

Product Name: Big Bertha '23 Irons

Product One-Liner: *Make Every Shot Your Best With Our Easiest To Hit Clubs*

Product Intro: Big Bertha is one of the most iconic names in golf, providing game-changing performance and making the game more fun for players of all abilities – that's the Big Bertha standard. The new Big Bertha family is precisely engineered for players who want to launch the ball higher and play with more confidence every time they tee it up. This extremely forgiving lineup is designed to make every shot your best.

For players who are seeking an iron that is easy to hit with outstanding ball speed, our Big Bertha irons promote incredible forgiveness in a generous, confidence-inspiring shape. Using cutting edge A.I. technology and premium performance materials such as tungsten technologies like tungsten, these irons are engineered to deliver easy distance and powerful iron shots, even on off-center hits.

Features and Benefits

Exceptional Launch and Control from Precision Tungsten Weighting

Precision tungsten is used in two ways to improve launch and control. Up to 11g of external tungsten is positioned to promote outstanding forgiveness. And up to 43g of internal tungsten is positioned to create high-launching long irons and easy-to-control short irons.

Fast Ball Speeds from an A.I. Designed Face Cup

A high-strength face cup uses A.I. to optimize speed and spin across the face. Each head throughout the set features a unique A.I. pattern to enhance performance.

Incredible Forgiveness from a Confidence-Inspiring Bertha Shape

Our classic Big Bertha shape has been refined to inspire confidence at address. Each iron is designed with thicker toplines, wider soles, enhanced offset, and longer blade lengths to create forgiveness and a straight ball flight.

Easy to Swing with Outstanding Feel

Big Bertha irons utilize lightweight components to provide an easy-to-swing package. Our patented Urethane Microspheres produce outstanding feel while maintaining exceptional ball speeds.

Premium Look from a Black Smoke Finish

The all-new Big Bertha irons now come in a stunning Black Smoke finish. This ultra-durable finish creates a premium look in the bag.