

WHAT'S NEW

By Randy McDonald

Callaway Warbird

Callaway introduces a new sub-brand focused on the value segment of the ball market. The Warbird is aimed at golfers who are seeking maximum distance. The two-piece construction has a high-energy core made of high-grade rubber and dense tungsten, with a firm ionomer cover that is extremely cut-proof and scuff-resistant. The Warbird has the highest core compression of any golf ball Callaway has brought to market.



Golfer Achiever

Golfer Achiever's patented laser technology is designed to provide accuracy and precision in the measurement and reporting of all significant ball flight and golf swing data. Golfer Achiever is currently used by golf professionals and amateurs around the world for golf equipment sales and fitting, golf instruction, and golf practice.



Callaway Forged Wedges

Callaway Golf's chief golf club designer, Roger Cleveland, designed this series of wedges with two finishes and five lofts. These new wedges have a classic appearance, while offering significant performance benefits to golfers of all skill levels. Roger Cleveland believes using the forging process, rather than casting, gives the Callaway Golf Forged wedges a soft solid feel that is preferred by professionals and top amateurs.



Synergy Pink Pearl

The Synergy Pink Pearl from Toppoint is an 80-compression ball designed specifically for serious women golfers. Using the latest Synergy Core technology, the large titanium power core is designed to produce low spin off the tee for maximum distance and control. The 432 dimples are to improve accuracy. With the Synergy Pink Pearl, Toppoint has also introduced the Synergy Master. Toppoint golf balls available at valued prices.



Precept U-TRI

Precept introduces the new U-Tri Extra Distance and U-Tri Extra Spin golf balls. While three-piece, urethane-covered balls have normally been high-priced, Precept has created two high performance urethane-covered golf balls that are affordable for the masses. The advanced muscle-fibre core, ionomer inner cover and urethane outer cover are designed to work together for greater distance and feel around the green.