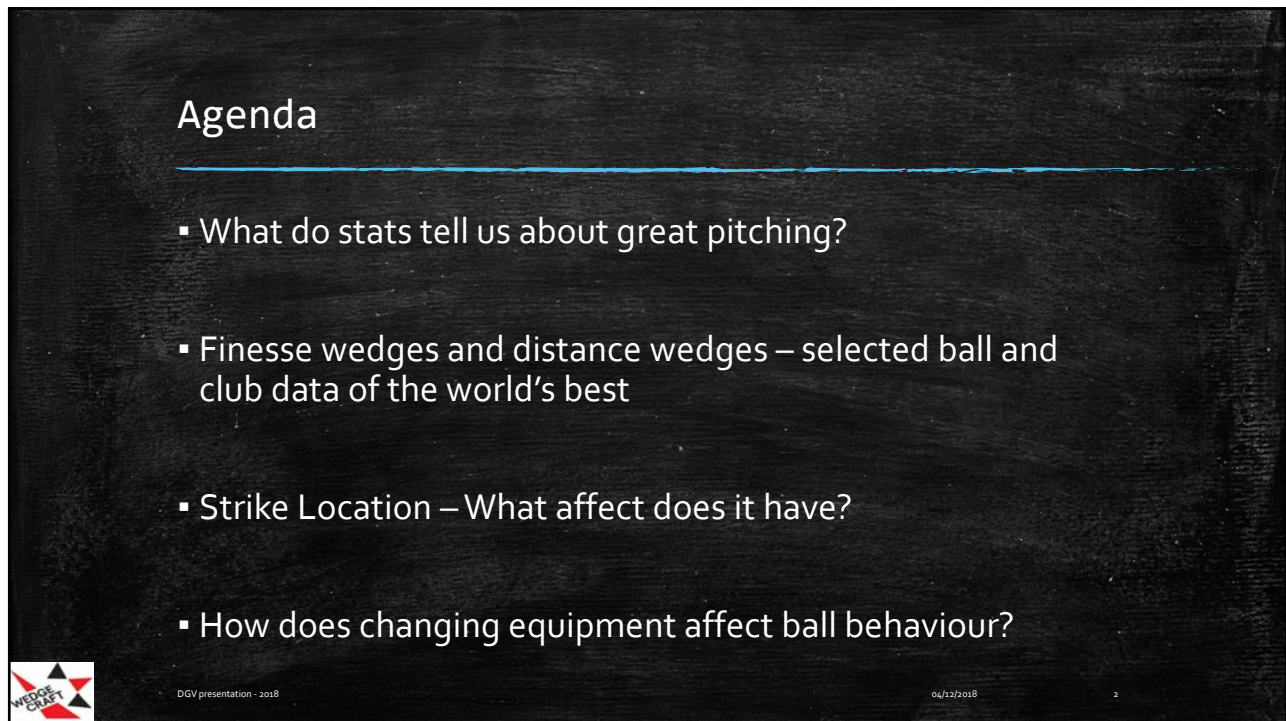


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Watch this!

NEXT Panasonic Open India - Round 2

LIVE GOLF

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DISTANCE WEDGES(50-125 yards) World Best

	2012	2013	2014	2015	2016	Total rank	Total to par
Justin Leonard	7	20	1	4	13	45	-138/953
Brandt Snedeker	12	1	33	10	24	80	-173/873
Jimmy Walker	71	3	16	17	8	115	-187/855
Zach Johnson	88	31	5	11	14	149	-217 / 1011
Jason Dufner	36	90	24	11	50	211	-136/851

Angel Cabrera is easily the worst wedge player in the last 5 years

If you get down in two shots, 1/3 of the time from 50-125, you are the best in the world....easily!!

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FINESSE WEDGES (0-50 yards) Worlds Best

	2012	2013	2014	2015	2016	Total rank
Justin Rose	1	1	10	4	6	22
Webb Simpson	4	10	18	1	6	39
Luke Donald	29	5	3	10	1	48
Jim Furyk	8	10	1	15	66	100
Justin Leonard	158	15	18	49	24	121
Dustin Johnson	150	143	131	165	55	644



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Players involved represented an elite level of the touring professional class.

Quality of information was fundamental for the study



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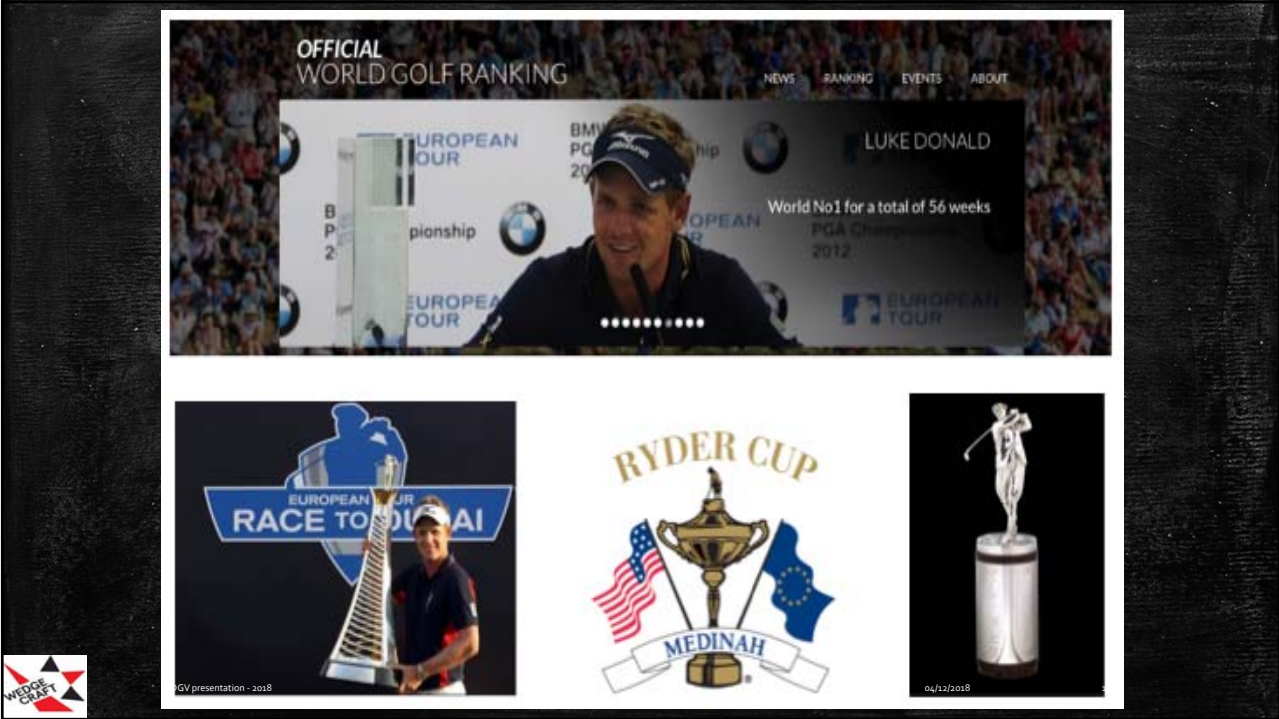
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FAIRWAY 10, 20, 30 YARDS

WEDGE CRAFT

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ROUGH 10, 20, 30 YARDS

WEDGE CRAFT

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BUNKER 10, 20, 30 YARDS



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FAIRWAY 50, 75, 100 YARDS




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There are many great technologies,
but “in the field” collection was an
absolute.

