

# HIRZL AG Signs Stacey Keating

Sports performance glove engineers HIRZL AG of Switzerland have signed Australian Stacey Keating as their latest Staff Player. She joins fellow staffer and EU Solheim Cup teamster Anna Nordqvist and brand ambassador Lis Esterl as part of the glove's growing Tour support apparatus.

The 25 year-old from Ballarat near Melbourne has been a professional for only a year, but her springboard was holding the title of Australia's top female amateur golfer in 2010. Going to Q School as an amateur in 2010 and after attaining a conditional card she initially opted to retain amateur status, feeling she still had much to achieve in that arena before weighing her options. After achieving Amateur #1 place she felt in a better position, and signed away her amateur status before Q School's 2<sup>nd</sup> stage. That level of success sets a high benchmark, but her first year on Tour shows a steely resolve and "...loving that feeling of having a chance to win".

Her first year has gone at fairly breakneck speed too. With some 20 professional starts under her belt already she's made 7 sub 20 finishes – the highest so far being T5<sup>th</sup> at the Sanya Ladies Open in China the 4<sup>th</sup> week in October.

Arguably the most appealing aspect of Keating as a golfer is the progress she has made in her rookie year. A wise strategy has been to get close to her coach Steve Giuliano and 'psych' Jamie Glazier. The collaboration with Giuliano in particular is making measurable improvements in her swing and her putting, but he also displays a strong insight into his pupil's strengths and her best path to probable sporting success. Just this October he blogs...

"A running gag Stacey and I have going is that we've tagged her with the title 'Steady Stace'. Sometimes she gets annoyed with this, but it's a tag that she's lived up to and it's held her in good stead over the years. I liken her progress over the past seven years to that of a fundamentally sound blue-chip stock, always on a slight upward trend with a few peaks and troughs along the way."

With other insightful comparisons to Justin Rose and Michelle Wie, who both hit problems as the result of turning pro quite young and possibly without too much forward thought, one gets the impression from the coach (and who would know her as a golfer better than he?) that she is on "...a pathway of constant and gradual improvement".

While this description might seem less than glittering, Giuliano is probably guilty of showing a little too much modesty regarding what they've both achieved, because he then goes on to quote statistics like 2006 – Captures the Victorian Amateur Championship, 2007 – Wins twice internationally in Ireland and England, 2010 – Dominates women's golf in Australia winning 6 events and capturing the Australian Amateur Championship and 2011 – Posts 5 top 10 finishes in her last 7 events on Tour.

The people at HIRZL are really excited about the new association with Stacey and are already big fans of her as a golfer too. The company takes its obligations to be an effective Tour partner very seriously.

"HIRZL's focus is to support our Tour players in the best way we can," says Axel Lemmerz of HIRZL. "Since our launch in 2008 no technology has emerged to supplant HIRZL as the technological market leader. We opted for a small Tour staff complement that would play our gloves for the performance advantage they deliver. Tour usage will grow as we gain favour with players who share our core values of focus, dedication and confidence.

Stacey was first introduced to the Hirzl gloves at the Deutsche Bank Ladies Swiss Open in June by Hirzl brand ambassador Lis Esterl, and has already noticed their superior consistency of performance in the wide ranging weather and humidity conditions so frequently a problem for Tour players. She currently favours the HIRZL Soffft™ Cabretta glove. ENDS

## About HIRZL

HIRZL, is a leading specialist for high performance sports gloves, with a focus solely on gloves that are specifically engineered for golf and cycling, in contrast to many sports manufacturers with wide ranges of products spanning equipment, shoes and fashion. HIRZL's gloves are designed using the latest scientific, technical and ergonomic mechanics data on how sports equipment is used on the hands.

HIRZL uses exclusive HIRZL GRIPPP™ technology in their kangaroo leather TRUST Series of golf gloves that provide up to 3X better grip in dry weather and up to 5X better grip in wet weather over other glove brands. The HIRZL SOFFFT™ Flex Cabretta glove uses the company's 72-step tanning procedure that extends the peak performance level of the glove far longer than other brands. The entire series of HIRZL gloves are washable. HIRZL golf gloves have been reviewed by the USGA and R&A and found to be fully conforming to the rules of golf. HIRZL golf gloves are available in three series: TRUST Control for the ultimate in grip; TRUST Feel for lower handicap players and those seeking better grip and performance in all types of weather conditions and; SOFFFT Flex for unsurpassed softness and long-lasting performance in a Cabretta glove. All HIRZL golf gloves are available in men's and ladies models, in right and left hand from small to X-Large sizes, and are sold at leading clubs, retailers and custom club makers around the world. For more information please visit [www.hirzl.com](http://www.hirzl.com)



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