

What's in Your Bag?

MIZUNO HAS BEEN IN the golf club business for almost eighty years. And since 1988, the U.S. division of this Japanese company has operated out of a 350,000-square-foot facility in Norcross, where it makes custom irons swung by, most famously, PGA pros Luke Donald and Charles Howell III (an Augusta native). While customized clubs are nothing new, few can turn around a set designed for your swing as fast as Mizuno. —STEVE FENNESSY

Just for you

To build your clubs, Mizuno relies on data from a “Shaft Optimizer,” a device developed by Mizuno engineers that attaches to any club. It measures your swing speed and how much the shaft bends. Those figures, combined with other factors such as grip and lie angle, allow fitters to make a club tailored to your swing.

80

Percentage of Mizuno's clubs that are custom-made. According to Mizuno officials, only about half of the clubs made by its competitors are custom.

700,000

The number of clubs assembled annually at the Mizuno plant by a manufacturing crew of forty-three, who work from 6 a.m. to 4:30 p.m. Monday through Thursday. (Friday's for golf.) While the plant does produce drivers, 91 percent of its output is irons and wedges.

Inventory

For each club it builds, Mizuno can choose from twenty-one different grips, forty-seven shafts (True Tempers, from Mississippi), and seven heads (forged in Japan by Mizuno). Possible combinations? Tens of thousands.

48

Hours it takes from the time Mizuno receives a work order until it ships the finished clubs out the door. The time was cut down by a day when the company developed a gluing process that requires a drying time of just thirty minutes.

\$700-\$1,000

Amount you can expect to pay for a set of eight irons custom-built by Mizuno.

12.5

Average additional yards Mizuno says golfers gain by hitting the Mizuno JPX-800 six-iron.

Tattoo you

One of the final steps involves a laser etching of your order number onto the hosel. So if you ever throw your five-iron into the pond after losing a \$10 Nassau, just get the number off one of your other irons and Mizuno will make you a replacement.

17 Average number of years each worker on the manufacturing floor has been at Mizuno.