We integrated the body
movements, club delivery and ball
outcomes within each group
to understand the basic patterns.



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Wedge study focus

Ball data
Launch/land angles
spin rates
trajectory
smash concepts

body data
timing/sequencing
body positions (kinematics)
movement patterns

club data
face angle
path
attack angle
contact point
shaft lean
CHS (mph)



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Tom Kite in action!



CARRY	HEIGHT	SPIN RATE	LAUNCH ANG.	LAND. ANG.	SMASH FAC.	SIDE	CLUB SPEED	BALL SPEED
70.6	46.6	10134	26.8	49.3	1.14	3.9R	63.0	72.0
yards	ft	rpm	deg	deg		ft	mph	mph

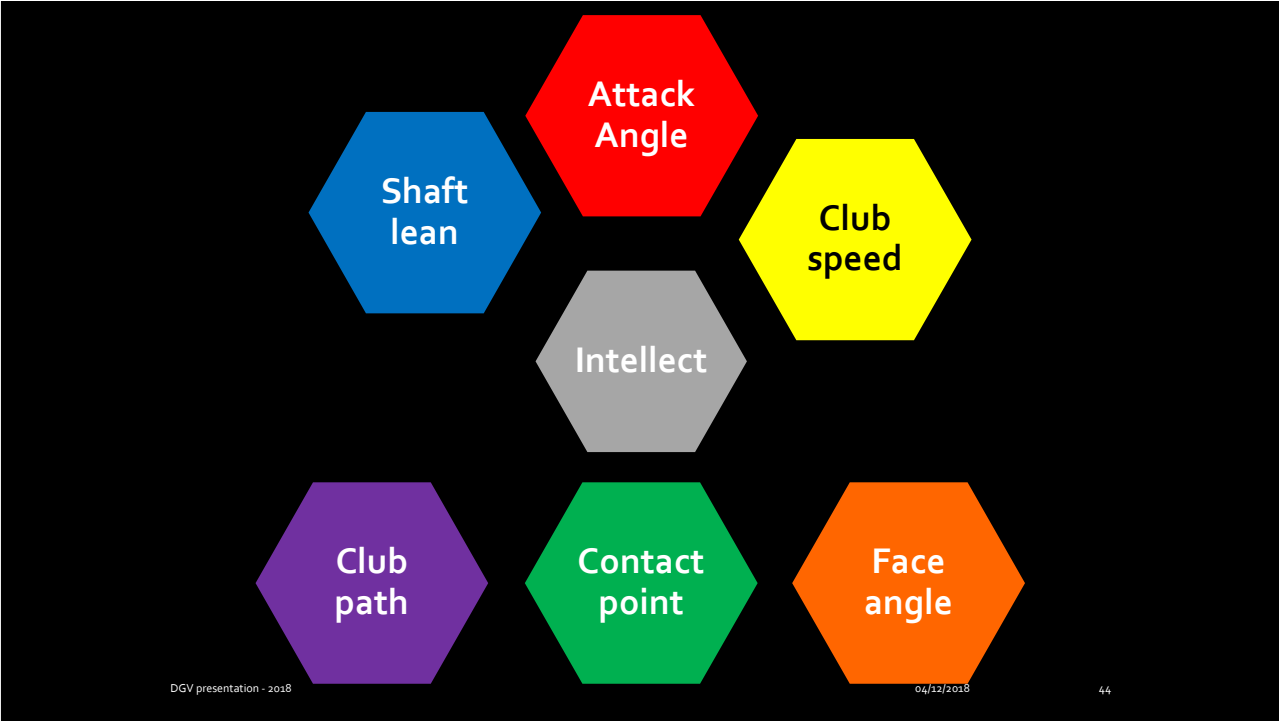
Tom Kite, 60° Wedge, Premium, 75 SF, 12-41-08, Jan 13, 2016 11:40 AM 04/12/2018



