

BY JEREMY THESEIRA
FOR EASY PLAYABILITY

MASASHI SANNOMIYA OF HONMA, EXPLAINS WHY THE BERES 06 SERIES IS A GOLD STANDARD IN GOLF EQUIPMENT

For over 20 years, Masashi Sannomiya has spent the better part of his life with the luxury

golf brand, Honma. Starting out as a sales staff in Tokyo, Masashi has worked his way through the ranks and currently overseas Southeast Asia as Honma team manager in the international division. Although he has no official handicap, Masashi can easily shoot in the 80s on any given day.



Masashi (left) at the launch of the BERES 06 Series at the brand's flagship store at Wheelock Place.

Masashi was recently in Singapore for the launch of the BERES 06 Series at the brand's flagship store at Wheelock Place.

A part of the Honma product line, the BERES series is specifically built for easy playability with its combination of distance and forgiveness.

"For younger players and long hitters, the shaft is just too light. The BERES is just right for average golfers, as well as our senior loyal customers. Of course, if a customer wants to use the BERES, we can easily swap out the standard 47 gram shaft to either a 52, 60 or 64 gram shaft. It's great that we can offer a variety of specifications to suit any customer," said Masashi.

Over the last four years, Honma has also adopted and gradually improved

the groove technology for their drivers.

By the time the model arrived at its fifth iteration, it had already far surpassed the performance of its predecessors. With the BERES 06, it is allegedly even better.

PERFECTED TECHNOLOGY

"Firstly, we have perfected the technology of the KEY GROOVE AREA, which creates a trampoline effect on the clubface, along with its expanded head shape to add distance and forgiveness with every shot," the long-time employee explained.

"Secondly, our new shaft, the ARMRQ-X, brings the weight down by one gram while increasing rigidity by 4.2 per cent over the previous model."



As a premium golf brand, Honma is constantly looking at ways to improve the experience and performance of its loyal customers.

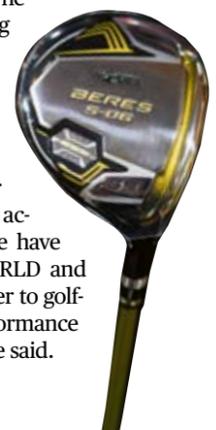
Masashi is confident that the BERES 06, as well as the rest of the Honma lineup, can continue to be relevant and the gold standard in golf equipment in Japan and to golfers around the world.

"As our loyal customers get older,

we want to ensure that our clubs are designed to match with their skill and ability. One aspect of this is reducing the weight of the club.

"We have gone from 49 to 48, and now 47 grams with the launch of a new series every two years. The challenge with making lighter shafts is keeping rigidity without compromising on stability.

"During the development phase, our team take this into account. This is why we have the BERES, Tour WORLD and Be ZEAL series, to cater to golfers of different performance levels and abilities," he said.



SWING TEAM

SUPERVISING EDITOR
S. Murali
 muralis@sph.com.sg

CREATIVE EDITOR
Jacqueline Wu
 wuyej@sph.com.sg

EDITOR
Benny Teo
 benny.teo@sphacom.com

WRITER
Jeremy Theseira

SUB-EDITOR
Ida Karsia

CONTRIBUTING EDITORS
Godfrey Robert
Spencer Robinson
Ven Sreenivasan
Rohit Brijnath
Rahul Pathak

MARKETING AND PARTNERSHIP ENQUIRIES
Vivien Cham Business Director
 9746 0379, champs@sph.com.sg
Daphne Tay Business Director
 9620 1418, taykhd@sph.com.sg