

Full Toe SP Vidcast Transcript

Hosts

Jacob Davidson – VP, Global Equipment Strategy

Brian Hurr – R&D Manager, Wedges

Intro – Full Toe Shape

Jacob: Hi everyone, Jacob Davidson from the product team here at Callaway, and I'm joined by Brian Hurr, who oversees the wedge category for us here at Callaway. We are excited to bring you guys a new wedge this fall.

As you'll see on the screen here, we are going to be launching an all-new Callaway Full Toe SP. This is a product just like we talked about on some of the other products we have coming out this year, is really a product that was designed to solve a problem. We call it category creators here, and I think that as we've launched many of them now, we've also learned some things.

We've had some shapes that started out with a strong point of view, we've had some where we've tried to slowly evolve them into more of an aspirational shape. But really, as we did a lot of research through this, we found this wedge is sticky for a lot of people, and when it has a strong point of view and serves a purpose, a lot of people see a lot of benefit from it.

So, we're going to talk with you here, Brian, in a little bit about the shaping and the offset and why this wedge was designed the way it was. But with the new Full Toe, we're calling it the most creative face in golf, and I think it's such a perfect, really ethos of this product. When you look at the short game, whether it's amateurs, whether it's professionals.

When you get people around the green, it really brings out so much creativity. And when you put different people in different spots, they all tend to see the shot a little bit different, and they seem to play it. Some people play it with a square face, open face. Some people go high, low, hands forward, hands behind, and that really requires for you, unlike other categories, you have to think through all the different situations that a player may use this wedge in.

Whether it's out of the bunker, whether it's out of the rough, whether it's out of the fairway, whether it's high, low, open face, square face, and so bringing that creativity into the design is really where this wedge shines. You'll see some great

beauty shots here of the new Callaway Full Toe SP wedge here. Really beautiful. It does have, as you'll see here, full face grooves, and we're going to talk a little bit about the technology here. So, Brian the Full Toe SP delivers, first and foremost, it is a unique shape, right? It's much different than our Opus SP. What makes this shape work, and why do we design it that way?

Brian: We're excited to bring some of that featuring back into the wedge, and bring in some of that offset, which is good for bunker play. It increases the launch angle, makes it easier to get out of the bunker, softer bunker shots. So, we're excited about this product.

Jacob: That's right, and when you get into this, it's a higher toe profile. We call it the Full Toe, but what that does is...shots around the green a lot of times Brian aren't played out of the center of the face right? They're typically as you open the face, they start to move a little bit high, and a little bit more toward.

Higher Toe + More Grooves

Jacob: So, when you design this wedge and you increase that that area of that high toe what it does is it allows people to have more room out there on that side of the club. And when people are hitting it out there on a traditional wedge, right, that's starting to get to the area where the grooves stop. And so, one thing about this full toe wedge is the full-length grooves that extend all the way across the face, right? I think it's how much more surface area or groove area we call it.

Brian: Yeah, 44% more groove area. So, along with that high peak in the toe, we also have those grooves all the way out. We find that if you're out in that thick rough and you come across the ball with an open face shot, there's a chance you're going to miss the grooves, right? So, this product will help you maintain some of that spin that you would lose otherwise on a shot like that.

Jacob: That's key and it gives you the spin and everything about this wedge, right, is about hitting high spinners, and you'll kind of see that. Really, with the spin pocket, right? We introduced the spin pocket with Opus SP. It was a way to essentially raise the CG. But when you get to a place like the high toe, it allows you to hit some levels that really, we've never hit in the building before from a CG placement standpoint. Talk to us a little bit about the Full Toe SP and what you did to get that CG as high as possible to deliver spin that really surpasses any wedge we've ever designed.

CG + Spin

Brian: You hit on the point where the high toe allows us to have quite a bit of area out there, and that allows us to really remove a lot of material. So, our biggest spin pocket we've ever made, 18% more than the SP+, and then 35% more than our standard Opus SP. What that allows us to do is - keep spin high and launch low on those square shots, and then we kind of talked about what that offset does on the open face shots. So, kind of the Swiss Army knife here of wedges, where you have the best of both worlds with the low spin or the high spin low launch on those square face, and then that high launch high spin on the open face shots.

Jacob: Yeah, and this wedge is like a get out of free jail card. I mean, time and time again, when we do testing, when people take it out and play, they just talk about when they shortside themselves, they're able to get out of that situation. They're able to get it up and in, or you know, really hit the high spinning shots that they can't do.

Having that that high CG gives that extra spin. Having the grooves across the face, having that shape that really is designed to open that face is really an incredible opportunity for people that struggle around the green to really have something that's new and different.

J and JW Grinds

Jacob: One of the last things here I want to talk about Brian is because it is a different shape because it's played a different way. You just didn't throw a traditional grind that we have on our tour wedges, right? It's not just an S or W or some of our other grinds. It's really a grind design specifically for the full toe shape, and we're even excited to add a new grind that we've never done before. So, walk us through a little bit of the grinds here that that are offered here in the full toe shape.

Brian: Yeah, so we've had the J grind in the past, but we've made some modifications to it this time. And one of the things we've done is we've added camber, both heel toe and back to front. And what that allows you to do is it just makes it more forgiving. So, if you hit behind the ball a little bit, you're not going to lose as much speed. Continue to make a closer shot to the pin, which we find very useful and helpful.

And the JW is I feel like one of the most fun soles we have ever played with. It's the ultimate in forgiveness. You take that thing in the bunker; you don't even have to

open it up. You can just throw your hands in it. It pops it right out. So, large sole there for forgiveness and a ton of fun.

Jacob: Right? And that JW stands for a wide sole version of the J. And to your point, it really is for that golfer that needs help getting out of the bunker. Maybe they're just starting the game of golf. Giving them something that's like we all desire to hit the high shots around the green, right? We all desire to see the balls that check up, that spin. This gives them an opportunity to experience that and really see shots that maybe some of the tour guys or better players they play with get to experience that and see that. So, really excited about that. The new J grind, the JW grind, and really some cool upgrades on what you guys did here.

Full Toe SP Recap

Jacob: I love going back to the full toe shape, the offset, the full lengths across the face, the spin pocket, our biggest spin pocket ever, highest CG we've ever done before, and then all new grinds. You guys really spent a lot of time on this wedge, and so from an offering standpoint here, Brian these are 54 through 62. They're designed to be high lofted wedges, right? We don't offer it down in the 48, the 50, and 52.

They're designed to be sand wedge and lob wedge replacements. You'll see the JW grind only comes in that 62, which is perfect for people getting out of bunkers or want to you know be able to hit it over bunkers, hit the flop shots. You'll see pretty much stock offerings here that we have in our other tour wedges, and then from a component standpoint, we'll have dynamic gold S200s along with the Golf Pride Tour Velvet 360 grip. Pricing will be at \$199, and we will be consumer introing this on the 21st of August with a par of the 4th of September.

So, great job to you and the team on this, Brian. The all-new Callaway Full Toe SP wedge. Appreciate everyone's time as always. If you have any questions, please don't hesitate to reach out to Jeff Newton or myself, Jacob Davidson. Here will be happy to answer any questions, and we look forward to bringing this wedge to market this fall. Thank you.