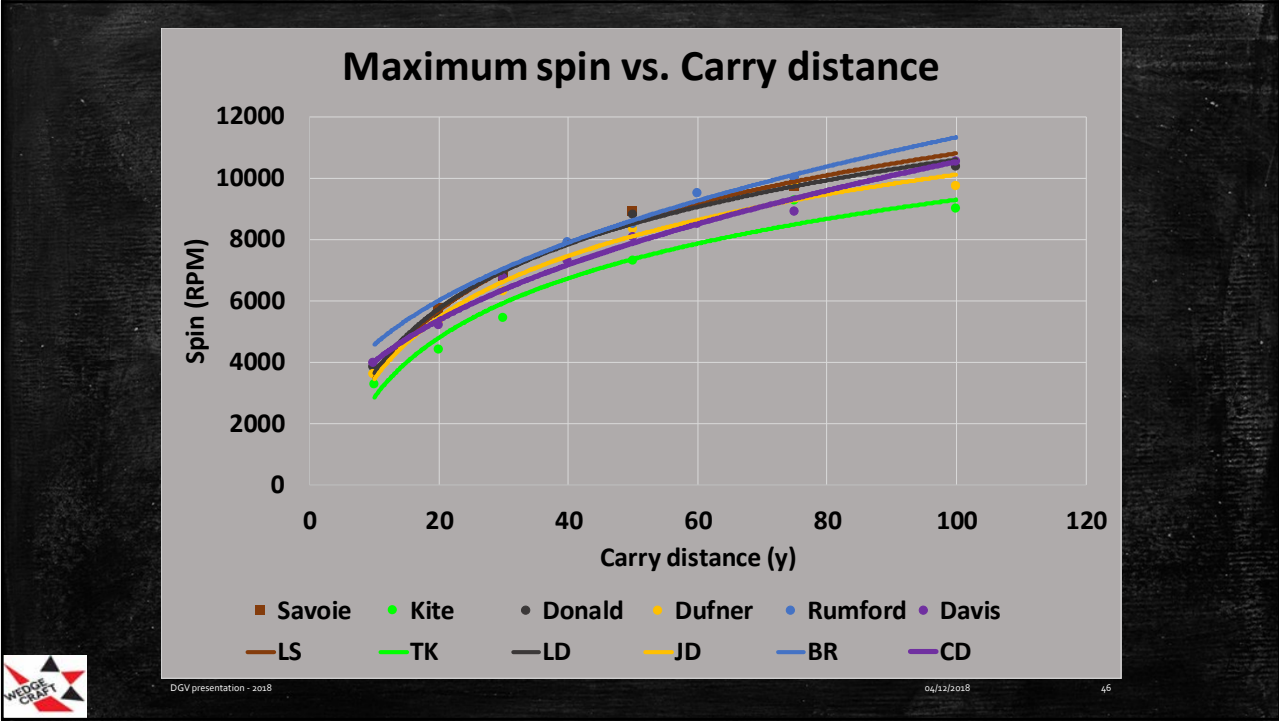
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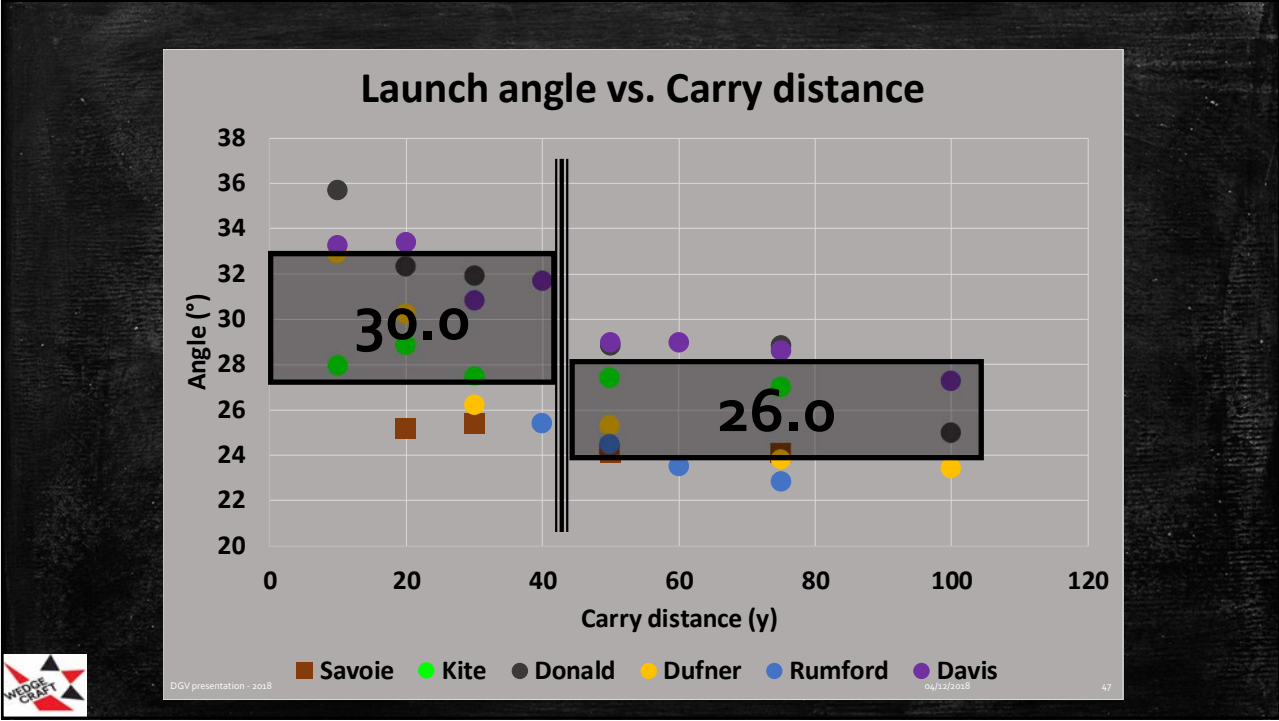
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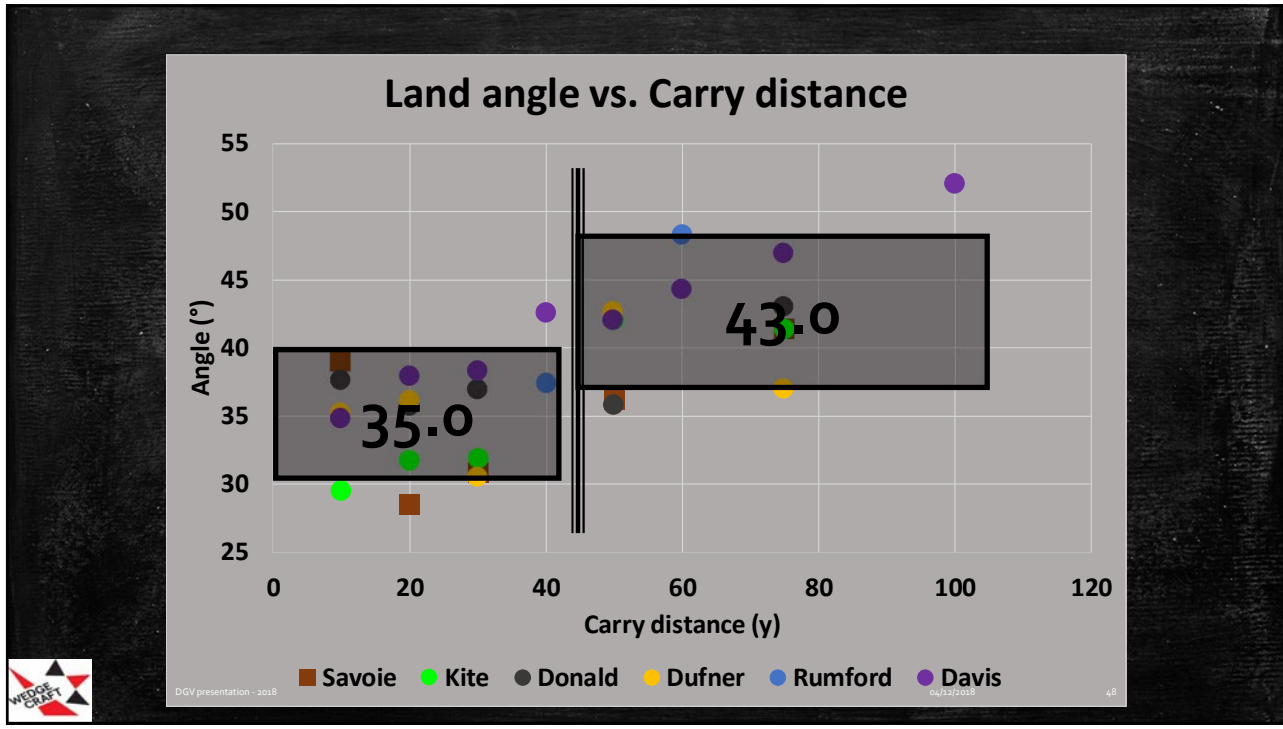
