

Odyssey S2S Tri-Hot SB Putters Vidcast Transcript

Hosts

Jacob Davidson – VP of Product Strategy

Eric Stubben – RD Director, Putters

Intro

Jacob: We're really excited to share with you guys some new upcoming product that we've been working on. So, we're excited as Odyssey #1 putter on Tour to continue to bring some product that is new and innovative, Eric, I know this is a project you and your team been working on for a long time. The zero-torque category has been really hot, a category that we've seen really grow and expand, but I think the innovation within Zero Torque is still really young in its maturity stages.

Last fall, you and the team worked really hard on moving Zero Torque forward. We launched our S2S try hot where we essentially eliminated forward shaft lean through a unique construction of putters that I think have been well received. We're excited on how those are performing in the market and performing on tour, but we didn't stop there and so we want to introduce to you really the next generation a line extension into the S2S Tri-Hot that's going to further expand zero torque to more people.

But before we get into that Eric, I know for you and your team from a design brief and innovation standpoint. Walk us through the journey of how you and your team have kind of attacked Zero Torque and this innovation journey that you guys have been on.

Odyssey's Zero Torque History

Eric: Yeah, if you think back to a couple years ago when zero torque was starting to kind of get hot again or really for the first time. The first thing that we wanted to do was take what we thought was the weakness in the category and kind of build upon it with our strengths. And in that case it was shapes. And so in the category, some of the shapes looked funky. We knew that with our Jailbird and our #7, we could introduce some more standard looking shapes or shapes that were tour proven, but in a Zero Torque formulation.

So, we did that. The shaft was near the CG, a little bit further back and then from there we really wanted to just build upon that. So, we were proud of the first ones that we released in Ai-ONE Square 2 Square.

But you start to hear some things like, well, I don't like the shaft lean or I don't like the onset or I don't like having to use a special grip. So, like we always try to do, we wanted to go build upon that and that's where S2S Tri-Hot came from was we said, well, we can get rid of that shaft lean and we can get rid of most of that onset if we just move that CG forward.

And that's what we did and we're very, very proud of that product. We have, anywhere from 120 to 140 grams of tungsten in the face. The shaft and the spud is now on the topline, so you're not looking at it all the way in the back or in the back flange. You don't have to use a special grip. You don't have to forward press or have a bunch of shaft lean on it. But from that too, there were still some people that said, well, I don't like to use a center shaft to putter. It's just not something I'm comfortable setting up over. Feel like I can't find the center of the face with it. So, we said, OK, we can improve upon that too. And that's where this next line came from.

Jacob: Yeah, Eric and I love that you can see here on the screen, right. We just kind of, I remember Eric on the whiteboard, we were writing down the three things that maybe would keep people from trying Zero Torque and we know Zero Torque's not right for everyone., But we thought that it had the opportunity with bigger imagination and innovation to expand further than it was now.

And you can see it was center shaft only and it was obstructed alignment and, Mr. Callaway instilled in us, we're a very product driven company. DSPD is something you'll see on the walls within our building. It stands for demonstrably superior, pleasingly different. And it's easy to go out and do something different, but the pleasingly different is really hard and that's something that we felt like this category really didn't have.

There wasn't a clear leader in pleasingly different. There was some demonstrably superior, right? It was resonating in the market. There was performance, but we thought there was an opportunity to really focus on the second part of that acronym

that's so much a part of our culture.

And so when we skip over here to the next slide, you'll see that within the S2S Tri-Hot where we've moved zero torque forward and now we're moving it heel shafted. So Eric, talk to us here about this innovation journey you've been on.

Moving Zero Torque Heelward

Eric: It's such a simple change, but it's something that could really only come in an elegant way from the previous step of moving that CG forward, you know, a heel shafted putter or something where it has a single bend like we're doing here doesn't look as good when that CG is far back. It's kind of awkward to set up, too awkward to look at, but we really just move that spot to the back.

