







Serenity | Flamingo









Saintnine Story

St. Andrews that is located in the eastern coast of Scotland is known as the origin of golf. Saintnine intends to inherit the spirit of St. Andrews that symbolizes tradition and authority and create new golf culture.

As a frontrunner of new golf culture, Saintnine will grow as a challenging and active brand both at home and abroad.

Golf emperor Jack Nicklaus said, "What determines the victory of a match is 20% technique and 80% willpower." Willpower has an influence on golf score as golf is often called "a battle with oneself." Human willpower plays a considerable role in enhancing physical ability.

Mind control in golf doubles concentration and enhances an ability to get to play a golf match comfortably. Saintnine is a brand that helps to enhance mind control in golf that is a mental sport.

Saintnine will grow as a brand of golf mentor so that all golfers can be low handy players (9, single score). Saintnine is a brand for golfers with willpower to enjoy harmoniously, with nature and humans spiritually integrated as one, as well as athletic performance.



Saintnine Design



Saintnine, Nexen's new golf brand, represents premium and classic image through a chirographic style as if signed with a fountain pen and presents an image of a golfer holding a club in the letter "T", meaning the character of business.



"Sometimes, mental game that surpasses skills is needed."

Golf is a battle with oneself. Though a player practices a lot and acquires skills, he/she makes a decisive mistake if mental game falters.

So many professional golfers have their own habits to keep up their mental game.

It would be helpful if a ball that stands by for a golfer until the last moment keeps him/her.

When the player falters, he/she gets a chance to pull yourself together once more, looking at Saintnine.



"What is crucial at the last moment is strong mental game."

When I teach players, they absorb technical skills faster when their mental game is strong. Self-confidence that stands firm facing any player at any moment, and concentration and equanimity that do not falter till the last moment determine a victory.

If you strengthen basic skills through hard practice and go together with Saintnine that keeps your mental game, you can be confident in the field.





Confidence - Mental mate Lion

Driver shot with explosive flying distance without a slice or a hook, soft and sophisticated iron shot, an approach shot that attracts exclamation, and a putting shot that doesn't falter but is daring: all these shots should have confidence. A shot with confidence is an important weapon to upgrade myself to a higher level. Lion is a mental mate of Saintnine that symbolizes "confidence" as it has been sanctified by humans as a representation of dignity and bravery and as the king of animal kingdom from a long time ago.





Focus - Mental mate Crocodile

A player never vacillates, not influenced by the score or a win or a defeat, till the whole game is over. The player focuses only on the process of handling a shot before its eyes and accepts the results. After the player chooses a target and draws a picture of the shot in the head, it concentrates on proper swings. Alligators are ferocious enough to cut off the life of their prey with just one bite, with sharp teeth and strong jaws, but their concentration is intense enough not to lose their prey. So alligators are mental mate of Saintnine, symbolic of focus.





Serenity - Mental mate Flamingo

When one practices really hard, desires to win a match or decrease the score arises. Amateur golfers who are not accustomed to games attempt to perfect every aspect of their games, trying to practice swings in a hurry. Maintaining peaceful mind, however, rather than greed can help decrease the score. Mental mate of Saintnine represents "serenity" through flamingo that takes a rest in a leisurely way, standing with one leg.



Saintnine



Endure - Mental mate Camel

Even though the player has an impulse to mount an aggressive play, it should endure and wait. There will always come satisfactory results. When the golfer is in the field, the rough is higher, the position of the hole cup is more difficult and it tends to be faster on the green. The moment the golfer loses patience, something regrettable occurs.

The animal lives on barren land, deserts and grassland, and can subsist without water and food for a long period. The camel that tries and endures for long is a mental mate of Saintnine, symbolic of "endurance".





Relax - Mental mate Elephant

There is no worse thing than getting angry at a bad situation that lowers the possibility of winning the match. If the player gets regrettable or nervous, it cannot focus on the next shot. It should take it easy and try to focus on the next shot. Elephants graze on a wide open grassland and flock and herd together with their family. The elephant that represents being at its leisure as it waits and enjoys slowness, is symbolic of "relaxation" as a mental mate of Saintnine.





Joy - Mental mate Monkey

It is thrilling and pleasing to get on a picturesque field though it is not for a hole in one. Only those who enjoy matches through encounters in a gorgeous field and dialog with partners, instead of excessive desires for victory, can be genuine champions. It is a game in which glee and sadness are distinguished from each other and that respects humanity more than score.