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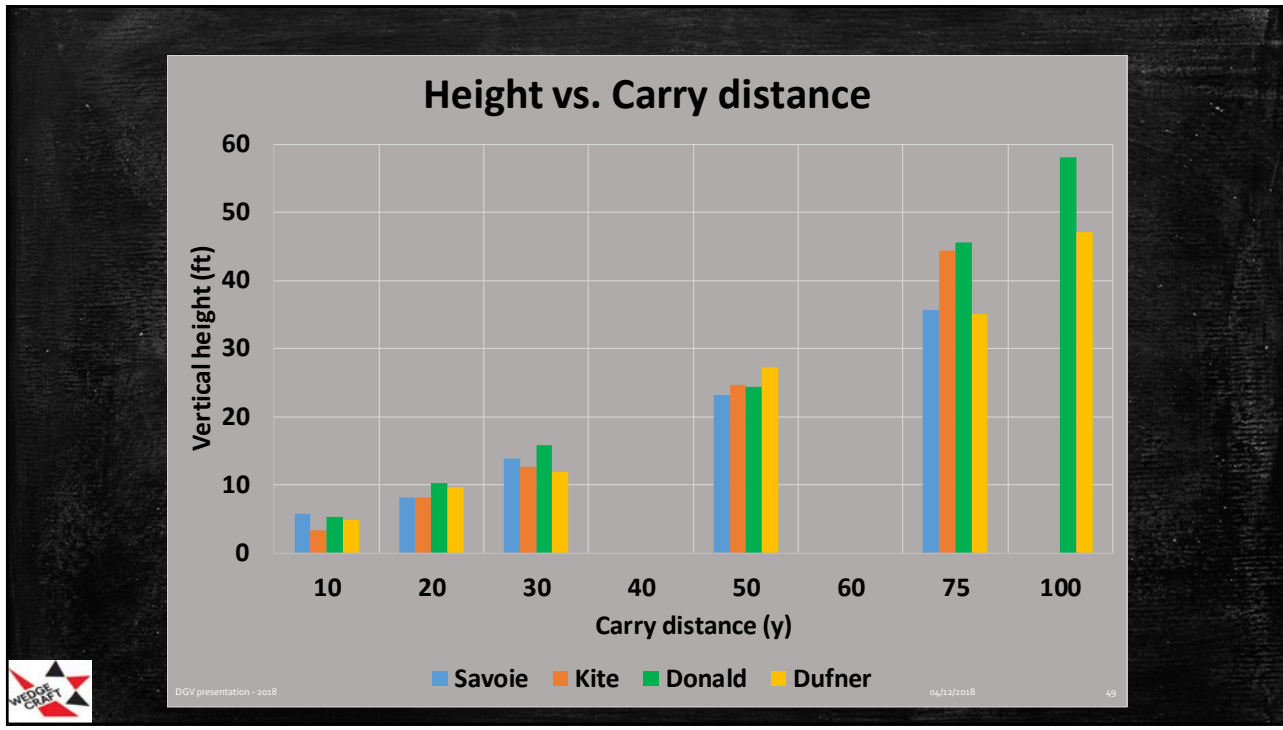
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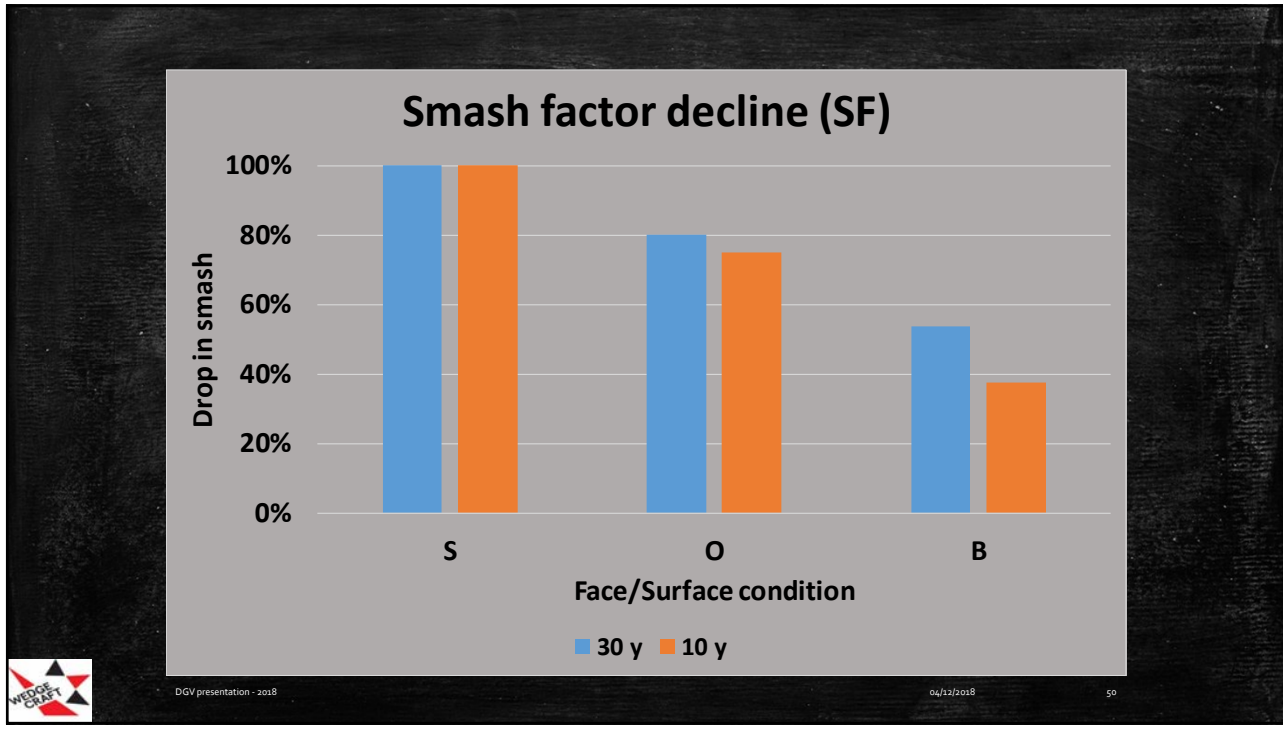
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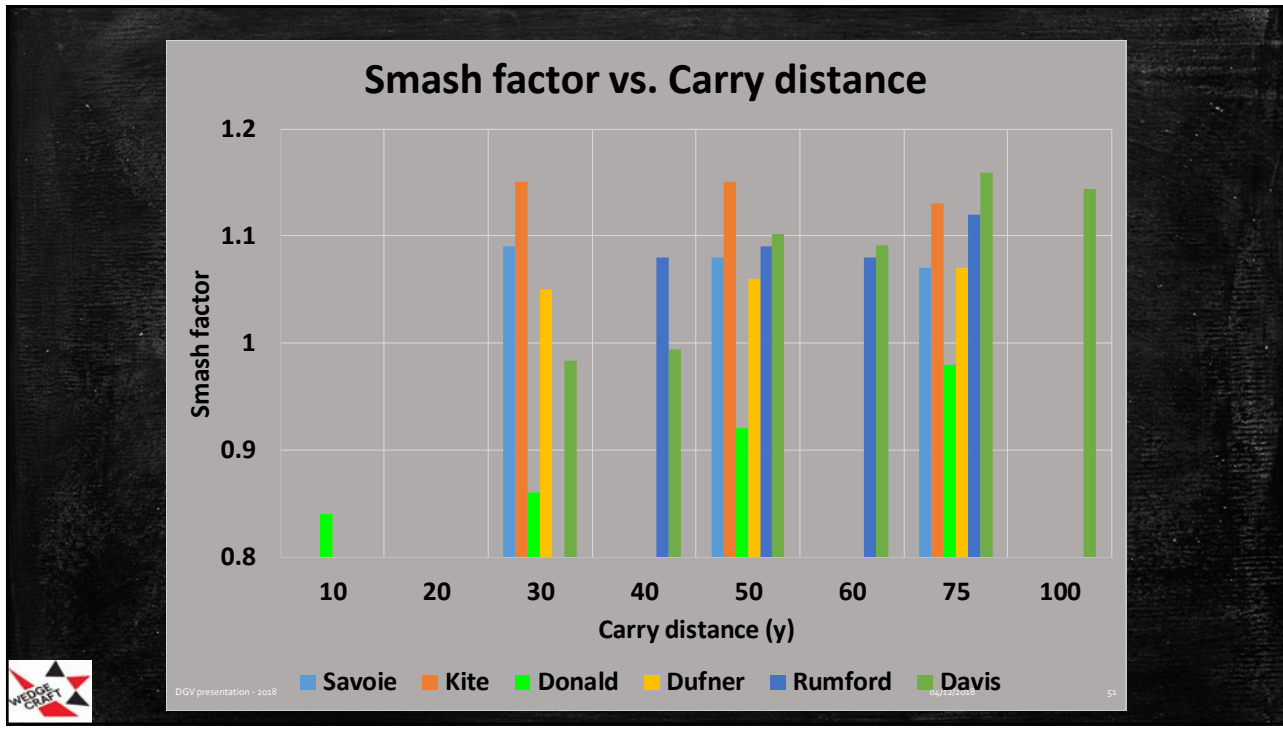
