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## **Club Champion opens 3,100 s/f location with lease arranged by Capital Group Properties**

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Northborough, MA Custom golf club fitter Club Champion has opened its new fitting studio, located at 10010 Shops Way. The store is open and accepting fitting appointments. This is Club Champion's third location in Massachusetts. Capital Group Properties arranged the 3,100 s/f lease last spring.

Club Champion fits, sells, and builds custom golf clubs using brands like Callaway, Taylor Made, PING, Titleist, Cobra, Fujikura, Golf Pride, and many more. The company delivers a tour-level fitting that produces longer, more accurate shots with a nearly 100% satisfaction rate for golfers of any ability level.

The new studio features three indoor hitting bays with TrackMan launch monitors for analyzing performance, a SAM PuttLab system to find the perfect putter, and a build shop for repairing and assembling golf clubs by hand. The roughly 3,100 s/f space also includes a demo matrix to display the head and shaft options that make up their 65,000 hittable combinations.

Ranked by Golf Digest as one of the 100 Best Club Fitters 12 years running, Club Champion has a coupling system used to combine any head and shaft together, so golfers hit the precise

combination to be custom built for them. They are the only fitter in the country to offer 65,000 interchangeable head and shaft combinations at all locations.

“Northborough is the latest stop in Massachusetts on our quest to give golfers the best possible custom golf clubs in the industry,” said Nick Sherburne, founder of Club Champion. “Our goal remains finding the best combination of components to help customers lower their scores and better enjoy the game.”

“Many players think they aren’t good enough to be custom fit, but we’ve participated in multiple third-party studies that showed higher handicappers saw the biggest gains,” said Sherburne. “Some of these golfers shaved as many as ten strokes per round.”

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