Apes that are gregarious and raise offspring by embracing them are optimistic and versatile; especially, the animals give delight to humans with diverse talents, symbolic of "joy" as a mental mate of Saintnine.







Rivalry - Mental mate Eagle

Like life, any player may face a chance or two in lifetime while playing on an 18-hole golf course. Whether the player can catch the chance or not can determine the day's match. The desire for victory not to miss a chance that has come close to oneself becomes the foundation for moving a step forward. Eagles that are swift and brave, being called the emperor in the sky, maintain high concentration not to lose sight of even little movement on the ground and swoop down audaciously on prey from the sky. The eagle that doesn't miss even a small chance is a mental mate of Saintnine, symbolic of "rivalry".





Positive - Mental mate Puppy

Like climbing over a cliff, the player should be able to perform a scary shot without fear. The best way to overcome tension is positive thinking to anticipate success instead of failure. When you have time, let's practice a shot like in a real match. You should concentrate on your respiration and comfortable grip and think positively, rather than the shot itself. Dogs are animals that obey humans faithfully, with sagacity to return home from afar and loyalty to sacrifice themselves for the master. The dog that lives together with human beings and gives lots of joy and positive energy for them is a mental mate of Saintnine, symbolic of "positive".





Trust - Mental mate Rhino

Golf is about battling oneself and no partner can substitute for the battle. Golfers should trust themselves and only they can solve whatever difficulties. All playing created by golfers by overcoming themselves and trusting themselves. Play a shot with faith that one can win. Faith is that one does one's utmost and endures. The rhinoceros is an animal that is solitary and builds its own realm. You can see faith in itself that it can break through any adversities, from its charging forward, full steam ahead, in a simplistic manner.





4 Piece Premium Urethane Golf Ball



DISTANCE	→ LONGEST
FEEL	● ● ● ● → SOFTEST
ACCURACY	JJJJJJ → HIGHEST
8-IRON SPIN	JJJJJJ → HIGHEST
TRAJECTORY	MIDDLE HIGH

01 Core

High-energy core maximizing C.O.R. increases distance.

02 Inner Mantle

High resilient and heavy gravity HPF inner mantle lowers spin rate and increases distance on tee shot, letting center of gravity outwards.

03 Outer Mantle

Thin & soft ionomer outer mantle increase spin rate on iron shot, delivers impact sacrificing and in result increases distance on tee shot.

04 Cover

Thin & soft outer Urethane cover provides best control and back spin. 336 dimple design optimizes flying stability and direction of the ball.



3 Piece Premium Urethane Golf Ball



DISTANCE	——— → LONGEST
FEEL	• • • • SOFTEST
ACCURACY	JJJJJJ → HIGHEST
8-IRON SPIN	JJJJJJ → HIGHEST
TRAJECTORY	MIDDLE HIGH

01 Core

Maximize C.O.R and soft feeling with soft High-energy core.

02 Inner Cover

High resilience to minimize spin and increase distance maintains ball control well.

03 Outer Cover

Thin & soft outer urethane cover provides the best control and back spin around green. Increased soft feeling and durability. 336 dimple design optimizes flying stability and lowering air resistance.



Saintnine Q soft

3 Piece Premium Color Golf Ball



DISTANCE	———— → LONGEST
FEEL	● ● ● ● SOFTEST
ACCURACY	UUUU U U → HIGHEST
8-IRON SPIN	JJJJJJ → HIGHEST
TRAJECTORY	HIGH

01|Core

Core-High resilient ND-BR core realizes further distance

02 Inner Cover

Inner Cover-Thin and softest inner cover minimizes side spin that prevents slice or hook and optimizes flying stability and direction of the ball.

03 Outer Cover

Out Cover-332-dimple pattern give you higher trajectory easily and stability in flight combined with softest cover.



Saintnine X

3 Piece Premium Golf Ball for Distance



DISTANCE	——— → LONGEST
FEEL	• • • • SOFTEST
ACCURACY	00000 → HIGHEST
8-IRON SPIN	JJJJJJ → HIGHEST
TRAJECTORY	MIDDLE HIGH

01 Core

Super-high resilient ND-BR core realized extremely further distance.

02 Inner Cover

High resilient HPF to minimize spin and increase distance maintains ball control well.

03 Outer Cover

Thin and soft HPC lonomer Resin increases feeling of hitting and ball control. And 336 Cube-Octahedron dimple increases distance minimizing air resistance.



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