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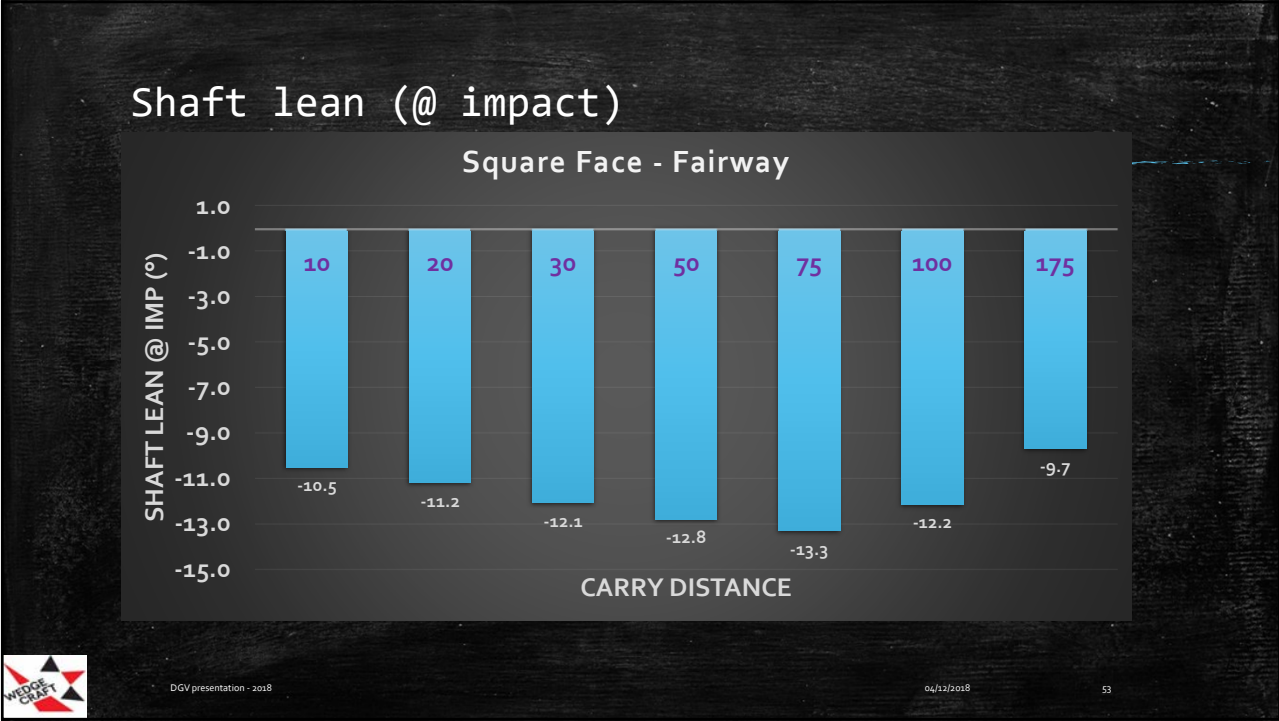
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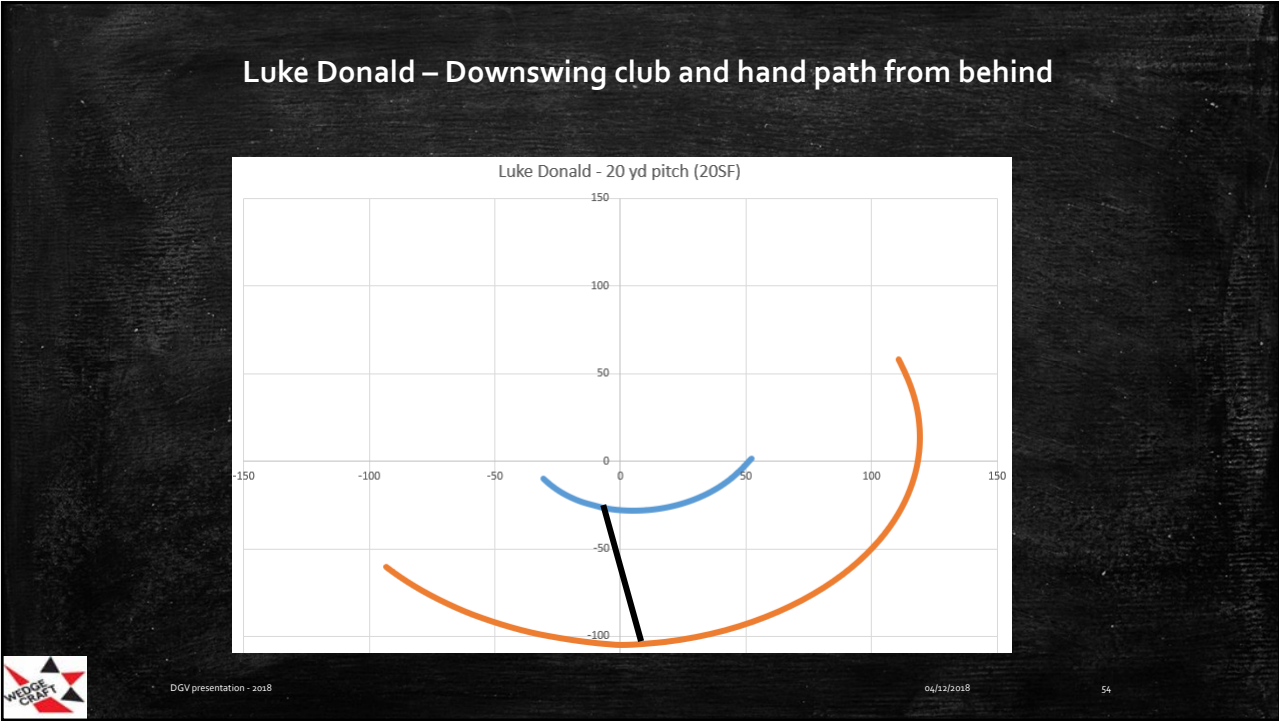
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How is it produced?

