

# 2011 PRODUCT RANGE



**SRIXON**



The background of the image features a tennis racket, with its head on the left and handle on the right. The strings of the racket are represented by a series of vertical black and white lines. The background color transitions from a dark orange on the left to a bright yellow on the right. The Srixon logo is prominently displayed in the center, rendered in a bold, metallic, 3D-style font. The letters are black with a silver outline and a silver shadow, giving them a three-dimensional appearance. A registered trademark symbol (®) is located at the end of the word.

# SRIXON®

***PLAY A BETTER BALL™***



## THE LATEST Z-STAR WOODS ARE TRULY PERFORMANCE DRIVEN

The 460cc Titanium Driver features both adjustable weighting and adjustable face angle. With a simple turn of a key, both weight and face angle can be finely tuned to fit the individual golfer's game.

The Z-STAR Driver features the Miyazaki Dromos shaft that has been specially designed to offer maximum performance with clubs that feature adjustable heads.

The Z-STAR Fairway woods are available in 15 degree and 18 degree lofts.



### Z-STAR DRIVERS FEATURE THE STAR FITTING SYSTEM

**S★T★A★R**  
FITTING SYSTEM

**SPEED** – REGULAR OR STIFF FLEX

**TRAJECTORY** – 9 OR 10.5 DEGREE LOFT

**ALIGNMENT** – FACE ANGLE WITH 12 DIFFERENT SET UPS

**RESPONSIVENESS** – 7 DIFFERENT WEIGHT OPTIONS







## THE Z-STAR IRONS ARE A TWO PIECE FORGED DESIGN

They have a 1025 Carbon steel Forged body with a 1020 Carbon steel rolled face and have been designed with major tour player input, to provide irons that have the very optimal feel and performance that leading players demand.

The irons are fitted with Nippon Steel NSI050 Shafts in Regular or Stiff options and available in 4 – PW with a 3 iron option.



**SRIXON** | **ZSTAR**



**COMING  
SOON**

THE NEW AND IMPROVED Z-STAR,  
SRIXON'S BEST EVER 3 PIECE BALL.



**SRIXON** | **ZSTAR XV**



**COMING  
SOON**

THE NEW Z-STAR XV,  
SRIXON'S FIRST EVER 4 PIECE BALL.

# SRIXON

## TRISPEED

### 3 KEY FEATURES AND BENEFITS



#### HIGHLY RESILIENT, YET THIN IONOMER COVER

PROVIDES EXCELLENT DURABILITY IN A PREMIUM DISTANCE BALL

#### SUPER SOFT ENERGETIC GRADIENT GROWTH CORE

GENERATES HIGH LAUNCH WITH SLOWER SWING SPEEDS

#### THIN AND SOFT IONOMER MID LAYER

SUPERIOR SOFT FEEL ON EVERY SHOT

### TECHNICAL SPECIFICATIONS

#### TRISPEED

CONSTRUCTION	3PC
CORE DIAMETER	1.496"
COVER THICKNESS	0.053"
COVER HARDNESS	57 SHORE D
COMPRESSION	64
DIMPLE NUMBER	324





# SRIXON

## AD333

### 3 KEY FEATURES AND BENEFITS



**HIGHLY RESILIENT AND SOFT RABALON® HR+ PANATETRA BLENDED THIN COVER**

PRODUCES GREAT FEEL AND GREENSIDE SPIN

**ENERGETIC GRADIENT GROWTH CORE**

MAXIMISES DISTANCE WITH HIGH LAUNCH AND LOW SPIN

**333 AERODYNAMIC DIMPLE DESIGN**

REDUCES DRAG RESULTING IN PENETRATING BALL FLIGHT ADDING MORE CARRY WITH EVERY SHOT

### TECHNICAL SPECIFICATIONS

	AD333
CONSTRUCTION	2PC
CORE DIAMETER	1.568"
COVER THICKNESS	0.057"
COVER HARDNESS	57 SHORE D
COMPRESSION	75
DIMPLE NUMBER	333



\*Source: Sports Marketing Surveys Ltd Retail Audit Dec 2009 - June 2010.





**SOFT FEEL**

### 3 KEY FEATURES AND BENEFITS



**HIGHLY RESILIENT RABALON® HR+ AND PANA TETRA BLENDED IONOMER COVER**  
OFFERS LOW SPIN GREATER DISTANCE AND GREATER DURABILITY

**ENERGETIC GRADIENT GROWTH CORE**  
HIGH LAUNCH AND LOW SPIN OFF THE DRIVER FOR GREATER DISTANCE

**NEW AERODYNAMIC 324 DIMPLE DESIGN**  
PRODUCES HIGH TRAJECTORY WITH REDUCED DRAG FOR MORE CARRY AND TOTAL DISTANCE

### TECHNICAL SPECIFICATIONS

	<i>SOFT FEEL</i>
CONSTRUCTION	2PC
CORE DIAMETER	1.541"
COVER THICKNESS	0.071"
COVER HARDNESS	60 SHORE D
COMPRESSION	68
DIMPLE NUMBER	324



# SRIXON

## SOFT FEEL LADY

### 3 KEY FEATURES AND BENEFITS



#### LOW COMPRESSION DESIGN

LOWEST COMPRESSION (59) THAT SRIXON HAS EVER OFFERED

#### ENERGETIC GRADIENT GROWTH CORE

HIGH LAUNCH AND LOW SPIN OFF THE DRIVER FOR GREATER DISTANCE

#### NEW AERODYNAMIC 324 DIMPLE DESIGN

STRONG AND HIGH TRAJECTORY ON EVERY SHOT

### TECHNICAL SPECIFICATIONS

	SOFT FEEL LADY
CONSTRUCTION	2PC
CORE DIAMETER	1.541"
COVER THICKNESS	0.071"
COVER HARDNESS	56 SHORE D
COMPRESSION	59
DIMPLE NUMBER	324

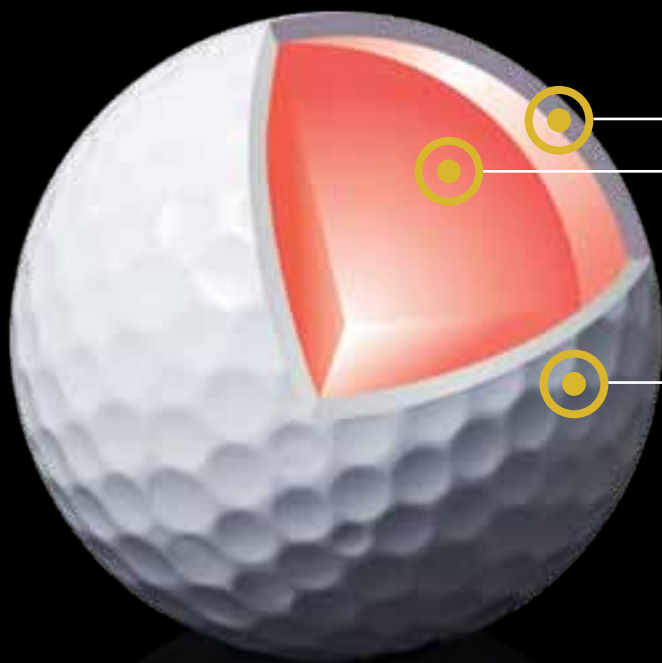






**DISTANCE**

### 3 KEY FEATURES AND BENEFITS



#### HIGHLY RESILIENT IONOMER COVER

HIGHER RESILIENCE MEANS LONGER DRIVES AND EXCELLENT DURABILITY

#### HIGHLY RESILIENT LARGE ENERGETIC GRADIENT GROWTH™ CORE

HIGHER INITIAL VELOCITY FOR GREATER CARRY

#### 420 DIMPLES

TRUE AND PENETRATING TRAJECTORY

### TECHNICAL SPECIFICATIONS

**DISTANCE**

CONSTRUCTION	2PC
COMPRESSION	86
DIMPLE NUMBER	420







## BAGS

TOUR BAG 9.5



COLOURS: 



