

Mack Daddy 4 Wedge

Product Name: Callaway Mack Daddy 4 Wedge

Product one liner: The New Standard for Wedge Performance

Who is this product aimed at: Golfers of all levels

What this product is replacing: Mack Daddy 3

Product Intro Date: 09/01/18

Product at Retail Date: 26/01/18

Available Lofts: 46°, 48°, 50°, 52°, 54°, 56°, 58°, 60° and 64°

Tech Specs: For further Tech Specs see Features and Benefits below and Tech sheets on the Press Centre

Price: £139

Product Intro:

Mack Daddy 4 sets the standard for wedge performance by combining innovative performance technologies with premium components. It's the finest collaboration yet between industry legend Roger Cleveland and Callaway R&D, and was influenced heavily by Tour Pro input.

New Groove-in-Groove Technology for More Spin

Callaway's proprietary Groove-In-Groove Technology combines a unique suite of features to provide more shot-stopping spin. The main grooves are saw-cut and horizontal milled to precise tolerances. The lower lofted wedges (52° and below) feature a 20D groove for consistent spin on fuller shots, while the higher lofted wedges (54° and above) feature an aggressive 5D groove for maximum control out of the rough and around the green. The 16-groove configuration includes our extra "Nip-It" groove near the leading edge for added control, especially on short shots.

The Micro-Positive surface roughness, milled into the flat parts of the face, features three raised micro-ridges, extending the length of the hitting area, with micro-grooves between the ridges that help grab the ball's cover to increase spin significantly on a variety of shots.

This combination of grooves plus micro-grooves provides 84 different contact points to grab the cover.

All Mack Daddy 4 grooves are 100% inspected with a digital stylus and special software to ensure the tightest tolerance within the USGA rules.

Tour-Inspired Shaping

The Mack Daddy 4 is the most rigorously tested and Tour-validated wedge we've ever offered. Roger Cleveland's tireless work on Tour refining shapes, soles, grinds and camber led to a more compact shape, straighter leading edge, tighter leading-edge radius and slightly more offset, compared to MD3 wedges. The tight radius makes it easy to make clean contact on tight lies for maximum spin and control. "Tour pros like only a subtle amount of leading-edge radius," said Roger. "In the Mack Daddy 4 we gave them enough to make a performance difference while still pleasing the eye."

Four Grind Options: C, S, W and New X

MD4 wedges are available in four grind options, each with generous camber from heel to toe for smooth turf interaction and solid feel.

C Grind: Increased relief, especially at the heel, making it easier to play shots with the face open. Ideal for medium-to-shallow attack angles and/or firm course conditions. 8° bounce.

S Grind: Medium-width sole with slight chamfer at the back and moderate heel relief to keep the leading edge low through impact, promoting solid contact on open-faced shots. 10° bounce.

W Grind: Sole is wider at the center and toe and narrower at the heel, with moderate heel relief and generous front-to-back camber. That prevents digging without increasing bounce, and keeps the leading edge close to the turf at impact. Great for open-faced shots. More versatile than our previous W Grind. 12° bounce.

New X Grind: The newest grind features a narrow, high-bounce crescent sole, with the low point near the front. Excellent for moderate-to-steep attack angles and medium-to-soft course conditions. 12° bounce.

Uniquely Satisfying Feel

Wedge feel is the product of several variables: CG location, sole, head material, finish, shaft and grip. We've carefully considered all of those elements, including the soft 8620 carbon steel head and Platinum Chrome or Matte Black finish. Our system of four weight

ports and milled aluminum medallions allows us to position the head's CG progressively upward as loft increases for solid feel on every shot. The Dynamic Gold Tour-Issue 115 shaft and premium Lamkin UTx grip further enhance feel. These elements, combined with precise turf interaction from our bounce/grind options, give the MD4 the most satisfying feel we've ever accomplished in a wedge.

More Options to Lower Your Scores

MD4's 21 loft-bounce combinations, including nine available lofts (46°, 48°, 50°, 52°, 54°, 56°, 58°, 60° and 64°), is the most ever for a Callaway wedge. Choose between two premium finishes: Platinum Chrome, for an elegant, satin-like appearance; and Matte Black, for a sleek, non-glare, Tour-inspired look.

The New Standard for Wedge Performance

Overall, MD4 wedges set a new and higher standard in performance and appearance. Shape, feel, spin, control, versatility, finish and detailing have all been elevated to the highest level we've ever achieved.

Features and Benefits Summary

Groove-In-Groove Technology for More Spin

Micro-positive surface texture with micro-grooves creates 84 cover-gripping points for max spin.

Four Sole Grinds to Suit a Variety of Playing Styles, Attack Angles and Course Conditions

Multiple options to easily execute numerous types of shots from the fairway, rough and sand.

Soft Carbon Steel and Precise CG Locations for Crisp Turf Interaction and Satisfying Feel

All three elements work together to deliver to remarkable feel at impact.

Broad Range of Lofts and Bounce Combinations

21 different loft-bounce options – the most ever in Callaway wedge line.

Choice of Platinum Chrome or Black Matte Finish

Premium appearance and high durability from elegant Platinum Chrome or sleek Black Matte finishes.