

FOR IMMEDIATE RELEASE

## **TeXtreme® focal point in new Fujikura golf shaft - Blur**

**Borås, Sweden, 27<sup>th</sup> of January 2011**

Leading golf shaft manufacturer Fujikura Golf have launched their new shafts for 2011 and crowning them is the high performance Blur shaft using TeXtreme® Spread Tow Fabrics.

Fujikura is known for pushing boundaries of high performance shaft design and with the help of TeXtreme® they now present Blur, the fastest shaft in golf.

"We are excited to present another completely new high performance product featuring TeXtreme®. This new application further broadens our range of products in the Sports & Leisure segment. In the process of developing an optimized carbon reinforcement for the Blur Shaft we have worked closely with Fujikura and used different constructions of TeXtreme®" says Andreas Martsman, Vice President at Oxeon.

Blur stands for "Beyond Light, Ultra-Responsive". The lightweight, higher balance-point shaft is designed to accelerate faster and generate greater swing speeds without compromising the solid and controllable feel typically absent in lightweight shafts.

TeXtreme® is used to make ultra light composites with improved mechanical performance. The Spread Tow structure makes it possible to achieve ultra light composites. The structure has straighter fibers with heavily reduced crimp which optimize and strengthen the composite. Because of the reduced crimp the amount of excess plastic is also reduced, thereby minimizing weight.

The main benefits of TeXtreme® are that it enables the production of composites parts that is up to 20% lighter than with conventional carbon fabrics, the ability to get tailor-made fabrics, unprecedented mechanical performance and superior surface finish.

Ultimately, Blur provides optimal stiffness, enhanced feel, unparalleled speed and the focal point of the Blur line is the exclusive use of TeXtreme® Spread Tow Fabrics. In tests conducted in the Fujikura Fit-On Studio, player's fit with Blur significantly increased their ball speed, which resulted in overall longer distances.

### **About Oxeon**

Founded 2003 in Sweden, Oxeon has quickly established itself as the market leader in Spread Tow reinforcements. Use of these Spread Tow carbon reinforcements increases the mechanical performance of composite material products and reduces the weight. Utilization of Oxeon's TeXtreme® Spread Tow Fabrics and TeXero® Spread Tow Tapes by manufacturers of advanced aerospace, automotive, racing, industrial and sports products in applications that have critical material performance requirements has affirmed the significance of Oxeon's ultra light materials.

### **About Fujikura Golf**

For the past 30 years, Fujikura has consistently supplied the worldwide golf community with premium graphite shafts unsurpassed in quality. Even amongst our competitors, Fujikura has long been regarded as a leader in design innovation with superior process technologies. Fujikura is the primary supplier to many national club brands offering both proprietary and brand product shaft designs. Fujikura products also can be custom fitted through its network of over 900 Charter Dealers.

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