We have a single bend shaft now which stays on that same center shafted axis, but just goes in through the heel using that bend at the end. And what that allows us to do then is now we have standard alignment lines. So for the first time in a zero torque putter we have long alignment lines that can go on these. You see it here in the number 7 and it just sets up a little bit more natural. You're able to kind of set up like it feels like a heel shafted putter even though it isn't necessarily.

Jacob: That's awesome, Eric. So, as you can see, we've essentially crossed the line out through all three of these barriers to entry and so with the S2S Tri Hot Single Bend, we're excited to introduce in three shapes that we already have in the S2S Tri Hot line, the Jailbird, the Cruiser and the Rossie. And you can see looking down on these putters on your screen right here of really how pleasingly different the hosel is in that single bend.

That's so important because we want people that are putting with a traditional putter or something that they putted with for a long time to be able to pick up a putter that looks exactly the same, but yet the torque profile is different. So Eric, why did we choose the single bend?

Choosing The Single Bend Hosel

Eric: Well, we tried a few different things. We tried kind of modifying a crank hosel in a few different ways. But ultimately the single bin is just the cleanest way to look

down at it. You don't have this big bucket that's obtrusive, gives you more of a look at the sight line, and it was just what we felt like was the most elegant way to bring this to market.

Jacob: These look great. They've been sitting in my office and in your desk. And the best part about these is so many people have come by, whether it's, you know, PGA Club pros that are visiting or our staffers, they'll come in the office and they'll pick up this putter. And they'll start just kind of hitting putts with it or making practice strokes.

And then after about three or four, they'll go, wait a second, is this zero torque? And I think that's such a really testament of how good of a job you guys do. It's validation that you really wouldn't know this is zero torque. Because they look like a traditional putter, but once you start to swing that putter and make a putting stroke, you can feel the difference in a torque profile. So, we're only able to do this because of the unique construction of the try hot. So, this is Eric, a very similar construction, almost the identical to what we have now S2S try hot, right.

Eric: Yeah. The only thing that moved is the spud, but again, aluminum in the back in that big red piece, tungsten in the front, then steel and of course our AI dual insert with two urethane layers at the front.

Jacob: So really honestly leading the charge here in innovation, right? We have the the most forward CG we have a similar eliminated shaft lean. We've moved the spud to the hosel here in these new S2S Tri-Hot Single Bend. So, this will be the official name S2S Tri-Hot Single Bend. That SB just notates that there is a single bend configuration. You can see we're maintaining that. Same color scheme that we have currently in the Tri-Hot. The beautiful red and black sole plates, grips and shafts will all be the same, so no changes there. This is just a line extension to allow us to have that heelward hosel configuration that's going to allow it to expand to a broader audience. Just as a reminder here, same insert, no change here. The AI dual insert. Eric, you just want talk a little bit about the design of this insert?

Ai-Dual Insert

Eric: Yeah, again, AI designed insert with a firmer urethane on the back. And a softer urethane on the cover, the construction and the grooves that promote more top spin as well as speed consistency across the face. So just a reminder, we have the RPM groove. This is a 19-degree slope from the vertical. Again, it's more top spin and there's more spin consistency across the face on this.

And then touching on that spin consistency across the face so you can see. Left side here we have kind of a standard putter, something with no tech than our previous generation of Ai-One in the middle and blue and then AI Dual on the far right side there just low on the face center and then high on the face is what those 3 bars are denoting for each. You can see as a whole Ai-One had a little more spin than Ai-Dual has much.

And that and those graphs really at the bottom showing that you're getting top spin all across the face on AI Dual relative to some other faces. Again, Jacob, like we talked about when we first launched AI Dual, we're continuing to have the speed consistency like we had on AI One, just adding to it with more forward roll.

Jacob: That's right. And you know, better, better feel within the AI Dual. And Eric, I love what you guys have done here, right? Just really, Odyssey is leading the charge in innovation, the most advanced insert ever, offering speed consistency across the face, offering forward roll across the face.

Having the most forward CG now heelward ending that really exciting this journey we've been on here and what an opportunity when you have a new category like this. Bring freshness and newness and big innovation and big ideas to that. It's exciting to see. I know it's going to resonate very well with consumers