

# Epic and Epic Pro Irons

**Product Name:** Epic and Epic Pro Irons

**Product one-liner:** Innovation without boundaries

**Who is this product aimed at:** Golfers of all levels

**What this product is replacing:** New products

**Product Intro Date:** 23/05/17

**Product at Retail Date:** 16/06/17

**Tech Specs:** Project X LZ 95 Steel, UST Recoil ES 760/780 Graphite (in Epic); Project X LZ 105 Steel (in Epic Pro)

**Price:** £1749 (for 7 irons in both Steel and Graphite options)

## **Product Intro:**

A few years ago Callaway's CEO Chip Brewer approached our Head of R&D Dr. Alan Hocknell with a unique request. Chip asked, "If you could design the very best iron that you would play, if you wanted maximum performance without any limits to the cost or engineering process, what would that be?" Alan is a passionate golfer, and he was excited by the endless possibilities for such an ambitious project. Once he determined what the iron should be, he dedicated more than 70 of the best engineers in golf to the project with two key messages: **we want groundbreaking innovations, and there are no boundaries.**

The engineering team had the freedom to give these irons every performance advantage by using the most ultra-premium materials and advancing some of the most revolutionary technologies in the industry. Callaway was confident they would make something special, yet the final product greatly exceeded its expectations. So much so it had to be called Epic.

## **Product Tech:**

The Face Cup incorporates an ultra-thin rim around the perimeter of the inner side of the face. At impact, the rim flexes and rebounds to add ball speed on centre-face hits and minimise ball speed loss on off-centre hits. It's especially effective on the most common mishits – towards the toe and low on the face. To

further improve face performance, an increase in the rim's flexibility, by reducing the thickness to 1 mm at its thinnest point, results in even faster ball speed on centre and off-centre hits for more distance.

Every iron in this set is uniquely constructed to promote optimum performance. During development new ways to enhance launch and trajectory were studied and tested, and succeeded by introducing an incredibly high amount of MIM'ed tungsten (over 664 grams in the standard set and about 621 grams in the Pro set) into the Internal Standing Wave Technology. MIM'ed stands for Metal-Injected Moulding, an injecting-moulding process using finely powdered metal to create intricately shaped parts with tremendous precision.

Tungsten is very heavy, which allowed engineers to control the head's internal weighting so that they could give each individual iron its own optimised CG location. To do this, a precise amount of tungsten was engineered for each club.

It means the CG in the long irons is lower, for easy launch and high, long carry, and higher in the short irons for a lower, more controllable flight. Better control comes from the left-right CG positioning in tandem with the hollow hosel that creates weight savings. This is an expensive alloy to manufacture, but it's integral to enhancing performance in the Epic Irons.

Yet what truly sets this iron apart is the Exo-Cage head construction first applied to an iron in the Big Bertha OS, the only iron to earn five stars in every category of the 2017 Golf Digest Hot List. The high-grade steel structure in the centre of the cavity stiffens the body, especially the topline and sole, so that the face can take on more impact load.

This is known as "energy lensing", and in the irons energy lensing allows the face to behave more efficiently to promote faster ball speed and distance, dramatically enhancing performance. In fact, it helped raise the COR right up to the limit in each iron, achieving speeds never reached before in a full set.

The multi-material head consists of a variety of premium components, each precision-milled and robotically laser welded to give Callaway engineers precise control over CG location, COR, MOI and vibration control, with maximum structural integrity.

In the Epic Pro Iron set, the slightly smaller head, slimmer topline, and less offset all promote the kind of keen feel and workability that better players want.

A multitude of processes, steps and inspections are required to create each head. The result is the most premium, high-performance iron ever to bear the Callaway name.

## **Features and Benefits**

### **Exo-Cage for Energy Lensing and Maximum COR**

Exo-Cage head construction stiffens the body to allow the face to take on more of the load of impact. This is known as “energy lensing” - it promotes faster ball speed for longer distance, and it helped raise the COR in Epic Irons right up to the limit in each iron. We've never reached that level of speed in a full set.

### **Multi-Material Standing Wave To Optimise CG Location**

Multi-material construction demands strict tolerances, seamless fit and secure bonding. Epic Pro Irons are precision milled and robotically welded, and every iron in this set is uniquely constructed for maximum integrity and optimum performance. Incorporating tungsten in the Internal Standing Wave allowed Callaway engineers to precisely position the CG in each individual iron. This includes a lower CG for easier launch and long carry in the long irons, higher CG in the short irons for a lower, more controllable flight, and left-to-right CG control in tandem with the hollow hosel.

### **Next-Generation 360 Face Cup Technology for Longer Average Distance**

Advancing the industry-leading face technology that made Callaway the #1 Iron in golf, the rim of the Face Cup is 1mm at its thinnest point to add even more ball speed on centre hits and further minimising distance loss on off centre hits.

### **Epic Pro Irons: High Performance Players Shape**

A slightly smaller head, slimmer topline, thinner sole and less offset, all to promote the kind of keen feel and workability better players want.