CART BAG



COLOURS 



TRAVEL BAG



PRO TOUR  
STAND BAG

COLOURS 



SMU STAND BAG



COLOURS 



STICK BAG



HOLDALL

## ACCESSORIES

DOUBLE CANOPY  
UMBRELLA



TOUR TOWEL



CANVAS CAPS



VELOUR TOWEL



COTTON FITTED CAPS



## GLOVES

CABRETTA LEATHER

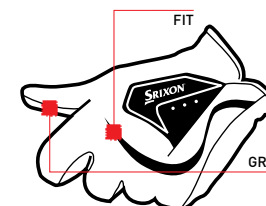


### MENS

COLOURS ☐  
SIZES S/M/ML/L/XL  
MENS RH AVAILABLE

### LADIES

COLOURS ☐  
SIZES S/M/L



ALL WEATHER

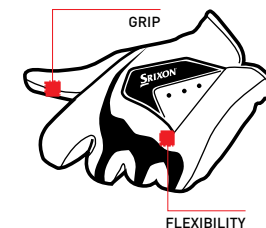


### MENS

COLOURS ☐  
SIZES S/M/ML/L/XL

### LADIES

COLOURS ☐ LH ONLY  
☐ PAIRS ONLY  
☐ PAIRS ONLY  
SIZES S/M/L





# SRIXON®

[www.srixon.co.uk](http://www.srixon.co.uk)



Cleveland  
GOLF

[www.clevelandgolf.com](http://www.clevelandgolf.com)



## CONTACT INFORMATION

To order your 2011 Srixon stock  
please contact your area sales agent  
or call our head office on

**01420 594928**



# 2011 PRODUCT RANGE



**SRIXON**



# Miyazaki

C. KUA  
SERIES

Miyazaki is a new, exclusive, graphite golf shaft brand forged from over 20 years of graphite shaft innovation and development for Japan's #1 Metalwood brand. Our advanced manufacturing facility has designed and produced more ultra-premium graphite shafts than any other facility in Japan in the past decade. Though our advanced performance designs and technologies have previously only been offered within Asia, the launch of Miyazaki will make these precisely constructed designs available to discerning golfers everywhere.

INTERNATIONAL  
**FLEX**  
CODE

INTERNATIONAL  
**FLEX 3552**

GOLFS MOST PRECISE SHAFT FITTING

## OVER 100 GLOBAL TOURING PROFESSIONALS

have made the switch to Miyazaki Premium Golf Shafts. Find out how the International Flex Code™ and Golf's Most Precise Fit™ can drive your game.

## TRUE TOUR ULTRALITE™

C. Kua is a True Tour Ultralite, delivering increased headspeed without sacrificing stability or feel.

Multiple flex profiles are available in the following families:

Driver/fairway – 39, 43, 59 Series.

Hybrid – 59 and 83 Series.



# RIGHT-WEIGHT FITTING



## WEIGHT MATTERS

Maximum distance and performance come from the right fit. The Launcher Ultralite driver series is offered in three distinct weights, providing three distinct drivers. The Right Weight Fitting System helps a player find the right driver for his game. The result is the optimum combination of head speed, feel, and workability. Find your Right Weight™.



TOTAL CLUB WEIGHT (grams)





# RIGHT-WAY



Anyone can blindly take weight out of a golf club and call it ultralite.

The challenge is accomplishing ultralite the **RIGHT WAY**, without making sacrifices.

For the Launcher Ultralite Driver Series, FL fairway woods, and the Mashie, engineers at Cleveland Golf, Miyazaki golf shafts, Lamkin Grips and Winn Grips collaborated to build ultralite golf clubs the **RIGHT WAY**.



## PROPER SWINGWEIGHT

Engineering swingweight to fall within the proper traditional range ensures that the club has a consistent feel and helps to maintain tempo and stability.

## PROPER HEAD WEIGHT

Engineering head weight to fall within the proper traditional range ensures that the club has power and energy through impact, which promotes ball speed and forgiveness.



INTERNATIONAL  
**FLEX 6754**  
CODE

## PROPER SHAFT PROFILE

Engineering the proper bending and torsional profiles ensures that the shaft delivers the head in a consistent and stable orientation. The Miyazaki 39 Series is the lightest shaft ever played on the PGA Tour.

# LAUNCHER ULTRALITE DRIVERS



SRIXON



**TL310**  
**SL290**  
**XL270**

## RIGHT WEIGHT™ FITTING SYSTEM

THE LAUNCHER ULTRALITE SERIES CONSISTS OF 3 WEIGHTS - 310g, 290g, AND 270g - EACH MODEL ENGINEERED FOR UNIQUE PERFORMANCE AND FEEL

THE RIGHT WEIGHT FITTING SYSTEM FINDS THE RIGHT DRIVER FOR EVERY PLAYER, MAXIMIZING DISTANCE GAINS AND OVERALL PLAYABILITY



## ULTRALITE TECHNOLOGY

WEIGHT HAS BEEN REMOVED FROM THE CLUB WITHOUT SACRIFICING SWINGWEIGHT OR FLEX PROFILE

LIGHTER AND LONGER GOLF CLUBS PRODUCE FASTER HEAD SPEED FOR MORE BALL SPEED AND GREATER DISTANCE



## MIYAZAKI C. KUA ULTRALITE SHAFT

EACH ULTRALITE MODEL IS PAIRED WITH AN AUTHENTIC, ULTRA-PREMIUM MIYAZAKI TOUR/AFTERMARKET C. KUA SHAFT

A TRUE TOUR ULTRALITE™, THE C. KUA SERIES DELIVERS TOUR-PROVEN FLEX PROFILES IN AN ULTRALITE PACKAGE

\*DRAW MODEL AVAILABLE IN XL270

## LEADER IN ULTRALITE TECHNOLOGY

**LIGHT**

**TL310**

**LIGHTER**

**SL290**

**LIGHTEST**

**XL270**



# LAUNCHER FL FAIRWAY



## ULTRALITE TECHNOLOGY

THE FL ULTRALITE FAIRWAY WOOD IS MORE THAN 30 GRAMS LIGHTER THAN MOST OTHER FAIRWAY WOODS IN THE MARKET

LIGHTER IS FASTER. AN INCREASE IN CLUBHEAD SPEED UP TO 3MPH IS EXPECTED DUE TO THE DECREASED CLUB WEIGHT, INCREASING DISTANCE UP TO 7-10 YARDS



