

# ENGINEERED FOR THE ASPIRATIONAL GOLFER



*“Distance control is a huge key in what separates the best players in the world from the average golfer.”*

— GRAEME McDOWELL, PGA TOUR SUPERSTAR

HUNTINGTON BEACH, CALIFORNIA: In the heart of Orange County sits a modern industrial warehouse that forms the fourth largest golf manufacturer in the world, housing the Srixon, Cleveland Golf, and XXIO brands.

After an impressive 2022, President & COO Mike Powell is looking to keep the momentum going with multiple product releases.

**DID YOU KNOW?** Forged irons are made from a solid piece of metal. Cast irons involve pouring molten metal into a pre-formed mold. Generally, forged irons “feel” softer and cast irons do not provide as much feedback at time of impact.

“Last year was pretty strong across the board for our companies,” said Powell. “The golf industry is well positioned to maintain momentum this year. After record-breaking rounds played in 2021, that pace continued in 2022. I think the combination of a more relaxed atmosphere at golf facilities, and the approach equipment manufacturers are taking towards the product for beginner to intermediate players bodes well for golf.”

This season, Srixon has refreshed their product lineup, including Srixon’s new line of ZX Mk II Woods and Irons, as well as their popular line of Z-STAR Series and SOFT FEEL golf balls.

“With our new ZX Mk II Iron lineup, it’s more evolutionary than revolutionary,” explained Powell. “We’ve had a lot of success

with the Srixon ZX5 and ZX7 Irons, especially on Tour. With refinements in design, ball speed, and forgiveness, we’ve been able to create another great iron option in the ZX4, allowing for more fitting and combination options to make the perfect set.”

During last year’s season-ending Charles Schwab Cup Championship, 24 of the 74 Champions Tour competitors had Srixon in their bag. “Even more impressive, only six of those players are under contract,” said Powell.

Srixon’s new line of products has been well received and has seen positive results early in the season. “The ZX Mk II Driver has won nine times worldwide since we introduced it to players in the fall, and the Z-STAR DIAMOND is in the bag of the ZOZO Championship winner Keegan Bradley,” mentioned Powell.

In no small part, Powell credits the company’s successes to their parent company Sumitomo Rubber. “They provide us access to some of the best engineers around the world, offering us a distinct advantage in material science. The end result is equipment that gives players confidence to control their game and play their best, concluded Powell.” ■

For a complete look at Srixon’s 2023 lineup, please visit [us.dunlopsports.com/srixon](https://us.dunlopsports.com/srixon).

