



Tour Edge Announces 4 New Iron Sets as part of their Exotics 723 Series

Exotics C723 (Player's Distance), E723 (Game Improvement), Pro 723 Forged and BL Prototype Blades to Launch March 1

Tour Edge, the pound for pound industry leader in performance and innovation, announces four new iron sets as part of the all-new Exotics 723 Series.

Today, Tour Edge announced the all-new Exotics 723 Series irons, including the more compact C723 Iron and the feel enhanced E723 Iron.

Both the Extreme (E) and Competition (C) ranges feature new technologies and setups designed to produce different playing characteristics targeting a specific player.

The performance and design goals of the Exotics 723 Irons from Tour Edge R&D are to provide every level of golfer with two extreme distance irons that feature full-face forgiveness and ball speed with a perfected sound and feel.

"Once again, we've made the tour-popular C723 player's distance iron smaller than the previous iteration with a thinner top-line and shorter blade length. With the E723 iron, we expanded the sweet spot by adding more injected VIBRCOR performance TPU inside the clubhead," said Tour Edge master club designer and President David Glod. "These are the best-looking and feeling E and C Exotics irons to date. The performance we've seen out of these irons has been extremely impressive to go along with these sharp new looks and impressive feel that we have created."

Tour Edge is also launching the new Exotics Pro 723 Forged irons and the special-release Exotics BL Proto Blade irons as part of the 723 Series.

The Pro 723 Forged irons came about from the players on the PGA TOUR Champions requesting an iron featuring player-shaped forgiveness.



This led to a slightly larger forged cavity design. A VIBRCOR badge and over an hour of machining time on each iron head is the calling card of these forged beauties.

The BL Proto iron is a true prototype iron set that was designed by Glod with immense feedback from Tour Edge staff player Bernhard Langer.

Langer has played several of these prototype irons in tournament play in the 2022 season.

"The Pro 723 Forged iron is elegant and simplistic in its performance," said Glod. "I think the first thing you'll notice is the immaculate feel of the Pro 723 forged irons. Then you'll see that they are some of the easiest to hit forged irons out there. That's what the players were asking for and that is what this iron delivers. They are pretty special."

"As far as the BL Proto irons are concerned, this is a true prototype that we are going to make available to the public through extremely select channels," added Glod. "There are only about 100 sets, so keep a close eye to the Tour Edge feeds on how these will become available to the end-consumer through a special release."

The new ultra-premium, high-performance Exotics 723 Series irons will be available for purchase worldwide on March 1, 2023. Pre-Sale starts February 8th and will go through February 28th.

Exotics E723 Iron

This ultra-premium extreme distance iron is loaded with tech, including Tour Edge's revolutionary VIBRCOR™ technology and breakthrough Diamond Face VFT™ technology that give these irons incredible power and feel.

VIBRCOR Technology - A high-grade TPU strategically injected into the deep 360-degree undercut pocket to create this unique speed-inducing and feel-enhancing internal technology.

The E723 Irons feature more VIBRCOR in the clubhead to further enhance feel and create more speed. It also now features visible VIBRCOR on the back of the clubhead.

VIBRCOR TPU significantly alters the feel of the clubhead, produces faster ball speed, dampens sound and shock, and creates perimeter weighting around the entire clubhead for maximum forgiveness and power off the face. VIBRCOR allows for this sleek, extremely long and forgiving iron head to have the support, sound and feel of a forged iron in an Extreme Game Improvement iron body.

Diamond Face VFT - Different diamond shapes of variable face thickness behind the face function as minitrampolines to create faster ball speeds and expand the sweet spot to outer



areas of the face. There are 99 total Diamond shapes featured on Diamond Face VFT that cover the entire face of the E723 Iron.



Diamond Face VFT features three different thicknesses in an interweaving pattern and features a face thickness reduction on the heel and toe for even greater forgiveness.