## MIYAZAKI C. KUA ULTRALITE SHAFT

A 43 SERIES AUTHENTIC MIYAZAKI C. KUA ULTRA-PREMIUM SHAFT IS STANDARD IN ALL FAIRWAY WOOD PRODUCTS

TRADITIONAL FEEL AND STABILITY IN THE SWING, YET EXTRA HEAD SPEED IS PRODUCED WITHOUT ANY ADDITIONAL EFFORT REQUIRED



## THREE 3W FITTING OPTIONS

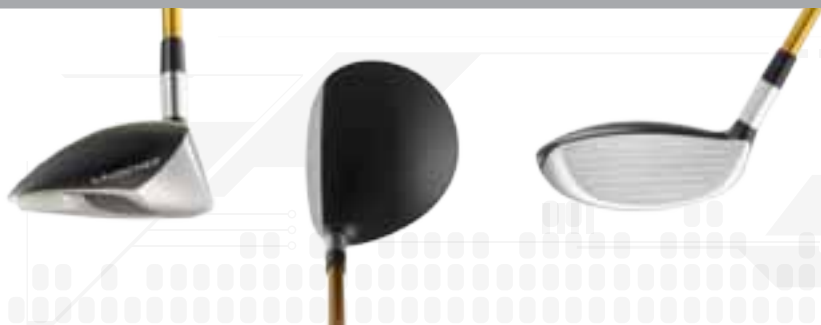
3W MODEL AVAILABLE IN THREE LOFTS: 13°, 15°, AND 17°

LOW, MID, OR HIGH TRAJECTORY OPTIONS FOR OPTIMAL FITTING AND PERFORMANCE

LIGHTER IS LONGER

## ADDITIONAL FEATURES

- PARABOLIC LEADING EDGE HELPS PREVENT DIGGING
- 36g LAMKIN GRIP
- THIN CROWN TECHNOLOGY





# MASHIE UTILITY



## GLIDERAIL™ SOLE DESIGN

PRONOUNCED DUAL-RAIL DESIGN WITH SUBTLE CENTER KEEL

IMPROVED PLAYABILITY AND EXTREME VERSATILITY, MAKING THE MASHIE LONGER FROM ANY LIE



## RETRO-RAW™ FINISH

A PRECISE TUMBLE PROCESS PRODUCES THIS UNIQUE THROW-BACK CROWN COSMETIC

DESIGNED TO PROVIDE A RUGGED, BULLETPROOF LOOK THAT ENCOURAGES VERSATILE PLAY



## ULTRALITE TECHNOLOGY

DRAMATICALLY LIGHTER MIYAZAKI C. KUA 59 SERIES PREMIUM HYBRID SHAFT

DECREASED CLUB WEIGHT AND INCREASED LENGTH PRODUCE EFFORTLESS DISTANCE™ GAINS (5-10 YARDS) THROUGH HIGHER HEAD SPEED (UP TO 3MPH)



MIYAZAKI C. KUA 59 SERIES PREMIUM HYBRID SHAFT

## PLAY IT WHERE IT LIES

## ADDITIONAL FEATURES

- AMONG THE MOST FORGIVING HYBRIDS IN GOLF
- MODERN INTERNAL WEIGHTING FOR HIGH MOI AND A LOW, DEEP CG
- LARGE FACE ENHANCES FORGIVING PLAY



# WOODS & MASHIE SPECS



Cleveland  
GOLF

SRIXON



## LAUNCHER TL310

LOFT	HEAD SIZE	LENGTH	SWINGWEIGHT	WEIGHT
8.5°	440cc	45 1/4"	D4	310g
9.5°*	440cc	45 1/4"	D4	310g
10.5°*	440cc	45 1/4"	D4	310g

\*Available left-handed

### STANDARD SHAFT:

Miyazaki C. Kua 59 Series - R,S,X Flexes  
Lamkin 46g TOURLITE grip

## LAUNCHER FL FAIRWAY

CLUB	LOFT	LIE	LENGTH	SWINGWEIGHT
3w	13°	57.5°	43 1/2"	D5
3w*	15°	57.5°	43 1/2"	D5
3w	17°	57.5°	43 1/2"	D5
5w*	19°	58°	43	D5
7w	22°	58.5	42 3/4"	D5

\*Available left-handed

### STANDARD SHAFT OFFERING

Miyazaki C. Kua 43 Series - A,R,S,X Flexes  
Lamkin 36g SUPERLITE grip

## LAUNCHER SL290

LOFT	HEAD SIZE	LENGTH	SWINGWEIGHT	WEIGHT
9°*	460cc	45 3/4"	D5	290g
10.5°*	460cc	45 3/4"	D5	290g
12°	460cc	45 3/4"	D5	290g

\*Available left-handed

### STANDARD SHAFT:

Miyazaki C. Kua 43 Series - A,R,S,X Flexes  
Lamkin 36g SUPERLITE grip

## MASHIE

CLUB	LOFT	LIE	LENGTH	SWINGWEIGHT
M1	15.5°	59°	41 1/4"	D4
M2*	18°	59.5°	40 3/4"	D4
M3*	20.5°	60°	40 1/4"	D4
M4*	23°	60.5°	39 3/4"	D4
M5	26°	61°	39 1/4"	D4

\*Available left-handed

### STANDARD SHAFT OFFERING

Miyazaki C. Kua 59 Series - A,R,S,X Flexes  
Lamkin 36g SUPERLITE grip

## LAUNCHER XL270

LOFT	HEAD SIZE	LENGTH	SWINGWEIGHT	WEIGHT
9°*	460cc	46 1/4"	D6	270g
10.5°*	460cc	46 1/4"	D6	270g
12°	460cc	46 1/4"	D6	270g

\*Available left-handed

### STANDARD SHAFT:

Miyazaki C. Kua 39 Series - A,R,S Flexes  
Winn 26g WinnLITE grip

## LAUNCHER XL270 DRAW

LOFT	HEAD SIZE	LENGTH	SWINGWEIGHT	WEIGHT
9°	460cc	46 1/4"	D6	270g
10.5°	460cc	46 1/4"	D6	270g
12°	460cc	46 1/4"	D6	270g

### STANDARD SHAFT:

Miyazaki C. Kua 39 Series - A,R,S Flexes  
Winn 26g WinnLITE grip

## WOMEN'S

### XL270

CLUB	LOFT	LIE	LENGTH	SW	CLUB WEIGHT
HT	14°	61°	44 1/2"	D0	263g
10.5	11.5°	60°	44 1/2"	D0	263g

STANDARD SHAFT OPTION: GRAPHITE: ACTION ULTRALITE 45g

### FL FAIRWAY

CLUB	LOFT	LIE	LENGTH	SW	WEIGHT
3W	15°	57.5°	41 3/4"	D0	282g
5W	19°	58°	41 1/4"	D0	286g
7W	22°	58.5°	41"	D0	288g

STANDARD SHAFT OPTION: GRAPHITE: ACTION ULTRALITE 45g

### MASHIE

CLUB	LOFT	LIE	LENGTH	SW	WEIGHT
M3	20.5°	60°	38 1/2"	C9	308g
M4	23°	60.5°	38"	C9	312g
M5	26°	61°	37 1/2"	C9	316g

STANDARD SHAFT OPTION: GRAPHITE: ACTION ULTRALITE 49g

# CG16 WEDGES



SRIXON



#1 WEDGE IN GOLF

## PERSONALIZATION OPTION

Name / Inscriptions may be added to hosel.

