

Callaway CB 12 Wedges – R&D Product Briefing

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Intro To CB 12

Zack: Today we are going to be talking about the CB 12 Wedge. To talk about the positioning, there's a clear need when we look at the market – golfer's choose game-improvement irons and super game-improvement irons because they are easier to hit, they're more forgiving, they have distance technologies, they've got wider soles, and everything is built around forgiveness.

We've clearly identified the need in the market for a wedge. Most players are playing Tour wedges that don't have any of the benefits that we've mentioned. This a game-improvement wedge for the game-improvement golfer who plays cavity back irons.

That's where CB12 fits, the name is derived from the 12 grams of perimeter weighting in the cavity. Brian, what updates have we made here on the tech side?

12 grams of Perimeter Weighting, Opus Grooves + Tri-Sole Design

Brian: Yes, let's start with the 12 grams of perimeter weighting – moving the weight around in the topline helps where the CG position is to create spin. And another way we create spin is a new groove pattern, which is currently on our Opus product. It's a tighter pitch groove with 37° wall angle, and this creates more spin around the green.

Any shot from 15 to 50 yards this is going to help create more spin. Plus, our Urethane Microspheres provide great feel on this wedge, and our Tri-Sole is really forgiving for players who typically hit behind the ball a little bit. The sole glides through the turf nice and easy, and you lose less ball speed on your shots when your sole glides through the turf.

Zack: For golfers who struggle out of bunkers, the Tri-Sole will help with that as well. This wedge is giving you more bounce that allows you to have some of that forgiveness. Ultimately, this product is all geared toward forgiveness. We have feel technologies, we have spin technologies, and certainly that's what most players are looking for. But for this specific category of player, it's forgiveness. We're trying to deliver something that's just easier to hit.

One of the things I've seen when testing products like this especially on those off-speed shots like gap wedges or sand wedges, sometimes it's easy to decel, hit it a little "toey" and on those types of shots it helps where if you do catch it off-center or slow down a little bit, you're still getting that forgiveness from the perimeter weighting.

From an offering standpoint, we'll be 50 through 60, one grind, it's simple. We've got a KBS High Rev 3.0 shaft in there, a True Temper Denali Green Shaft, Women's UST Recoil Shafts, all high-end components. This is a premium offering, and it will blend well with your irons set.

This is a wedge that an aspirational player can look at as more of a bridge between the game-improvement irons and your wedges. It's all about spin and forgiveness.