

## **New Hot Launch SuperSpin Wedges by Tour Edge Featured At PGA Merchandise Show**

*New Hot Launch line designed to be the leader in custom fitting value offering*

Tour Edge officially launched their new Hot Launch SuperSpin wedges at the 2018 PGA Merchandise Show January 24.

The new premium performance clubs will be available nationwide on February 1, 2018.

In one of the most exciting golf club launches of 2018, Tour Edge's new Hot Launch 3 line features a complete lineup from driver to wedge, all designed to fill a niche as the best pound-for-pound technology and performance at a mid-tier price point.

The all-new Hot Launch SuperSpin wedges feature CNC milled grooves that are at the maximum depths allowed by the USGA, providing the best in spin around the greens. The SuperSpin also features a beveled leading edge and a more rounded cambered sole for a smoother turf interaction from any lie.

Toe weight technology creates an expanded sweet spot and maximizes stability on impact.

"When I was designing the new Hot Launch SuperSpin wedge with my team, we took great lengths in formulating the shape of this wedge," said Tour Edge founder and Master Club Designer David Glod. "It's a classic wedge shape with a beveled edge and more rounded cambered sole, so it glides through the turf. Computer milled grooves bring it to the USGA maximum and that is what produces the exceptional control and spin that led to the name of the wedge."



The Hot Launch series is designed to specifically to take advantage of the emerging growth segment of customization within the equipment market and until the launch of Hot Launch by Tour Edge; the value segment of this market has been largely under-served.

Tour Edge plans to have up to 1,000 custom fitting centers across the country that will feature the new mobile HL3 custom fitting bag and their unprecedented 48 hour guaranteed delivery on custom fit orders.

"We are aggressively marketing the message that every golfer should be getting custom fit, and that it is especially high handicap players who have the most to

gain by getting fit," said Tour Edge Vice President of Marketing Jon Claffey. "You don't need to spend your kid's college tuition to get into a high-performance, high-technology game-improving set of golf clubs. Our goal is to open the flood gates on custom fitting and HL3 has proven to be the perfect product to accomplish this goal with its advanced technology, top-tier performance and amazing price structure."

The Hot Launch SuperSpin wedge comes in six lofts, every two degrees from 50 to 60 degrees.

The stock shaft for the Hot Launch SuperSpin wedge is a UST Mamiya designed exclusively for the HL3 line. It is available in Ladies, A-flex, Regular and Stiff shafts. The set is also available in KBS Tour 90 steel shafts in Regular and Stiff shafts.

The Hot Launch SuperSpin wedge will be available February 1 at an authorized Tour Edge retailer and will feature a cost of \$59.99 in steel and graphite. To find a Tour Edge retailer near you, call (800) 515-3343 or visit [touredge.com](http://touredge.com).

### ***Key Hot Launch SuperSpin Wedge Technology:***

- Maximum Allowed CNC Milled Grooves
- Rounded Cambered Sole
- Beveled Leading Edge
- Toe Weight Technology

### **About Tour Edge Golf**

In 1985, David Glod founded Tour Edge with a focus on offering golfers with high quality and technologically advanced golf products that were as cutting-edge as they were affordable. He is now considered one of the preeminent master club designers in golf club design and has led Tour Edge to be a Top 10 manufacturer in every club category.

Tour Edge is driven to provide the very best in forward-thinking technology and in utilizing advanced materials that are proven to perform better than the status quo. Independent robotic tests and professionals who play Tour Edge products on the PGA TOUR, PGA Champions Tour, LPGA Tour and Web.com Tour without club contracts have proven time and time again that the unique technology approach that Glod and Tour Edge have taken has set them apart from the competition. Tour Edge products have earned 10 victories and over 50 Top 10 finishes on the PGA TOUR.

Tour Edge, an American owned and operated company for more than 32 years, manufactures and sells golf clubs under three distinct brand names: Exotics, Hot Launch and Bazooka. Exotics products bring futuristic technologies to the marketplace with tour preferred designs and smaller production runs. Hot Launch has forged a name for itself as a producer of high-quality premium game improvement golf clubs from driver to wedge. Hot Launch has proven to provide the greatest custom fit value in golf and includes an unprecedented guaranteed 48-hour custom fit delivery program. Bazooka represents the absolute best value

available in golf, offering advanced players, beginners, women and juniors the best in playability and affordability.

All Exotics and Hot Launch clubs are hand-built in the United States and then distributed throughout the world. Every Tour Edge club comes with a Lifetime Warranty and a 30-day play guarantee. High resolution images are available at [www.touredge.com](http://www.touredge.com) (select Media Center). For more information, call (800) 515-3343 or visit [touredge.com](http://touredge.com).

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