DAVID TOMS



## LASER MILLED FACE

MORE PRECISE AND CONSISTENT SURFACE ROUGHNESS THAN ALTERNATIVE METHODS

OPTIMAL SURFACE ROUGHNESS TO MAXIMIZE SPIN



## WEDGE CAVITY BACK

PERIMETER WEIGHTING AND GEOMETRY TO DEEPEN CENTER-OF-GRAVITY AND INCREASE MOI

IMPROVED STABILITY AND FORGIVENESS ON OFF-CENTER HITS WHILE MAINTAINING SIGNATURE "CLEVELAND" FEEL



## TOUR PROVEN C SOLE DESIGN

WIDE CONSTANT WIDTH SOLE FROM HEEL TO TOE COMBINED WITH HEEL AND TOE GRINDS

IMPROVES BUNKER PERFORMANCE WHILE MAINTAINING SHOT-MAKING VERSATILITY

## TOUR ZIP GROOVES

-PRECISE MILLING TECHNOLOGY PRESERVES EDGES AND MAINTAINS PERFECT GROOVE CONSISTENCY

-MAXIMIZES ALLOWABLE GROOVE DIMENSIONS WHILE CONFORMING TO 2011 USGA GROOVE REQUIREMENTS



# NIBLICK 2011



## SHORT IRON HYBRID TECHNOLOGY

COMBINES A WEDGE SOLE, PUTTER CLUB LENGTH, IRON ADDRESS SHAPE, AND HYBRID STABILITY TO CREATE A VERSATILE SHORT IRON HYBRID

INSPIRES CONFIDENCE AT ADDRESS FOR IMPROVED CONSISTENCY



## IMPACT STABILIZATION TECHNOLOGY

DUAL REINFORCED RIBS AND STABILITY BAR IN CAVITY BACK DESIGN

IMPROVES SOLID FEEL ACROSS THE ENTIRE FACE FOR CONSISTENT FEEL AND RESPONSIVENESS



## FORGIVENESS AND ACCURACY

PROGRESSIVE OFFSET AND WIDE SOLE DESIGN

PROVIDES MAXIMUM FORGIVENESS AND CONTROL ON SCORING SHOTS



## SPECIFICATIONS

NAME	LOFTS	STEEL LENGTH	GRAPHITE LENGTH	FULL SHOT DISTANCE	AVAILABILITY	USE
NIBLICK-P	42°	35"	35 1/8"	PW	RH/LH	CHIPPING/APPROACH
NIBLICK-D	49°	35"	35 1/8"	DW	RH/LH	PITCHING/APPROACH
NIBLICK-S	56°	35"	35 1/8"	SW	RH/LH	BUNKER PLAY/APPROACH

STANDARD SHAFT OPTION:

STEEL: ACTIONLITE WEDGE SHAFT  
GRAPHITE: ACTIONLITE GRAPHITE

## CPAR SYSTEM

The NIBLICK is designed to improve scoring by enabling players to hit 4 different types of shots – CPAR (Chip/Pitch/Approach/Recover).



# CG15 WEDGES



## TOUR ZIP GROOVES

PRECISE MILLING TECHNOLOGY PRESERVES EDGES AND MAINTAINS PERFECT GROOVE CONSISTENCY

MAXIMIZES ALLOWABLE GROOVE DIMENSIONS WHILE CONFORMING TO 2011 USGA GROOVE REQUIREMENTS



## LASER MILLED™

MORE PRECISE AND CONSISTENT SURFACE ROUGHNESS THAN ALTERNATIVE METHODS

OPTIMAL SURFACE ROUGHNESS TO MAXIMIZE SPIN



## S SOLE

WIDER SOLE WIDTH NEAR THE HEEL, NARROW SOLE WIDTH NEAR THE TOE

IMPROVES BUNKER PERFORMANCE WITHOUT SACRIFICING VERSATILITY



#1 WEDGE IN GOLF

## PERSONALIZATION OPTION

Name / Inscriptions may be added to hosel.

DAVID TOMS

## BOUNCE / SOLE OPTIONS

### DSG

EXCELLENT ON OPEN FACED SHOTS AND FROM FIRM TURF/BUNKERS



TRAILING EDGE SOLE GRIND

### LOW BOUNCE ● 1 DOT

FOR FIRM TURF AND BUNKERS



### STD BOUNCE ● ● 2 DOT

ACCOMMODATES THE LARGEST VARIETY OF TURF AND BUNKER CONDITIONS



### HIGH BOUNCE ● ● ● 3 DOT

FOR SOFT TURF AND BUNKERS



LOW

STD

HIGH

# LOGO WEDGE



## LASER MILLED FACE

MORE PRECISE AND CONSISTENT SURFACE ROUGHNESS THAN ALTERNATIVE METHODS

OPTIMAL SURFACE ROUGHNESS TO MAXIMIZE SPIN



## CUSTOM LOGO OPTION

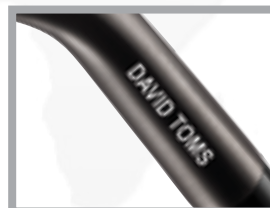
HIGH RESOLUTION LASER MARKING SYSTEM ETCHES CRISP LOOKING LOGOS IN UP TO TWO COLORS (SILVER AND GOLD)

CLUB OR COMPANY LOGO IMPRESSIVELY DISPLAYED ON EACH HEAD.



## PERSONALIZATION OPTION

NAME / INSCRIPTIONS MAY BE ADDED TO HOSEL.



## SPECIFICATIONS

LOFT	BOUNCE	LENGTH	LIE	SW
52°	10°	35 1/2"	64°	D3
56°	14°	35 3/8"	64°	D5
60°	12°	35 1/4"	64°	D5

All lofts available left-handed. Black Pearl only.

Engineered from Tip to Grip to improve FEEL, the stiffness profile of Cleveland Golf's TRACTION shaft reacts to the flex demands of any wedge shot. The tip section is slightly softer – improving feel and responsiveness. Stiffness was increased in the mid and butt sections of the shaft to assure optimal launch conditions and consistency on full shots. (125 grams)

## TRACTION WEDGE SHAFT





# WEDGE SPECS



## CG15

LOFT	BOUNCE	DOTS	LENGTH	LIE	SWINGWEIGHT	FINISH OFFERINGS	
						BLACK PEARL	OIL QUENCH AND SATIN CHROME
46°	8°	● ●	35 5/8"	64°	D2	RH/LH	RH
48°	8°	● ●	35 5/8"	64°	D2	RH/LH	RH
50°	10°	● ●	35 1/2"	64°	D3	RH/LH	RH
52°	10°	● ●	35 1/2"	64°	D3	RH/LH	RH/LH
54°	10°	● ●	35 3/8"	64°	D5	RH/LH	RH
54°	14°	● ●	35 3/8"	64°	D5	RH/LH	RH/LH
54°	16°	● ●	35 3/8"	64°	D5	RH/LH	RH
56°	10°	● ●	35 3/8"	64°	D5	RH/LH	RH
56°	14°	● ●	35 3/8"	64°	D5	RH/LH	RH/LH
56°	16°	● ●	35 3/8"	64°	D5	RH/LH	RH
58°	8°	● ●	35 1/4"	64°	D5	RH/LH	RH
58°	12°	● ●	35 1/4"	64°	D5	RH/LH	RH/LH
58°	14°	● ●	35 1/4"	64°	D5	RH/LH	RH
60°	8°	● ●	35 1/4"	64°	D5	RH/LH	RH
60°	12°	● ●	35 1/4"	64°	D5	RH/LH	RH/LH
60°	14°	● ●	35 1/4"	64°	D5	RH/LH	RH
62°	8°	● ●	35 1/8"	64°	D5	RH/LH	RH
62°	12°	● ●	35 1/8"	64°	D5	RH/LH	RH
62°	14°	● ●	35 1/8"	64°	D5	RH/LH	RH
64°	8°	● ●	35 1/8"	64°	D5	RH/LH	RH
64°	12°	● ●	35 1/8"	64°	D5	RH/LH	RH
64°	14°	● ●	35 1/8"	64°	D5	RH/LH	RH

