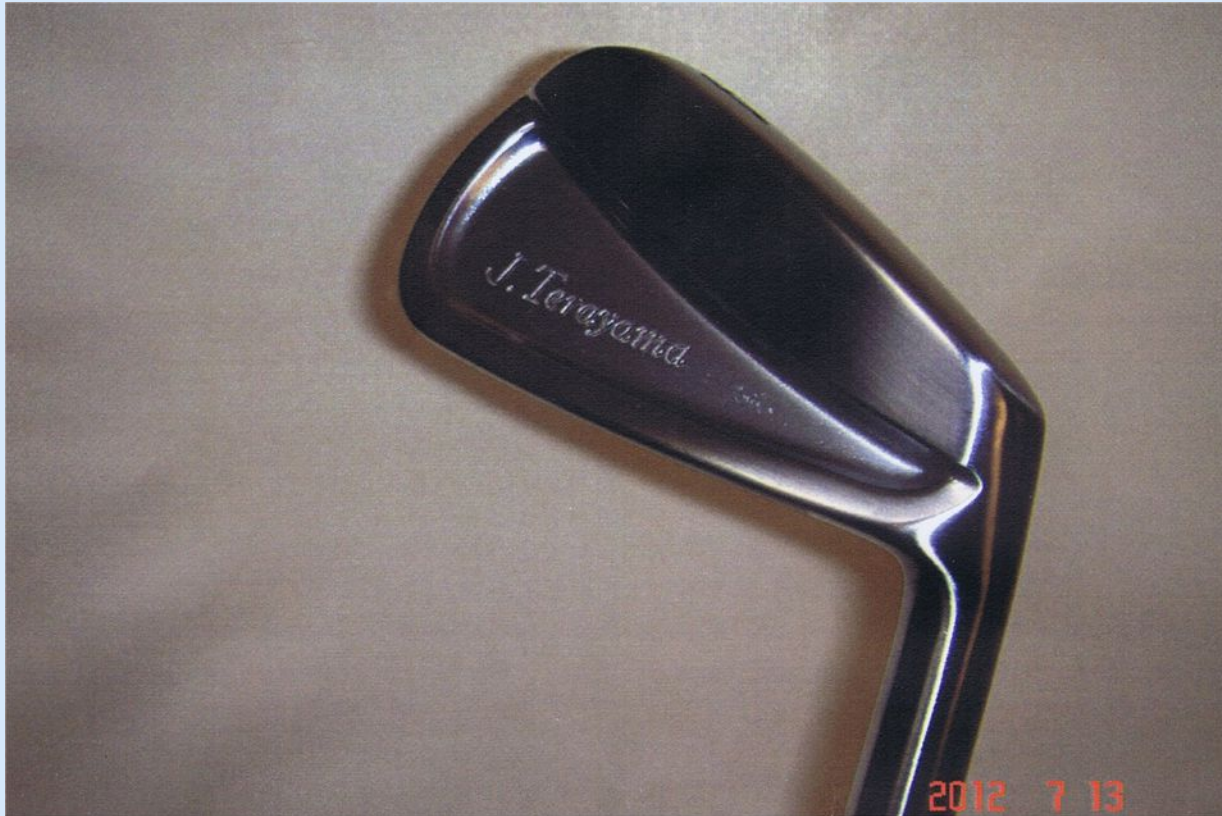


Example of Clubs Targeted at Individuals (Requirement Specification + Matrix)



SW loft 56° Bounce angle 12° Lie angle 63,25°
PS loft 51° Bounce angle 8° Lie angle 63,5°
Name is carved in red color

Example of Clubs Targeted at Individuals (Requirements + Matrix)



- Only the lie angle will be changed to 62° to match with the specific characteristics of the owner's club
- Name of an individual will be carved

Annexation of VEGA Strategy: Collaboration with the Brand

HARRODS



BENTLEY



PORSCHE



Individual Memorial Club (example)

- Hole-in-one memorial (With inscription of date and hour/hole name)
- Retirement commemoration (With inscription of retirement date)
- Commemorating the director promotion (With inscription of promotion date)
- The 60th birthday commemoration (with inscription of year and month in red color)
- Age shoot memorial etc

Request for Matching

We appreciate your kind cooperation in matching the opportunities with various ideas that includes online sales, sales in various brand shops instead of only considering the conventional golf shops, sports shops.

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