

tried &
tested



BY
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CLEVELAND HB SOFT PUTTERS

For those who dislike the soft feel putters, well, in Cleveland-talk, SOFT stands for “Speed Optimised Face Technology”, so worry not about excessively soft feels - especially on slower greens.

A unique key feature, its CNC milled diamond pattern is designed to ensure your ball speeds are consistent even on slightly off-centre hits.

Nothing could be worse than standing over a putt and having little confidence of hitting the hole. Most of the time, these fears manifest to hitting off-centre putts that either sheepishly

leaks the front of the cup or jabbing one 3 feet past.

That’s when Cleveland’s SOFT series, steps in, giving you the confidence to make a good stroke and give yourself that chance of holing more putts.

Crafted to be denser and coarser in the centre, the milling pattern was designed where fades away from the centre towards the heel and toe, resulting in similar ball speeds across the face. Especially for putts that require lag and those slick side-hill putts, speed control is the key to making great putts.



CALLAWAY EPIC FLASH HYBRID

The final piece of the Epic Flash puzzle, the Epic Flash Hybrid completes Callaway’s line of AI engineered products that represent a milestone in technological advancement for golf equipment around the world.

Using the same super computer to recreate thousands of iterations that reach the very limits of COR regulations, the curvature of the face within the clubhead is pinpoint to the minute detail to ensure every hit is optimised for speed, launch and, therefore, distance.

Bearing the green and yellow that makes it stand out stylishly, it also comes with added technologies such as MIM’ed tungsten weight fitted in for precise swing weight, the company’s proprietary Jailbreak technology that absorbs impact and propels ball strikes faster and further, as well as a T2C Triaxial Carbon Crown that is lighter, made with a tighter weave compared to steel crown that offers more forgiveness on off-centred hits.



CALLAWAY EPIC FORGED STAR IRONS

The premium offering of Callaway’s iron products, the Epic Forged Star irons are made for players with slow to moderate swing speeds, yet are looking for the supreme feel of forged clubs.

A combination of technological advances and craftsmanship, these clubs are made with ultra-lightweight materials and imbued with such aids as an MIM’ed tungsten weight insert that represents a first in the brand’s product lineup.

This MIM’ed tungsten weight is suspended in a new, polyurethane cartridge wrapped with Urethane Microspheres, promoting a controlled launch and long, consistent distance.

Then, there is also its 360 Face Cup that employs a shallow, flexible rim around the perimeter of the face that flexes and releases at impact to promote fast ball speed for long, consistent distance across the clubface.

All that, and combined with stronger lofts, lightweight shaft options and the overall package will appeal to a set of players who want to compete at the highest levels all the time, at any age.



TITLEIST T-SERIES IRONS

Powered by breakthrough Max Impact technology for maximum speed and distance control across the club face, the new T-Series T100, T200 and T300 models offer a combination of power, performance, playability and feel.

T200 and T300 irons are powered by Max Impact technology, which has a super thin face backed by a unique polymer core reminiscent of a golf ball.

Unsurprisingly, it is developed in partnership with Titleist Golf Ball R&D to provide consistently better distance from every swing.

A true players’ iron, T100 offers confidence-

inspiring looks and Tour-quality performance with signature Titleist feel. A new fully-forged cavity construction is balanced by co-forged, dual-density tungsten for precise distance control with exceptional stability.

T200 is for the better player who desires more forgiveness and playing distance. Max Impact technology spreads maximum speed and distance control evenly across the T200’s thin, forged L-face to serve up high launch and stopping power.

Finally, the T300 offers the most forgiving option with a modern mid-size face and a fast cavity back design for easier launch and consistently longer distances.