## DSG

LOFT	DYNAMIC BOUNCE	LENGTH	LIE	SWINGWEIGHT	FINISH OFFERINGS	
					OIL QUENCH	
52°	8°	35 1/2"	64°	D3	RH/LH	
54°	8°	35 3/8"	64°	D5	RH/LH	
56°	8°	35 3/8"	64°	D5	RH/LH	
58°	6°	35 1/4"	64°	D5	RH/LH	
60°	6°	35 1/4"	64°	D5	RH/LH	
62°	6°	35 1/8"	64°	D5	RH/LH	
64°	6°	35 1/8"	64°	D5	RH/LH	

STANDARD SHAFT OPTION: TRACTION WEDGE FLEX

## BOUNCE FITTING SYSTEM

### DSG

#### LOW BOUNCE ● 1 DOT

EXCELLENT ON OPEN FACED SHOTS AND FROM FIRM TURF/BUNKERS

FOR FIRM TURF AND BUNKERS

#### STD BOUNCE ● ● 2 DOT

ACCOMMODATES THE LARGEST VARIETY OF TURF AND BUNKER CONDITIONS

#### HIGH BOUNCE ● ● ● 3 DOT

FOR SOFT TURF AND BUNKERS

## CG16

LOFT	BOUNCE	DOTS	LENGTH	LIE	SWINGWEIGHT	FINISH OFFERINGS	
						BLACK PEARL	SATIN CHROME
46°	8°	● ●	35 5/8"	64°	D2	RH	
48°	8°	● ●	35 5/8"	64°	D2	RH	
50°	10°	● ●	35 1/2"	64°	D3	RH	
52°	10°	● ●	35 1/2"	64°	D3	RH/LH	
54°	10°	● ●	35 3/8"	64°	D5	RH	
54°	14°	● ●	35 3/8"	64°	D5	RH/LH	
56°	10°	● ●	35 3/8"	64°	D5	RH	
56°	14°	● ●	35 3/8"	64°	D5	RH/LH	
56°	16°	● ●	35 3/8"	64°	D5	RH/LH	
58°	8°	● ●	35 1/4"	64°	D5	RH	
58°	12°	● ●	35 1/4"	64°	D5	RH/LH	
58°	14°	● ●	35 1/4"	64°	D5	RH	
60°	8°	● ●	35 1/4"	64°	D5	RH	
60°	12°	● ●	35 1/4"	64°	D5	RH/LH	
62°	8°	● ●	35 1/8"	64°	D5	RH	
62°	12°	● ●	35 1/8"	64°	D5	RH	
64°	8°	● ●	35 1/8"	64°	D5	RH	
64°	12°	● ●	35 1/8"	64°	D5	RH	

STANDARD SHAFT OPTION: TRACTION WEDGE FLEX

## BOUNCE FITTING SYSTEM

#### LOW BOUNCE ● 1 DOT

FOR FIRM TURF AND BUNKERS

#### STD BOUNCE ● ● 2 DOT

ACCOMMODATES THE LARGEST VARIETY OF TURF AND BUNKER CONDITIONS

## WOMEN'S

LOFT	BOUNCE	DOTS	LENGTH	LIE	SWINGWEIGHT	FINISH OFFERINGS	
						SATIN CHROME	
52°	10°	● ●	34 1/2"	64°	C6	RH/LH	
56°	14°	● ●	34 1/4"	64°	C7	RH/LH	
60°	12°	● ●	34 1/4"	64°	C7	RH/LH	

STANDARD SHAFT OPTION: GRAPHITE WOMEN'S WEDGE SHAFT AND WINN LITE GRIP

# CG16 IRONS



SRIXON



## WEDGE FACE AND GROOVES

AUTHENTIC PRECISION LASER MILLED FACE AND MILLED TOUR ZIP GROOVES  
OPTIMIZES SPIN AND SHOT CONSISTENCY ESPECIALLY FROM THE ROUGH



## LONGER AND LIGHTER DESIGN

ULTRA-LIGHTWEIGHT STEEL AND GRAPHITE SHAFT DESIGNS COMBINED  
WITH OPTIMIZED HEAD WEIGHTS, LOFTS AND CLUB LENGTHS

IMPROVES CLUBHEAD SPEED AND DISTANCE WHILE MAINTAINING  
STANDARD SWING WEIGHTS AND CONTROL



## OVERALL FORGIVENESS

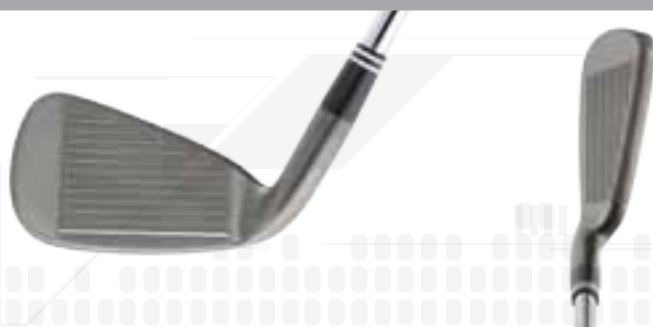
LARGE THIN FACE FOR INCREASED BALL SPEED, WIDE SOLE FOR CONSISTENT  
TURF INTERACTION, AND FULL CAVITY BACK DESIGN WITH UNDERCUT FOR  
HIGH MOI

MAXIMIZES DISTANCE AND ACCURACY EVEN ON OFF-CENTER HITS

JUST LIKE OUR WEDGES BUT LONGER

## ADDITIONAL FEATURES

- ULTRALIGHT WEIGHT STEEL & GRAPHITE SHAFT OPTIONS
- AVAILABLE IN BLACK PEARL & SATIN CHROME FINISHES
- CHROMED FOR IMPROVED DURABILITY



# CG16 TOUR IRONS



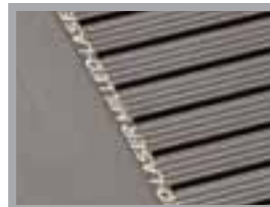
SRIXON



## WEDGE FACE AND GROOVES

AUTHENTIC PRECISION LASER MILLED FACE AND MILLED TOUR ZIP GROOVES

OPTIMIZES SPIN AND SHOT CONSISTENCY ESPECIALLY FROM THE ROUGH



## TOUR DRIVEN SHAPE

TOUR PREFERRED ADDRESS SHAPE, PROGRESSIVE OFFSET AND CENTER-OF-GRAVITY LOCATION

IMPROVES CONTROL AND WORKABILITY FOR PRECISE BALL STRIKERS



## CAVITY BACK WITH UNDERCUT

SUBTLE INTERNAL DESIGN FOR IMPROVED STABILITY

IMPROVES DISTANCE AND CONTROL ON OFF-CENTER HITS



## PERSONALIZATION OPTION

### PERSONALIZATION OPTION

Name / Inscriptions may be added to hosel.

DAVID TOMS

## ADDITIONAL FEATURES

- DYNAMIC GOLD SHAFTS



# HB3 HYBRID IRONS



SRIXON



## ADVANCED INTERNAL WEIGHTING

WEIGHT REMOVAL ON CROWN & SOLE RECESSES ALLOW FOR INTERNAL DISCRETIONARY WEIGHT PLACEMENT

ENGINEERED INTERNAL WEIGHTING FOR PRECISE CG LOCATIONS



## ADVANCED SOLE DESIGN

CENTER RECESS SECTION TO REDUCE TURF DRAG AND IMPROVE TURF INTERACTION

WIDE SOLE CHARACTERISTICS FOR INCREASED CONTROL AND PLAYABILITY



## SEAMLESS TRANSITION

SEAMLESS VISUAL TRANSITION FROM LONG TO SHORT IRONS

INCREASES FAMILIARITY AND CONFIDENCE AT ADDRESS

THE MOST FORGING IRON IN GOLF.... ISN'T AN IRON.