- Played with a club between 54 and 60 degrees
- Dynamic loft of 40-45 degrees
- Launch angle of between 24 and 28 degrees
- Spin rate of between 8000 and 10,000 rpm
- Approximately 15 degrees of shaft lean



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Research Study

- What influence does strike location have on launch angle and spin rate for pitch shots?



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Strike Location

1. Hitting lower on the face will create vertical gear effect which will cause the head to deflect and lower the launch angle
2. Hitting lower on the face will create vertical gear effect which will increase spin rate.



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R&A Test Centre Robot (Kingsbarns)

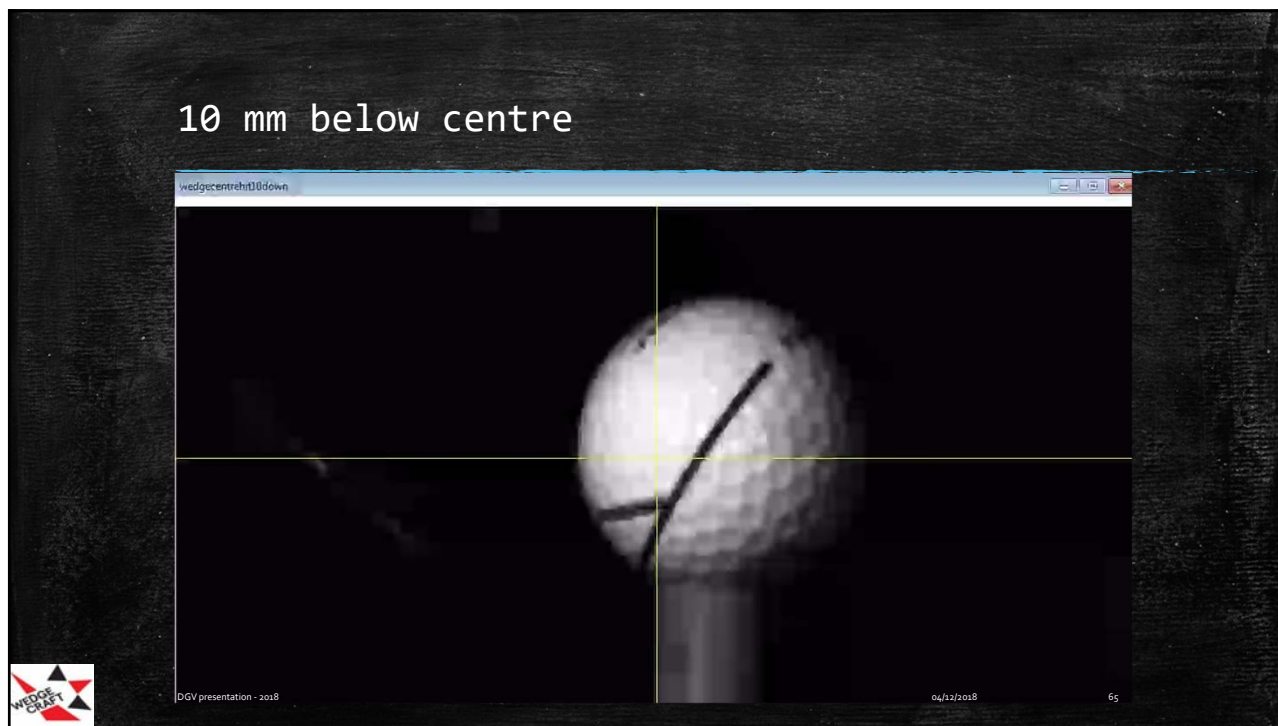


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Results

	Carry	Centre	-5 mm	-10 mm	-15 mm
<u>101 y</u>					
Launch		33.01	33.05	31.7	27.4
Spin		9960	9810	9862	9317
<u>76 y</u>					
Launch		32.5	32.00	31.5	
Spin		8425	8337	8410	

WEDGE CRAFT logo

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The REAL evidence!

