

Paradym Ai Smoke Vidcasts – Irons + Hybrids

Hosts

Dave Neville – Sr. Equipment Director

Brian Williams – VP of R&D

Intro

Dave: The irons is a huge platform for us as the # Irons Brand and we've had great success in this category. Before we dig into the specifics, what were we trying to achieve with the Paradym Ai Smoke Irons?

Brian: We wanted to really push for the same kind of breakthrough with an Ai Smart Face design and see what we could get out of an Ai-led approach on these irons. And we wanted to make sure that we have a clear differentiation in our offering, clear segmentation, and really offer a product line that it's very clear of who these products are for. And products that would really perform differently in the hands of fitters or consumers.

Ai Smart Face

Dave: Specifically for the irons, we have a unique face, unique topography. How is the Smart Face fundamentally different for an iron than a driver?

Brian: We've increased our use of topography in the iron face, similar to what we've done on the driver. We've seen that we can have a face that can flex and, like we do in the woods, really control launch, and spin and manipulate those ball trajectories off different points in the face. In an iron application, we wanted to use Ai to really improve those launch conditions and help different types of golfers with different types of greens achieve optimal launch options.

Dave: Really for iron play it's all about hitting more greens, so you need a couple things there. You need distance, but it's also the accuracy, tighter downrange dispersion, and the landing angles.

Brian: By using Ai and by controlling our face deflections, we can improve those outcomes, tighten our dispersions, and help golfers hit more greens.

Three Models

Dave: For the Ai Smoke model, you're looking at different types of golfers, so how do you segment and differentiate those types of golfers.

Brian: It starts with the work we did on Swing Codes specific to irons, and they're very different. You don't see quite the exaggeration that you see on woods around path and face angle. What you do see is wide variations in speed, and we saw that players with speed and players with slower speeds had fundamentally different outcomes.

Especially when we look at stronger lofted modern spec packages, players with speed can generate plenty of launch and spin with those spec packages, but players that are slower with launch conditions.

So we started with players with speed, and we talked about using Ai to harness that power with a modern hollow body construction. It allows us to harness that power and speed, and to really work on dispersion control. As we're adding distance, we're working to control that downrange dispersion result that helps this to be a longer and more accurate golf club.

Progressive Shaping

Brian: It's a shape that will be aspirational and players will be proud to have in the bag, with a little thinner sole and thinner toplining. It's that clean hollow body look that many players are gravitating towards these days.

In the HL model, this is where we saw players with slightly slower swing speeds who struggle to get the ball up and are looking for optimal carry conditions. This cavity back design helps, it's a confidence builder, it promotes MOI and forgiveness. But we focused the face on, was we asked Ai to optimize for launch and spin. So we wanted to get face deflection that would help this player get the ball up, hit peak apex heights, and land steeper into greens.

We're really looking at this product that helps improve carry distances as well as stopping power. We did go weaker in loft, but that's not all we've done. We have an iron that players are going to hit longer than a competitive set of irons.

The MAX Fast player will be obvious to fitters with low swing speeds. And we've gone lighter in head weight to promote extra speed and head space, and we've asked the face to prioritize launch and speed for this player.

I think these are going to be a fitters' delight in really helping what these players are seeking based on their swing code.

Paradym Ai Smoke Hybrids

Intro

Dave: We made this profile a little bit bigger than we did on the Paradym Hybrid, so the profile is a little bit larger, and you still have that adjustability. The Tungsten Speed Cartridge helps us with the launch and spin, and the HL profile is a little bit bigger and oversized than the Standard model. But the face itself is a little lower, why is that?

Brian: This is a hybrid that's designed to go with our HL Irons Set, we're looking to increase launch and spin. The lower profile face is helping us to launch that ball a little bit higher with a little bit more spin.

Dave: The Ai Smart Face is unique for each of the models and each of the loft. As you get into the HL, the parameters we're putting into the Smart Face are all about the high launch. The MAX Fast model shaping is different with the fixed hosel and flat profile.

Brian: Yes (the MAX Fast) is a trend that we've seen be successful in the market with slower swing speed players, helping to get that ball up in the air and downrange.