## HEADCOVERS INCLUDED



# CG1 TOUR IRONS



SRIXON



## LASER MILLED FACE

MORE PRECISE AND CONSISTENT SURFACE ROUGHNESS  
THAN ALTERNATIVE METHODS

OPTIMAL SURFACE ROUGHNESS TO MAXIMIZE SPIN



## TOUR PROVEN SPLIT SET SHAPE

CAVITY BACK LONG IRONS AND MUSCLE-BACK SHORT  
IRONS

CREATES THE PERFECT COMBINATION OF WORKABIL-  
ITY AND FORGIVENESS



## TOUR ZIP GROOVES

PRECISE MILLING TECHNOLOGY PRESERVES EDGES AND MAINTAINS  
PERFECT GROOVE CONSISTENCY

MAXIMIZES ALLOWABLE GROOVE DIMENSIONS WHILE CONFORMING TO 2011  
USGA GROOVE REQUIREMENTS



## TOUR PERFORMANCE

## ADDITIONAL FEATURES

- DYNAMIC GOLD SHAFTS

# IRONS SPECS



## CG16

IRON	LOFT	LIE	OFFSET	STEEL LENGTH	GRAPH. LENGTH	STEEL SW	GRAPH. SW
3	19°	60.00°	.240"	39 3/4"	40"	D3	D2
4	21°	60.75°	.210"	39 1/8"	39 3/8"	D3	D2
5	24°	61.50°	.180"	38 1/2"	38 3/4"	D3	D2
6	27°	62.25°	.160"	37 7/8"	38 1/8"	D3	D2
7	31°	63.00°	.140"	37 1/4"	37 1/2"	D3	D2
8	35°	63.50°	.120"	36 3/4"	37"	D3	D2
9	39°	64.00°	.105"	36 1/4"	36 1/2"	D3	D2
PW	44°	64.50°	.090"	35 3/4"	36"	D4	D3

All irons available left-handed.

### STANDARD SHAFT OFFERING

TRACTION 85 SHAFT (STEEL)

ULTRA-LIGHTWEIGHT STEEL SHAFT

ACTIONLITE 55 SHAFT (GRAPHITE)

ULTRA-LIGHTWEIGHT GRAPHITE

## CG16 TOUR

IRON	LOFT	LIE	OFFSET	LENGTH	SW
2	18°	59.50°	.180"	39 1/2"	D2
3	21°	60.00°	.165"	39"	D2
4	24°	60.50°	.150"	38 1/2"	D2
5	27°	61.00°	.135"	38"	D2
6	30°	61.50°	.120"	37 1/2"	D2
7	34°	62.00°	.110"	37"	D2
8	38°	63.00°	.100"	36 1/2"	D2
9	42°	64.00°	.090"	36"	D2
PW	46°	64.00°	.080"	35 1/2"	D3

All irons available left-handed.

### STANDARD SHAFT OFFERING

TRUE TEMPER DYNAMIC GOLD (STEEL)



IRON	LOFT	LIE	STEEL LENGTH	GRAPHITE LENGTH	STEEL SW	GRAPHITE SW
3	20°	58°	39 1/4"	40"	D1	D1
4	23°	59°	38 1/2"	39 1/4"	D1	D1
5	26°	60°	37 3/4"	38 1/2"	D1	D1
6	29°	60.5°	37 1/4"	38"	D1	D1
7	32°	61°	36 3/4"	37 1/2"	D1	D1
8	36°	61.5°	36 1/4"	37"	D1	D1
9	40°	62°	35 7/8"	36 1/2"	D1	D1
PW	44°	62.5°	35 5/8"	36 1/4"	D2	D2
DW	49°	63°	35 3/8"	36"	D3	D3
SW	55°	63°	35 1/8"	35 3/4"	D4	D4

All irons available left-handed.

### STANDARD SHAFT OFFERING

STEEL: FLIGHTSPEED

GRAPHITE: ACTIONLITE 55 GRAPHITE

## CG1 TOUR

IRON	LOFT	LIE	OFFSET	LENGTH	SW
2	18°	59°	.17"	39 1/4"	D2
3	21°	59.5°	.15"	38 3/4"	D2
4	24°	60°	.14"	38 1/4"	D2
5	27°	60.5°	.12"	37 3/4"	D2
6	30°	61°	.11"	37 1/4"	D2
7	34°	62°	.09"	36 3/4"	D2
8	38°	63°	.08"	36 1/4"	D2
9	42°	64°	.07"	35 3/4"	D2
PW	46°	64°	.06"	35 1/2"	D3

All irons available left-handed.

### STANDARD SHAFT OFFERING

TRUE TEMPER DYNAMIC GOLD (STEEL)



# CLASSIC PUTTERS



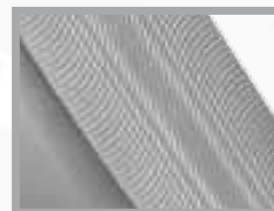
## PLATINUM FINISH

NEW PLATINUM FINISH MINIMIZES GLARE



## CNC MILLED

CNC MILLED FACE FOR A SOFT YET SOLID FEEL



## HEEL-TOE WEIGHTING

HEEL TOE WEIGHTING FOR INCREASED MOI



## SPECIFICATIONS

MODEL	DESIGN	LENGTH	LIE	LOFT	HEAD WEIGHT
*CC1	BLADE	33",34",35"	70°	3°	340g
CC2	MALLET	33",34",35"	70°	3°	350g
CC3	BLADE	33",34",35"	70°	3°	340g
CC4	BLADE	33",34",35"	70°	3°	340g
CC5.5	MALLET	33",34",35"	70°	3°	350g
*CC6	MALLET	33",34",35"	70°	3°	350g

\*Available left-handed \*\*Womens model available

## SIX MODELS

CC1



CC2



CC3



CC4



CC5.5



CC6

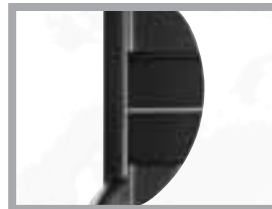


# CLASSIC PUTTERS



## BLACK PLATINUM FINISH

NEW BLACK PLATINUM FINISH MINIMIZES GLARE AND ENHANCES ALIGNMENT



## CNC MILLED

CNC MILLED FACE FOR A SOFT YET SOLID FEEL



## HEEL-TOE WEIGHTING

HEEL TOE WEIGHTING FOR INCREASED MOI



## SPECIFICATIONS

MODEL	DESIGN	LENGTH	LIE	LOFT	HEAD WEIGHT
*CC1	BLADE	33",34",35"	70°	3°	340g
CC2	MALLET	33",34",35"	70°	3°	350g
CC4	BLADE	33",34",35"	70°	3°	340g
CC6	MALLET	33",34",35"	70°	3°	350g

