

# New Exotics EXS 220 and 220h Hollow-Body Iron Sets Announced by Tour Edge

Tour Edge officially introduces two new state-of-the-art Exotics EXS 220 hollow-body iron sets, the EXS 220 and EXS 220h iron sets.

"These two new irons sets take us into the realm of offering next-level distance coupled with extreme forgiveness in both game improvement and super game improvement designs," said Master Club Designer David Glod. "We have long been a trail blazer in hollow-body irons. These two gorgeous iron designs encompass every performance benefit this emerging technology provides."



## **EXS 220 Iron - Split Hollow-Body Set/Undercut, Game Improvement, Platinum Chrome Finish**

The EXS 220 iron set is a split set featuring both hollow body and deep undercut designs, making for an extremely advanced multi-material game improvement set in a Platinum Chrome finish that plays extremely long.

The hollow-body long irons of the EXS 220 set (4 through 7 irons) offer extreme power, while the deep undercut scoring irons (8 through Gap Wedge) offer precise accuracy with tight dispersion characteristics.

The hollow-body long irons feature a forged maraging steel 450 Cup Face, while the scoring irons are a solid 431-stainless-steel construction.

The EXS 220 irons feature a 19-gram Tungsten weight for extreme toe weighting and an expanded sweet spot.

The new Platinum Chrome finish is rich in looks as well as durable and water repellent in performance.

## **EXS 220h Iron – Pure Hollow-Body Set, Super Game Improvement, Brushed Black Satin Finish**

The EXS 220h iron set is a completely hollow-body iron super game improvement set with a Brushed Black Satin finish made from 17-4 steel.

The 'h' in '220h' designates a hybrid iron set designed to produce the distance and forgiveness of a metalwood combined with the feel and control of a forged iron set with progressive offsets that match from club to club.

Exotics EXS 220h irons feature an extremely high Moment of Inertia (M.O.I.) and a deeper C.G. (Center of Gravity) due to its shallower face, wider sole, offering amazing forgiveness due to the expanded perimeter weighting. The Cup Face design of the EXS 220h improves ball speed off the face at impact.

To see the chosen stock shafts for the EXS 220 irons, see the SpeedTested Shafts section below that will explain how the optimal shaft for every flex and swing speed has been selected for the EXS 220 line through extensive robotic testing.

The Exotics 220 line-up will now be included in Tour Edge's unprecedented 48-hour custom delivery program for custom orders anywhere in the continental United States.

The new ultra-premium, max-performance iron sets will be featured at the 2020 PGA Merchandise Show and will be available for purchase worldwide on February 1, 2020.

They will carry a cost of \$129.99 per iron graphite, \$109.99 Steel.

### **Loaded with Tech Designed for Extraordinary Distance, Forgiveness and Feel**

- Both iron sets feature state-of-the-art SpiderWeb Variable Face Thickness technology located behind the face that acts as a web across the face to enhance the sweet spot in every direction.
- The irons also feature LaunchPad Technology, a TPE polymer housed in the internal cavity insert that has been coated with a special performance gel that absorbs shock and creates more spring effect.
- A Ramped Sole offers more relief on the heel and toe for smoother turf interaction, while a new Notch Hosel allows for easier bending +/- 4 degrees for expert custom fitting.



- Both iron sets are Power Lofted for maximum distance gains that are designed to maintain the same launch characteristics and apex heights as traditional lofts and feature progressive offsets and blade lengths from iron to iron.

## **SPEEDTESTED**

### **SpeedTested Shaft System**

Every shaft in the EXS 220 Series has been SpeedTested to find the optimal custom shaft pairing for every flex, proven by robotic testing and validated by player testing. Tour Edge R&D tested an extensive range of market-leading shafts with the Tour Edge Developmental robot (T.E.D.) to determine the best performing custom shafts for every swing flex/speed.

“This new way of looking at how to pair custom shafts is unique to the industry,” said Glod. “We have invested heavily in R&D and one of the first things we did with our new in-house swing robot was to test at different speeds. This has led us to do a bit of pre-custom shaft fitting for anyone buying EXS 220.”

“Our testing showed that the performance of a shaft at a certain swing speed performed much better than at another speed in almost every speed test we did,” said Glod. “It made perfect sense to us to offer the best performing stock shaft per flex and speed, instead of the traditional approach of assigning one family of shafts to all flexes that perform differently at different speeds.”

### **EXS 220 and 220h SpeedTested Stock Shafts**

85 MPH or Below    **KBS TGI Tour Graphite** 50g Ladies | 60g A-Flex

85-95 MPH        **KBS TGI Tour Graphite** 70g Regular | 80g Stiff

**TrueTemper XP85** 85g Regular

**TrueTemper Elevate 95** 95g Regular

95 MPH or Above    **TrueTemper XP85** 85g Stiff

**True Temper Elevate 95** 95g Stiff

**Project X HZR DUS Smoke Black** 80g 6.0 Stiff 80g 6.5 X-Stiff

### **48-Hour Custom Fit Delivery**

For the first time, Exotics product will be a part of Tour Edge’s unprecedented 48-hour custom fit nationwide delivery guarantee.

Exotics EXS 220 will be available with Tour Edge’s 48-Hour Custom Fit Delivery program where custom fit orders from an authorized Tour Edge EXS 220 fitter arrive back to the end consumer in 48 business hours anywhere in the continental United States.

If the custom order is placed to Tour Edge by the authorized Tour Edge dealer by 2:30 PM Central time, the order will be guaranteed to arrive either back to the fitting location or directly to the consumer's house.

### **Hand Built in the USA**

All Tour Edge Exotics clubs are hand built in the United States at our headquarters in Batavia, Illinois.

### **Lifetime Warranty**

All Tour Edge Exotics clubs are backed with a lifetime warranty that covers any manufacturer defects for the life of the product.

### **About Tour Edge**

Tour Edge, an American owned and operated company for more than 34 years, manufactures and sells golf clubs under three distinct brand names: Exotics, Hot Launch and their "Get in the Game" products.

In 1986, David Glod founded Tour Edge with a focus on offering high quality and technologically advanced golf products that were as cutting edge as they were affordable.

Today, Glod is 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 products have been in play on the PGA TOUR, PGA Tour Champions, LPGA Tour and Korn Ferry Tours, leading Tour Edge equipment to 22 victories on the PGA Tours (10 PGA TOUR /11 PGA Tour Champions/ 1 Korn Ferry Tour).

Tour Edge clubs have been in play in every PGA TOUR major championship event and in Ryder Cup competitions. Since 2018, over 650 Tour Edge clubs by over 90 different professionals have earned 12 wins, 16 runner-up finishes, over 50 Top 5 finishes and over 100 Top 10 finishes on the PGA Tours.

Their team of tour staff professionals includes 2019 Charles Schwab Cup winner Scott McCarron, Tom Lehman, Tim Petrovic and Duffy Waldorf. Tour Edge drivers have also won two World Long Drive Championships and hold the top three longest drives in the history of the sport by staff player and #1 ranked Phillis Meti.

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