

BIONIC MAN...

WE SPEAK TO WORLD-RENOWNED BIOMECHANIST JJ RIVET TO DISCOVER HOW UA HELPS YOU PERFORM BETTER

▶ CAN WHAT YOU WEAR REALLY help you play better golf?

Yes, 100%. The improvements in apparel can now be clinically proven to enhance performance - the most obvious being compression. If you look at the tour now, more and more players wear compression when it is not cold - they wear it because it enhances their ability to replicate the swing more accurately, more often.

As a biomechanist, how is enhancing players' performances achieved?

What you wear can prevent the problems of bad synchronisation. To synchronise the key kinematic muscular chains, you first need to engage them. So, if what you wear helps to engage this kinetic muscular chain, you will play better and avoid injury. A clear example of how a compression top can help somebody is when they have a tendency to disassociate the arms and body. This can create a restriction in the pectorals, and a compression top working on the pectorals will stabilise it for a better swing.

How does UA's winter apparel help golfers to perform at a higher level?

Under Armour lead the field with their thermal regulation technology - Coldgear. They have really re-invented what golfers wear in winter. Their products keep you warm - but they do a lot more than that. They work with the body to create heat, allow excess heat to escape, move moisture from the inside to the outside and, in many cases, reflect rain and block wind. They stretch to move with the body and enable the golfer to swing with no restrictions. It is important *NOT* to be too hot - but to maintain the body temperature at 37°. The trick is to get the right balance between warmth and breathability.

What happens to the body's ability to swing when there's a temperature drop?

When the temperature drops, the body uses a lot of energy trying to create thermal regulation. When you run, the body produces heat, but in golf this is not the case. The only way you can retain energy is to remain warm - and, even better, at a constant 37°. If you don't do this then you will suffer from fatigue.

What are the dangers of playing in the wet and cold without the correct apparel?

The joints will not be mobile enough. They do

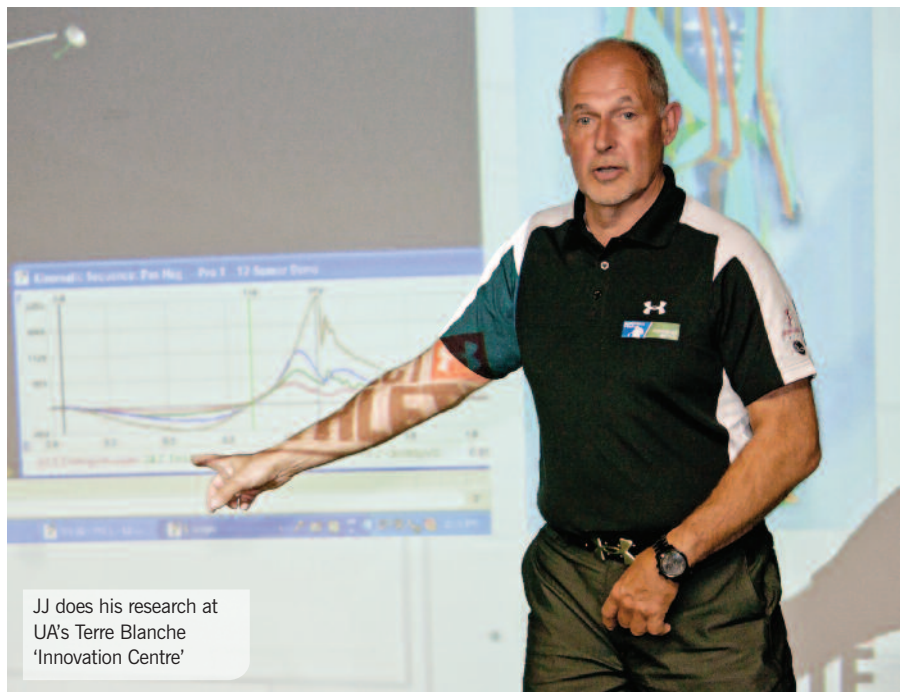
not keep warm like when we're running. They start in a cold atmosphere and remain like this. It would be different if the golfer performed a really good warm-up just before leaving for the tee - but I never see that! The muscles will become stiff to the point that they can't complete smooth and coordinated swings. Also, by choosing not to wear the correct clothing, you are putting more pressure on your heart to create the exchange necessary to create energy.

What areas of the body should we pay particular attention to in the winter?

Head, hands and feet are the first ones to pay attention to. After that, the lower back and abs, then knees, shoulders and chest. All these areas can be helped to stay warm through the use of the correct apparel.

What has been the key to UA's speedy rise to prominence in winter apparel?

Under Armour is a phenomenon. They built the brand by constantly striving to make athletes better with no compromise. They realise just how important apparel is to an athlete and apply science to it - the result is products that works for the athlete.



JJ does his research at UA's Terre Blanche 'Innovation Centre'