

FOR IMMEDIATE RELEASE

KaddieIQ Launches BallFIT: The UK's First Deterministic Ball-Fitting Engine for Amateur Golfers

Algorithm-driven fitting technology — previously only available through professional launch-monitor sessions — now accessible to any club golfer in minutes.

London, UK · 12 August 2026 — KaddieIQ Ltd today launched **KaddieIQ BallFIT**, a web-based ball-fitting engine that uses a temperature-compression model to match golfers to the correct ball for their swing — without requiring a launch-monitor session or a visit to a pro shop. The service is free for individual golfers and is the first of its kind to use a normalised database of over 168 balls across compression, cover category, and construction type.

Rather than relying on brand marketing claims, **KaddieIQ BallFIT** cross-references a golfer's self-reported swing speed and playing conditions against independently verified ball specifications. The result is a ranked shortlist of matched balls — brand-agnostic — with an explanation of why each one fits the player's profile.

"Most amateur golfers are playing the wrong ball — not because they haven't tried to find the right one, but because the fitting process has never been accessible to them. KaddieIQ BallFIT changes that. It's the same decision logic a PGA professional would use, delivered in under two minutes."

Paul Cottingham — Founder, KaddieIQ Ltd

A B2B professional version — **KaddieIQ BallFIT Pro** — is in development for licensed use by PGA professionals and pro shops, allowing fitting sessions to be delivered at a practice facility using launch-monitor data. Licensing is available at £89.99/month.

ABOUT KADDIEIQ

KaddieIQ® Ltd (Company No. 17096125) is a UK-based golf decision intelligence platform. The company holds registered UK trademarks for KaddieIQ® and ShotIQ®. KaddieIQ BallFIT is live at kaddieiq.com. Media enquiries: press@kaddieiq.com · kaddieiq.com

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