The mini trampolines that make-up Diamond Face VFT create faster ball speeds and an expanded sweet spot. The full-face increase in Diamond Face VFT coverage to the extreme heel and toe coverage ball speed on off-center hits while also greatly aiding forgiveness on these strikes.

360° Undercut Design - The design is a one-piece high-strength steel body with a 360-degree Undercut Design. What does it do? It lowers the CG to produce a higher launch and increases face flexing, ball speed and overall distance across the entire face. The multi-material electroform cap now features carbon fiber for added perimeter

weighting.

Extreme Toe Weighting - Extreme Toe Weighting achieved on the high toe in the rear portion of the club along with a new toe weighting pocket. This dual toe weighting elongates the sweet spot to achieve a higher MOI and strategic CG positioning right behind center face and further optimizes the sound and feel of the iron.

Stock Shafts: KBS TGI Tour Graphite 50 L, Tensei AV Blue 65 A/R/S/X, Project X HZRDUS Black Gen 4 80 R/S/X, True Temper Elevate 95 MPH R/S, KBS Tour Steel R/S/X

Available Lofts in Right-Handed – #4 iron/19°, #5 iron/21.5°, #6 iron/24°, #7 iron/27.5°, #8 iron/32°, #9 iron/37°, PW/42°, AW/46°, GW/51° SW/56°

Retail Price:

\$129.99 each in graphite /\$99.99 for 7-piece set in graphite

\$114.99 each in steel /\$699.99 for 7-piece set in steel



Exotics C723 Iron

This ultra-premium player's distance iron loaded with tech like the revolutionary VIBRCOR™ technology and Tour Edge's breakthrough Diamond Face VFT™ technology that gives these irons incredible power and feel.

VIBRCOR Technology - A high-grade TPU injected into the hollow-body pocket to create a new speed inducing and feel-enhancing internal technology.

VIBRCOR performance gel injected into the hollow-body cavity produces faster ball speed, dampen sound and shock at impact and to create perimeter weighting around the entire clubhead for maximum forgiveness and power off the face.

VIBRCOR treatment creates the feel of a full flush cavity iron in a sleek, extremely long and forgiving iron head that has the support, sound and feel of a forged iron in a player's distance iron body.



Diamond Face VFT - Different diamond shapes of variable face thickness behind the face function as minitrampolines to create faster ball speeds and expand the sweet spot to outer areas of the face. There are 94 total Diamond shapes featured on Diamond Face VFT that cover the entire face of the C723 iron.

Military Grade Maraging Steel L-Cup Face - A high-strength forged Military-Grade Maraging Steel Face is plasma-welded onto a 17-4 stainless steel body. This ultra-high-strength steel is used in aerospace, with applications including landing gear, helicopter undercarriages, slat tracks and rocket motor cases and other applications which require a high strength-to-weight material.

This allowed Tour Edge to produce a significantly thinner face, the thinnest in an Exotics iron to date. It also helped dramatically increase face flex across a greater surface area of the club face.

The L-Cup Face acts as a hinge designed to improve accuracy and protect off-center ball speed.



Hollow-body Design with Player Preferred Shaping - The hollow-body Exotics C723 Iron features a 5% smaller clubhead with a shorter blade length and a thinner topline. The more classic shape of the C723 features more traditional lofting from iron to iron.

This hollow-body iron design of the Exotics C723 Iron offers extreme perimeter weighting to create the distance and forgiveness of a metalwood combined with the feel and control of a forged iron set. The hollow body design allows for increased face flex, and the ability to have a thinner face and a deeper CG in a thin-sole iron design.