\*Available left-handed

## FOUR MODELS

CC1



CC2



CC4



CC6

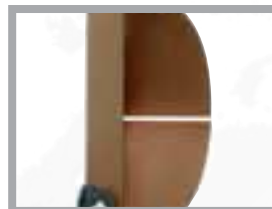


# CLASSIC BRZ



## BRZ FINISH

NEW BRZ FINISH MINIMIZES GLARE AND ENHANCES ALIGNMENT



## COPPER INFUSED INSERT

COPPER INFUSED FACE INSERT FOR A SOFTER YET RESPONSIVE FEEL



## HEEL-TOE WEIGHTING

HEEL TOE WEIGHTING FOR INCREASED MOI



## SPECIFICATIONS

	MODEL	DESIGN	LENGTH	LIE	LOFT	HEAD WEIGHT
*CC1	BLADE	33",34",35"	70°	3°	340g	
CC2	MALLET	33",34",35"	70°	3°	350g	
CC5	MALLET	33",34",35"	70°	3°	350g	

\*Available left-handed

## FOUR MODELS

CC1



CC2



CC5





# T-FRAME



## WEIGHT DISTRIBUTION

WITH OVER 70 GRAMS OF WEIGHT REDISTRIBUTED TO THE REAR OF THE PUTTER, THE T-FRAME MALLET IS ENGINEERED WITH HIGH MOI, WHICH INCREASES FORGIVENESS ON OFF-CENTER HITS



## ALIGNMENT

THE MALLET INCORPORATES A DOMINANT "T" ALIGNMENT FEATURE WHICH FACILITATES PROPER ALIGNMENT



## BALL MARKER

UNIQUE HEAD COVER WHICH COMES WITH A SILVER DOLLAR SIZED BALL MARKER.



## SPECIFICATIONS

MODEL	DESIGN	LENGTH	LIE	LOFT	WEIGHT
T-FRAME	MALLET	33",34",35"	68°/70°/72°	3°	355g

Available left-handed.  
Available in womens Blue

## ENGINEERED BY NEVER COMPROMISE

WOMENS



# JUNIORS



## JR SERIES SETS

Cleveland Golf's Junior Series™ clubs are available in three different sizes and have been designed specifically for boys and girls between the ages of 3 and 14 years old. Each Junior Series club features similar technology found in Cleveland Golf's standard equipment and each set configuration has been modified to help fit the junior golfer into the most suitable head weights and lengths for his or her age and height. The driver, hybrid and irons have lightweight composite shafts to help reduce the overall weight which helps generate club head speed for extra distance.

All sets available left-handed.



**JUNIOR SMALL SET**

HEIGHT : 36" – 46" (APPROX 3-6 YR OLDS)  
DRIVER, 7/8 IRON, PUTTER & STAND BAG



**JUNIOR MEDIUM SET**

HEIGHT : 47" – 56" (APPROX 7-10 YR OLDS)  
DRIVER, HYBRID, 7/8 IRON, CLEVELAND WEDGE, PUTTER  
& STAND BAG



**JUNIOR LARGE SET**

HEIGHT : 57" – 66" (APPROX 11- 14 YR OLDS)  
DRIVER, HYBRID, 5/6 IRON, 7/8 IRON, CLEVELAND WEDGE, PUTTER  
& STAND BAG



# WOMEN'S HARDGOODS



Cleveland Golf Women's products are designed to both inspire and assist women toward accomplishing their goals on the golf course. We want to share our passion and knowledge of the game with women golfers around the world. Whether you strive to be the best or simply enjoy golf with friends, we'll provide the proper equipment and resources to help you improve your game.

Utilizing Cleveland Golf's latest technologies the 2011 women's products have been specifically engineered to fit the dynamics of a woman's golf swing. Engineers have strategically removed weight from the club head, grip, and shaft allowing for increased club head speed, resulting in added distance.



# WOMEN'S SPECS



## WOODS / HYBRID

### XL270

CLUB	LOFT	LIE	LENGTH	SW	CLUB WEIGHT
HT	14°	61°	44 1/2"	D0	263g
10.5	11.5°	60°	44 1/2"	D0	263g

STANDARD SHAFT OPTION: GRAPHITE: ACTION ULTRALITE 45g

Available left-handed

### FL

CLUB	LOFT	LIE	LENGTH	SW	WEIGHT
3W	15°	57.5°	41 3/4"	D0	282g
5W	19°	58°	41 1/4"	D0	286g
7W	22°	58.5°	41"	D0	288g

STANDARD SHAFT OPTION: GRAPHITE: ACTION ULTRALITE 45g

### MASHIE

CLUB	LOFT	LIE	LENGTH	SW	WEIGHT
M3	20.5°	60°	38 1/2"	C9	308g
M4	23°	60.5°	38"	C9	312g
M5	26°	61°	37 1/2"	C9	316g

STANDARD SHAFT OPTION: GRAPHITE: ACTION ULTRALITE 49g

## PUTTERS

### T-FRAME

MODEL	DESIGN	LENGTH	LIE	LOFT	HEAD WEIGHT
T-FRAME	MALLET	32",33",34"	68°/70°/72°	3°	355g

Available left-handed

### CLASSIC

MODEL	DESIGN	LENGTH	LIE	LOFT	HEAD WEIGHT
CC6	MALLET	32",33",34"	70°	3°	350g

## WEDGE / SHORT IRON HYBRID

### CG16

LOFT	BOUNCE	DOTS	GRAPHITE LENGTH	LIE	GRAPHITE SW	FINISH OFFERINGS
						SATIN CHROME
52°	10°	● ●	34 1/2"	64°	C6	RH/LH
56°	14°	● ●	34 1/4"	64°	C7	RH/LH
60°	12°	● ●	34 1/4"	64°	C7	RH/LH

All available left-handed

STANDARD SHAFT OPTION: GRAPHITE: 50g

### NIBLICK

NAME	LOFTS	LIE	GRAPHITE LENGTH	DISTANCE	USE	FULL SHOT
Niblick-P	42°	66°	34"	PW	Chipping / Approach	

Available left-handed

STANDARD SHAFT OPTION: GRAPHITE: 50g

# TOUR STAND BAG



10" 5-WAY TOP  
5-POCKET LAYOUT  
1-VELOUR LINED POCKET  
BASE DESIGNED FOR EXTRA STABILITY  
WATER BOTTLE POCKET  
PEN HOLDER  
RAIN HOOD



## COLOURS

CORPORATE

# TOUR CART BAG



10" 14-WAY REVERSE ENGINEERED TOP  
SPECIFICALLY DESIGNED FOR CARTS  
9-POCKET LAYOUT  
1-MAGNETIC POCKET  
1-COOLER POCKET WITH DRAINS  
UMBRELLA SLEEVE  
PEN HOLDER  
PADDED CARRY STRAP  
RAIN HOOD



## COLOURS

CORPORATE



# TOUR STAFF BAG



| SRIXON



## FEATURES

- USED BY CLEVELAND GOLF STAFF PLAYERS
- 10" 6-WAY TOP WITH FULL LENGTH DIVIDERS
- 8-POCKET LAYOUT WITH THREE MAGNETIC POCKETS
- PADDED SHOULDER STRAP
- UMBRELLA SLEEVE
- RAIN HOOD

## COLOURS

CORPORATE

# CLASSIC CART BAG



**14 WAY DIVIDER TOP**



**MANY ASSORTED SIZE POCKETS**



**INDIVIDUAL UMBRELLA AND PUTTER TUBES**

## MATERIALS

MATERIAL - POLYESTER - SIZE 9.5"

## COLOURS

BLACK / BLACK  
SILVER / BLACK  
RED / BLACK  
CHARCOAL / BLACK

# SUPER LITE CART BAG



SRIXON



14 WAY DIVIDER TOP



INDIVIDUAL TEE HOLDER



INDIVIDUAL BALL HOLDER  
AND PUTTER TUBE

## MATERIALS

MATERIAL POLYESTER; SIZE 9"