1. Hitting lower on the face will create vertical gear effect which will cause the head to de-loft, deflect and lower the launch angle

2. Hitting lower on the face will create vertical gear effect which will increase spin rate.

NOT SUPPORTED



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2017 Research



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What effect does our equipment really have?

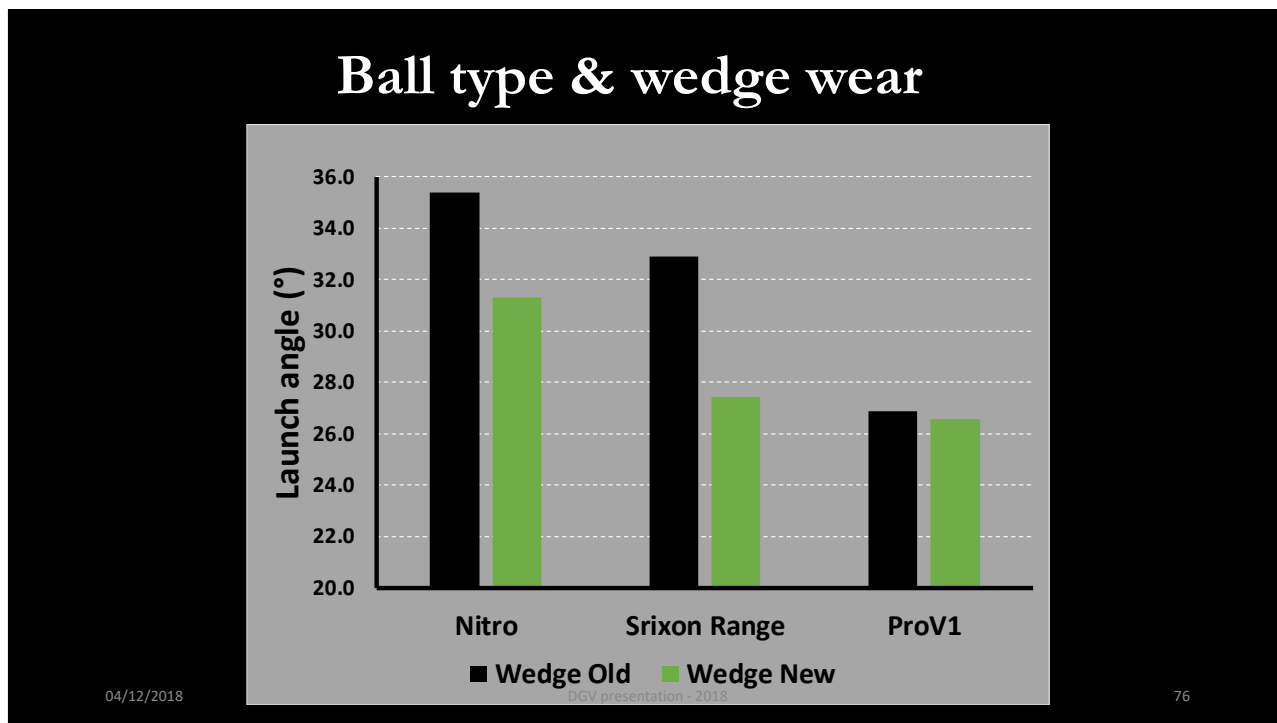
Club used: 58°; 75 y

We tested the launch characteristics of three balls with an old wedge (70 rounds) and a new wedge.

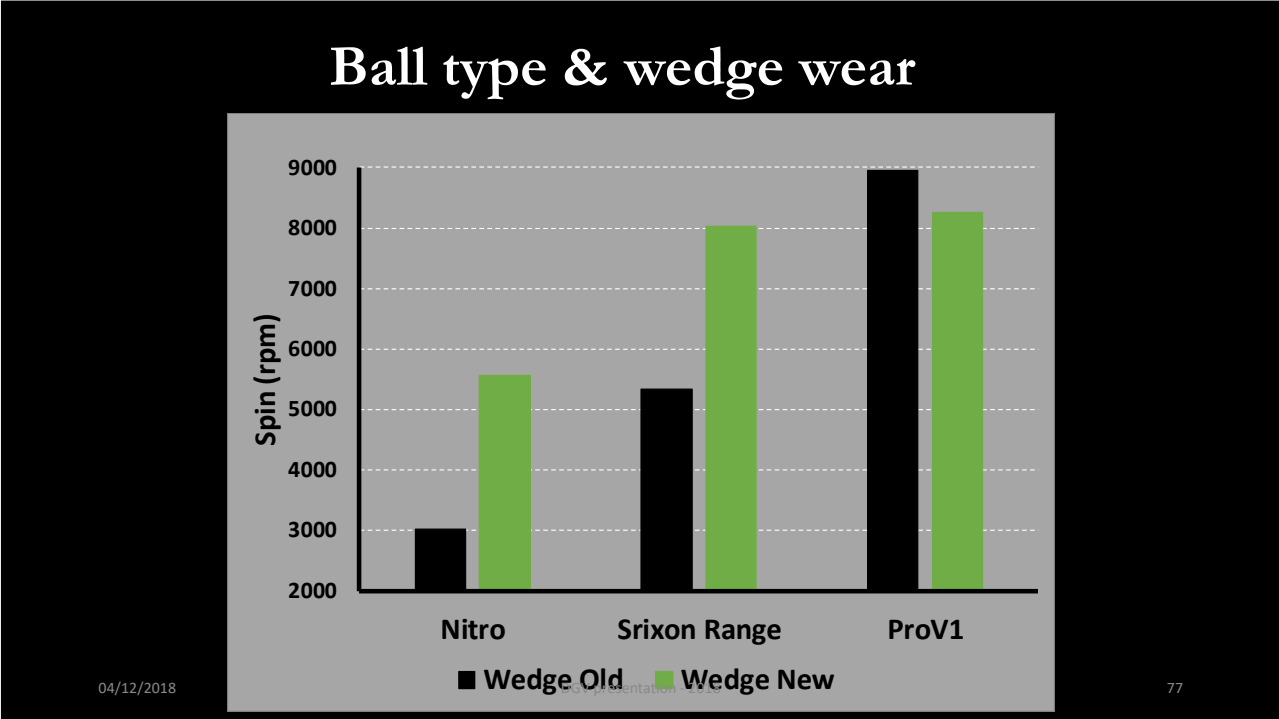
- Nitro 2 piece (Surlyn® cover)
- Srixon range ball (one piece)
- ProV1 (urethane cover)