Stock Shafts: KBS TGI Tour Graphite 50 L, Tensei AV Blue 65 A/R/S/X, Project X HZRDUS Black Gen 4 80 R/S/X, True Temper Elevate 95 MPH R/S, KBS Tour Steel R/S/X

Available Lofts in Right-Handed – #3 iron/19°, #4 iron/21°, #5 iron/23°, #6 iron/26.5°, #7 iron/30°, #8 iron/34°, #9 iron/39° PW/44°, AW/49°

Retail Price:

\$159.99 each in graphite /\$999.99 for 7-piece set in graphite
 \$144.99 each in steel /\$899.99 for 7-piece set in steel

Exotics Pro 723 Forged Iron

This slightly larger forged cavity-back iron came about via tour feedback asking for player-shaped forgiveness. The ultra-premium Pro 723 Forged irons are CNC milled to precise tolerances and the face grooves designed to maximize performance throughout the set is also CNC milled to offer the thinnest face possible without sacrificing feel.

Player Shaped Forgiveness - A slightly larger forged cavity design based on tour player feedback. The larger CNC milled cavity allowed Tour Edge engineers to move critical weight behind the center of the face and to the lower portion of the head for maximum forgiveness while maintaining a thin top line and classic look at address.

Meticulous Machining Process - Every iron head spends over an hour being CNC milled to exacting tolerances. After the forging process, the faces are CNC milled to precise tolerances





and the face grooves are designed to maximize performance throughout the set. The heel and toe pockets in the cavity are also CNC milled to offer the thinnest face possible without sacrificing feel.

VIBRCOR Filled Cavity - A VIBRCOR TPU badge located inside the cavity. The VIBRCOR dampens shock and provides a buttery muscle-back feel while aiding perimeter weighting and overall forgiveness.

Center Cavity Pad - A thick pad of extra steel in the center of the cavity behind the face. The added weight in the center of the cavity allows for center hits to have greater power. It also allows the heel and toe pockets of the cavity to be precision milled as thin as possible to provide maximum forgiveness and feel on off-center contact.

Stock Shafts: TrueTemper Dynamic Gold 105 R/S/X

Available Lofts in Right-Handed – #3 iron/20°, #4 iron/22°, #5 iron/25°, #6 iron/28°, #7 iron/32°, #8 iron/36°, #9 iron/40° PW/44°, AW/48°

Retail Price:

\$169.99 each in steel /\$1189.99 for 7-piece set in steel

Exotics BL Proto Iron

Tour Edge chief designer David Glod worked directly with Bernhard Langer perfecting every millimeter of these milled forged blades.

The long irons feature some special tech with two tungsten plugs directly behind the face.

“After Langer first put these new prototype irons into play at the 2022 Masters, we have continued with the ageless wonder to tune them in just right,” said Glod.

“Along the way I realized that this was the perfect blade for a ton of golfers out there that don’t ever really get an opportunity to purchase. Bernhard likes a lot of offset in his blades, which is a





rare thing to find. So, I decided that we will announce a special release with these prototypes to help fill a niche that exists in the marketplace. Stay tuned!"

About Tour Edge

In 2023, Tour Edge is celebrating 37 years as a highly renowned and top-selling golf club and bag manufacturer serving the global golf market. Tour Edge is an American owned and operated company out of Batavia, Illinois that manufactures and sells golf clubs under three distinct sub-brands:

- Exotics: a tour-preferred line of ultra premium equipment featuring next-level innovation and materials that is in the bags of over 160 of the world's top professionals.
- Hot Launch: the highest level of performance and game improvement innovation design at a mid-tier price point and the #1 custom fitted value in golf.
- "Get in the Game" products: featuring complete sets for men, women, seniors, and juniors, as well as individual drivers, putters, wedges, and golf bags designed for casual and beginning golfers on a budget.

The legendary #TeamTourEdge tour staff includes Alex Cejka, Ken Duke, Bernhard Langer, Scott McCarron, Tim Petrovic, Duffy Waldorf and Mike Weir. Tour Edge products have been in play for 31 victories on the PGA Tours, including 10 on the PGA TOUR and 20 on the PGA TOUR Champions.

All premium, Tour Edge golf clubs are hand-built in the U.S.A and carry a Lifetime Warranty that covers any manufacturer defects for the life of the product.

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