## COLOURS

BLUE / BLACK / WHITE  
BLACK / GREEN / WHITE  
RED / BLACK / WHITE  
CHARCOAL / BLACK / WHITE



# SPORTS STAND BAG



SRIXON



EASY GRIP TOP HANDLE



ASSORTED SIZE POCKETS

## MATERIALS

9.5" IN NYLON MATERIAL

## COLOURS

BLACK  
BLUE  
RED  
GREEN

# LIGHT STAND BAG



**DIVIDER TOP**



**INDIVIDUAL BALL HOLDER**



**VARIOUS SIZED ASSORTED POCKETS**

## MATERIALS

9" POLYESTER MATERIAL

## COLOURS

BLACK / RED / WHITE  
BLACK / BLACK / WHITE  
BLACK / BLUE / WHITE

# NANO BAG



TWO WAY DIVIDER TOP



ASSORTED SIZE POCKETS

## MATERIALS

NYLON MATERIAL

## COLOURS

RED  
BLACK  
BLUE



# TRAVEL GEAR & ACCESSORIES



**TRAVEL COVER**  
1680D BALLISTIC NYLON  
3-INTERNAL POCKETS WITH 1 EXTERIOR POCKET  
OVERSIZED TO ACCOMMODATE MOST BAGS  
LARGE WHEELS FOR EASY ROLLING

**ROLLING DUFFEL**  
1680D BALLISTIC NYLON  
LARGE MAIN COMPARTMENT WITH REMOVEABLE-SHOE BAG  
4-EXTERNAL POCKETS



**ROLLING CARRY ON**  
1680D BALLISTIC NYLON  
EXPANDABLE MAIN COMPARTMENT FOR EXTRA STORAGE  
EXTERNAL POCKET  
TELESCOPING PULL HANDLE  
LARGE WHEELS FOR EASY ROLLING



**BACKPACK**  
1680D BALLISTIC NYLON  
3-MAIN COMPARTMENTS  
1-DEDICATED LAPTOP POCKET  
4-ADDITIONAL STORAGE POCKETS,  
1-VELOUR LINED



**OVERNIGHT BAG**  
1680D BALLISTIC NYLON  
5-POCKET LAYOUT  
SEPARATE LOWER COMPARTMENT FOR EXTRA STORAGE



**SHOE BAG**  
680D BALLISTIC NYLON  
DRAWSTRING CLOSURE  
VELOUR LINED  
1-STORAGE POCKET



**TOUR TOWEL**  
100% COTTON VELOUR  
WOVEN LOOP  
24" X 38"  
COLOR - CORPORATE

**BAG TOWEL**  
100% COTTON VELOUR  
HOOK AND GROMMET  
6" X 24"  
COLOR - CORPORATE



**CG TOUR UMBRELLA**  
62" GUSTBUSTER UMBRELLA  
PATENTED WIND-PANEL DESIGN HANDLES  
WINDS UP TO 60MPH  
COLOR - CORPORATE

# HEADWEAR



Cleveland  
GOLF

SRIXON



## DIAMOND

COTTON, AVAILABLE IN ASSORTED  
BOX OF 12 WITH 3 WHITE, 3 BLACK,  
3 RED, 3 BLUE



## PRO SERIES

2 x TWILL (100% COTTON)  
BOXES OF 6 IN BLUE, RED, BLACK,  
LIGHT BLUE, WHITE OR STONE  
OR ASSORTED.

ALSO AVAILABLE BUT NOT  
ILLUSTRATED TOUR SERIES IN  
3 x TWILL IN SAME COLOURS.



## VISOR

INDIVIDUAL 100% COTTON  
AVAILABLE IN CLAY, NAVY,  
ORANGE, ROYAL, OLIVE,  
LIGHT BLUE, WHITE,  
BLACK, RED & CHARCOAL



Inspired by the brand name itself, **Never Compromise Limited** putters are machined for golfers who seek perfection. These Limited edition putters are crafted using only the finest materials. The **Gambler** series features four classic designs, each individually machined with a unique artwork on the sole. All models are forged using 303 stainless steel. The combination of the soft material and the forged grain structure provides unprecedented feel at impact. Machined to perfection, these putters hold some of the tightest tolerances in the industry. Classic design and modern construction give these putters a unique look, appreciated by the world's most demanding and refined customers. Each product is truly a masterpiece.



MODEL#	ROYAL	FLUSH	BOAT	STRAIGHT
ALIGN TYPE	Line	Line	Line	Line
GRIP COLOR	Black	Black	Black	Black
GRIP TYPE	Winn	Winn	Winn	Winn
HAND	RH & LH	RH	RH	RH
INSERT	No	No	No	No
PLAYER	Toe Down	Toe Down	Toe Down	Face Balanced
PUTTER TYPE	Blade	Mallet	Blade	Mallet
STYLE	Plumber Neck	Heel Smooth Slant	Plumber Neck	Double Bend
LOFT	3	3	3	3
LIE	70	70	70	70
HEAD WEIGHT	340	350	340	350
LENGTH	34.35	34.35	34.35	34.35

CUSTOM:	ROYAL	FLUSH	BOAT	STRAIGHT
Length	1/2" (33 to 36)	1/2" (33 to 36)	1/2" (33 to 36)	1/2" (33 to 36)
Lie	+/- 2°	+/- 2°	+/- 2°	+/- 2°
Grip	N/A	N/A	N/A	N/A
Uncut (Grip in box)	Yes	Yes	Yes	Yes



NC TONAL PLAID HAT  
COLORS: White, Navy, Black

NC DIAMOND HAT  
COLORS: Black, Gray, Stone





## 303 FORGED

During the forging process, metal is heated and shaped by plastic deformation. By applying a suitable compressive force, forging refines the grain structure and improves physical properties of the metal and enhances feel. Grade 303 stainless steel represents the optimum in machinability among the austenitic stainless steels. Never Compromise limited putters are precisely milled from this soft material providing a distinct feel at impact that you will never forget.

## OPPORTUNITY

Never Compromise limited edition putters will only be offered to exclusive accounts nationwide, allowing these accounts to truly offer something special to the consumer.

With limited distribution and limited quantity, these products will soon become hard to find which will drive consumer demand. Through a partnered online strategy we will launch 3 series of limited putters throughout the year that the consumer can customize to their liking via paint fill and personalization. Each series offering a unique look keeping the product fresh throughout the year.

### Customer Benefits:

#### Limited Distribution

- 250 accounts nationwide in 2011 will have the opportunity to sell these limited edition putters
- Limited quantity and tour distribution drives in store demand

#### Limited Editions

- 3 different product series launched throughout the 1st year keeping product fresh at point of sale
- Each putter will have a unique artwork to drive consumer demand
- Unique serial number marked on the head
- Each putter comes with Certificate of Authenticity

#### Online Sales

- Limited edition putters will be available for online purchase & paint fill customization
- Each account and local sales rep will have serialized discount cards to help drive online sales
- Online sales with discount codes will give the local dealer sales commission

#### Point of Purchase / Display

- Each Dealer will be given an adjustable wall mount which can display either 5 or 10 putters
- New Logo hats available to help promote brand and display





**SRIXON**



## CONTACT INFORMATION

To order your 2011 Cleveland stock  
please contact your area sales agent  
or call our head office on

**01420 594939**

