

# Callaway CB Wedge Vidcast

## Callaway CB Wedges

Vidcast Hosts:

Patrick Dawson – Sr R&D Manager

Paul Winterhalter – Product Manager

Intro:

“Versatility has never played easier. We are bringing maximum forgiveness with enhanced feel and aggressive spin. It’s a beautiful program with a premium, updated look that replaces our Mack Daddy CB lineup. It’s a game-improvement product targeting those players that are prioritizing forgiveness in their short game. They are looking for something that is going to be delivering versatility but also the confidence and forgiveness element.”

### The Construction

Patrick: “We brought in a lot of the pieces that were successful in the Mack Daddy CB (and) continued those, but then added our Urethane Microspheres which is our big story for this (design). That’s technology that we brought in from the irons landscape to the wedges. And what that allowed us to do is to create a big, forgiving head that sounds like a more muscleback shape.

“But we didn’t rest on our laurels there, we also did some tweaks to the sole that we got based on feedback from the marketplace and trying to improve the soles to make them even easier for the core of the market, plus if you want to open it up and flop it, you can with this product.”

Paul: “We’re bringing everything with this product, the Urethane Microspheres is a new and novel concept to bring into this category, Jaws Grooves with face blast that have great spin on the green, the Tri-level Sole with a wider, more full sole, and then extending the grooves across the face. So (we have) some great elements to bring a well-rounded product that’s going to be really forgiving, versatile, and great for that core of the market.”

### Urethane Microspheres

Patrick (referencing the vidcast chart): “Up the Y Axis is a list of frequencies, and the color is how loud it is, and how far it goes down the X Axis is how long does that sound persist. What we’re trying to do with any design, especially on wedges, is we’re trying to get it as quiet as possible and/or as short as possible. With the peak on the new CB Wedge, it’s much shorter (compared to Mack Daddy CB). That will lead to a much more solid-sounding club.”

Paul: “In testing we’ve surveyed hundreds of players and we know that feel always comes back ranked highest, they’re prioritizing feel. And a lot of times they’re not able to articulate what feel means, it can be very subjective. Your team on this looked at a way to look at it objectively,

we're basically seeing with and without the benefits by implementing Urethane Microspheres...there's a perceivable difference."

#### James Oh and Dave Neville on Mack Daddy CB

James: "In wedge shots you hit delicate shots, aggressive shots, punch shots, flop shots - the sound and feel is extremely important...The (CB Wedge) has much more of a solid strike to it."

#### Design Features

Paul: "To recap what we're bringing to this product, is confidence and forgiveness from that player-friendly shaping, really making this something that's going to help those game-improvement players a lot around the greens."

"That premium feel from what we're calling game-changing construction with Urethane Microspheres, and always talking about that spin element, implementing those Jaws Grooves that are extending across the toe, bringing that aggressive spin, and enhanced control. The other element that we are going to be calling out with the sole is the Tri-Level Sole, helping tie in that versatility – this club is not a one-trick pony, you'll be able to hit a variety of shots with this wedge."

#### Components

Paul: "We wanted to complement the wedge with a full offering of premium components. The stock steel shaft is going to be the True Temper Elevate, bringing this into a wedge flex we think is going to do well. The Project X Catalyst as a graphite option has had great success. And on the grip side, the SG1 from Golf Pride is 11 1/2" grip, so players can choke down and have a little more control. On the women's side, the premium UST Recoil, and the F1 Flex, and then the Lamkin Sonar with the red cap."

#### Bounce Profiles

Patrick: "This is a piece that differentiates this from something like a main line Jaws launch. We were choosing the bounce that was right for every loft, as opposed to giving bounce options for everybody to pick from – that tends to make it more difficult to get people into the right bounce. For these ones we try to flow it nicely starting from a Pitching Wedge at what a bounce would be in a normal set wedge, and then use that as our basis to bounce out the rest of them."

"Starting at the 10 degrees of bounce for the Pitch, then move into the Gaps and a little bit more where you start to get steeper. Then you get into the Sands, you're getting steep and soft conditions – like soft sand and mud. Back to the lob we take a little bit of bounce off because you're around the greens for shorter shots."