

## **Apex Black Irons**

**Product Name:** Apex Black Irons

**Product One-liner:** Our Best In Black

### **Full Product Intro:**

Introducing the New Apex Black Irons. This is an extraordinary level of forged performance and craftsmanship that's beautifully presented in a sleek Black Plasma PVD Finish. It's a forged iron designed with Artificial Intelligence for faster ball speeds.

Our world-class R&D team has improved spin consistency using A.I., increased forgiveness from our massive Tungsten Energy Core, and enhanced the shaping for even better turf interaction. In short, these irons deliver a superior look, performance, and iconic feel on every swing.

## **Features & Benefits**

### **Our Best In Black**

Legendary Apex forged performance now comes in a beautiful Black Plasma PVD Finish for a premium look, construction, and extraordinary feel.

### **Apex Irons Designed With A.I.**

Our A.I.-designed Flash Face Cup is in a forged Apex Iron. The unique A.I. architecture in each iron creates high ball speeds and increased spin robustness across the face. They're engineered for impressive distance and pinpoint control.

### **Consistent Launch and Increased Forgiveness**

We've implemented our Tungsten Energy Core into an Apex Iron. With 5x the tungsten of Apex 19, we can precisely position the Center of Gravity to promote outstanding launch throughout the set, and more forgiveness on off-center shots.

### **Forged Blade Feel In A Players Distance Iron**

Apex Irons are renowned for their pure feel, and Apex Black is no different. The body of the iron is 100% forged from a 1025 mild carbon steel body, and our patented urethane microspheres deliver exceptional sound and feel at impact. The improved shaping also helps to enhance feel through the turf.