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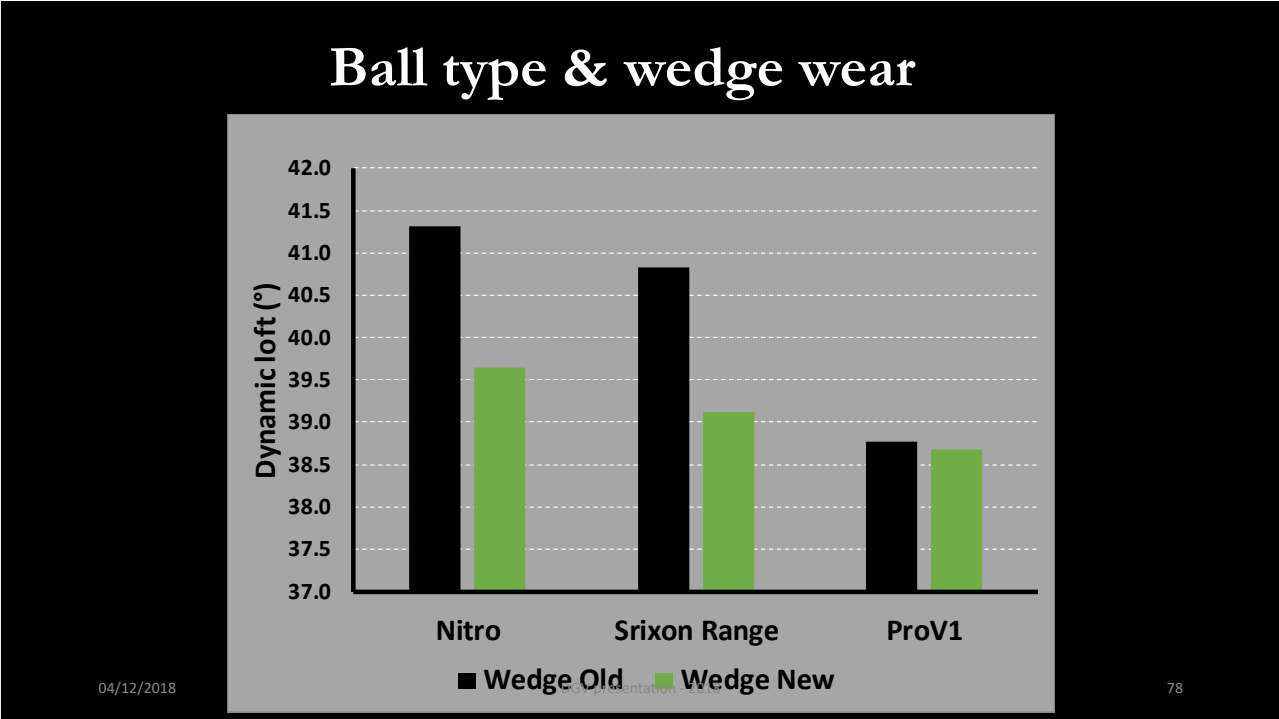
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Attack Angle - Land the plane, don't crash it!!



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Attack Angle - Surf the turf!

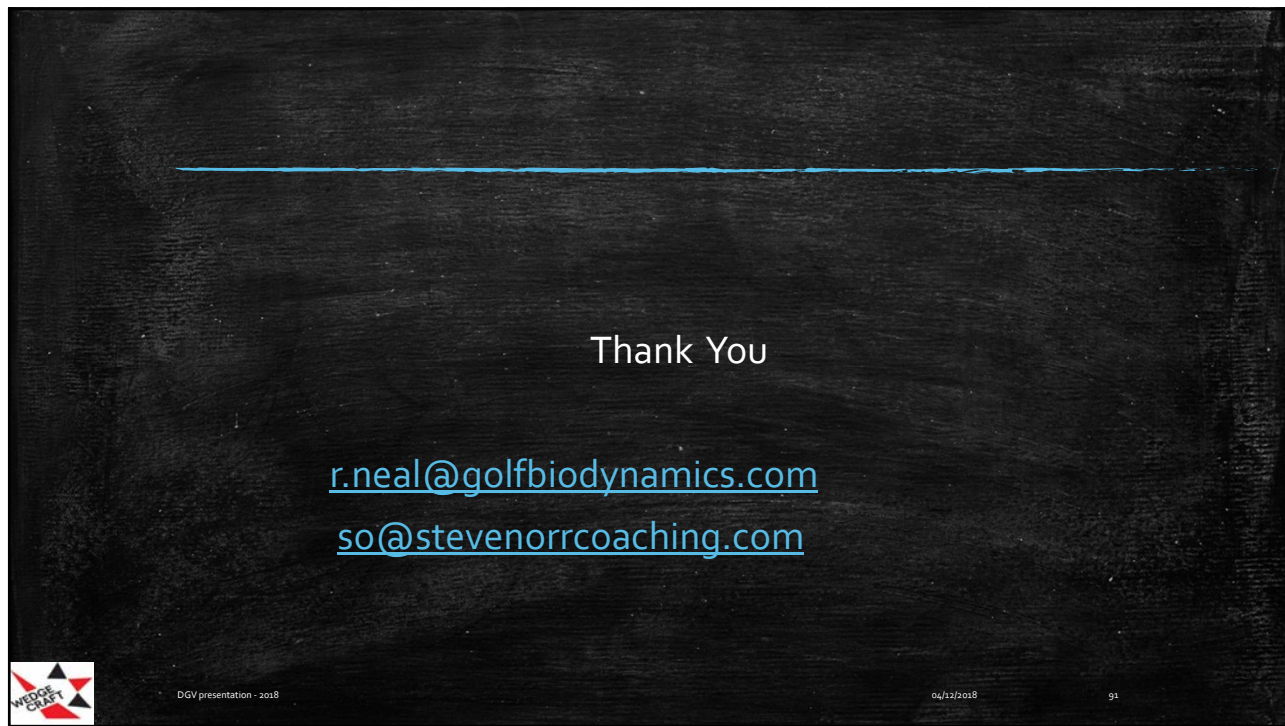


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