

Where Do You Fall On The Spectrum?

Cleveland Golf has a wedge to fit your game.



HUNTINGTON BEACH, CALIFORNIA: A staggering 65 percent of strokes for an average golfer are played inside 125 yards of the pin. “For a 20 handicapper, it equals 60 shots per round, of which about 20 are played with a wedge,” explained Brian Schielke, senior product manager, Golf Clubs. “Statistics clearly show a solid short game with the right clubs will help lower your score.”

Cleveland Golf, the leader in wedge innovation and fitting with U.S. headquarters in Southern California and global headquarters in Japan, has dozens of engineers working around the clock developing breakthrough technology.

“When we release a new product, you know science is behind the technology,” said Schielke. “On average, we spend 48,000 hours of research and testing before a new wedge ships to consumers.”

JUSTIFYING CLEVELAND GOLF’S DOMINANCE

“The search for a perfect wedge is elusive,” continued Schielke. “USGA restrictions actually help us defend our market share in the wedge category. Rather than set rigid dimensions of width, depth, and edge radiuses, they created a formula focused on the total area of the clubface, creating infinite possibilities to research.

“The manufacturer who dedicates the most engineering resources will determine the best specifications. We don’t divide our research and development engineers into

product categories of wedges, irons, and drivers. Since Cleveland Golf is dedicated to the short game, our resources focus on creating a better wedge.”

WHERE DO YOU FALL ON THE SPECTRUM?

Because the short game is so crucial to scoring and players of varying skill should not all be playing the same wedge, Cleveland Golf designs three different wedges—two of which are also available in ladies options—to ensure there is an optimal model for every player.

For low-handicappers and tour-level players there is the RTX 2.0 blade. “Its compact shape allows you to open the face and keep the leading edge close to the ground, offering maximum versatility,” reported Schielke.

Mid-handicappers will benefit from the RTX 2.0 cavity back. “If you play cavity-back irons, which 90 percent of golfers do, this is your wedge,” insisted Schielke. “It provides a slightly larger clubhead and a wider sole that give you better results on mis-hits.”

The Smart Sole 2.0 is designed for recreational golfers who find the short game the most challenging. “It’s our most forgiving wedge with a very wide sole,” described Schielke. “It’s for those looking to have fun on the course and not duff a shot. I call it short game made simple.” ■

For more information, please visit ClevelandGolf.com.

Explaining The Importance Of Grooves

There is a misconception that grooves grab the ball to enhance spin. Not true. Their primary mission is to channel moisture, dirt, and grass debris away from the contact point of the ball on the clubface. The combination of a clean ball impacting a clean clubface maximizes spin.