



FOR IMMEDIATE RELEASE

World Long Drive Champions Martin Borgmeier and Justin James To Face Off At Demo Day With JumboMax®

LAKE PARK, FLORIDA – World Long Drive Champions Martin Borgmeier and Justin James will face off in a long-drive competition at Noon Eastern on Tuesday January 24 at the PGA Merchandise Show's Demo & Fitting Day at Orange County National.

The event will take place at the JumboMax® Booth on Orange County National's driving range.

Borgmeier, the reigning Professional Long Drive Association (PLDA) World Champion, trusts JumboMax STR8 TECH® UltraLite™ (XS) grips on his clubs. He won the 2022 PLDA World Championship with a drive of 426 yards.

James, the 2017 PLDA World Champion and a runner-up in 2021, finished in the top-4 in 2022 with JumboMax's STR8 TECH UltraLite (M) grips.

Get Fit For Grips At Demo Day

On Demo Day, JumboMax will be offering In-Person Grip Fittings using its new **Grip Fitting System** that was developed for fitters and retailers.

The Grip Fitting System includes a wide range of JumboMax swing grip models and sizes. The cart-based fitting system uses grips that are shafted and have adjustable tips for drivers and irons to offer a complete grip fitting process.

JMX Zen Lite, "Blackout" Grips Available

JumboMax will be showcasing its all-new [JMX Zen Lite](#)® swing grips, the company's first rubber grips, as well as Blackout versions of its popular [JMX UltraLite](#) and [Tour Series](#)™ swing grips.

Pressure Sensing: The Future Of Grip Fitting

JumboMax will be debuting its new prototype pressure-sensing grips at the PGA Show. JumboMax's pressure-sensing grip technology was developed with SensorEdge and allows fitters to track grip pressure throughout the swing.

Where To Find JumboMax

JumboMax will be exhibiting at the PGA Merchandise Show on Demo Day and inside the Convention Center on January 25-27 at Booth #2717.

About JumboMax

JumboMax creates tour-quality golf grips with ergonomically correct sizing. That's a scientific way of saying they're "supersized." And it makes a BIG difference!

The company's swing and putter grips are proudly used by Bryson DeChambeau, Retief Goosen, Mike Schy, Simon Dyson, Tadd Fujikawa and dozens of other tour players around the world.

For more information on JumboMax, visit jumbomax.com. For media inquiries, email Zak Kozuchowski of Rooted Solutions at zak@rootedsolutions.co or call (804) 426-5108.