

# New Fujikura Blur shaft debuts at Players

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PONTE VEDRA BEACH, Fla. – Fujikura’s president and COO Dave Schnider worked up such a sweat on the TPC Sawgrass range Monday that he had to go buy a new shirt for dinner.

Of course, the mercury was topping out in the high-90s and Schnider was wearing a long-sleeve shirt (Schnider works in Vista, Calif., where residents of the surf community know humility but never felt humidity). So that had something to do with his perspiration. But it also had to do with the new Fujikura Blur shaft that he introduced to Tour players for the first time.

The Blur is the centerpiece of Fujikura’s new lightweight platform.

“It’s the lightest weave we’ve ever encountered by far,” Schnider said.

He added that the VEXX woven-fabric lends itself to a lighter weight but also has the feel, torque and stiffness properties associated with a heavier shaft.

Schnider said the company will offer a 55-gram and 65-gram shaft for Tour players, and a sub 50-gram and sub 60-gram shaft will be available when the Blur is launched to market in July (MSRP of \$299).

Schnider said Alex Cjeka, Thongchai Jaidee, and Ricky Barnes, who took it out for a test spin on the course, were among the players who asked for the shaft made to their driver specifications.

For Schnider, that would be no sweat.