

Mack Daddy 4 Tactical Wedge

Product Name: Callaway Mack Daddy 4 Tactical Wedge

Product one liner: A Tactical Package To Dial In Your Wedge Performance

Who is this product aimed at: Golfers of all levels

Product Intro Date: 12/09/2018

Product at Retail Date: 21/09/18

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

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

Price: £149

Product Intro:

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

Now it has an aggressive look to match all that performance, with a distinct new military green 'raw' PVD Finish, Black PVD Face and black medallions. The Tactical package includes a limited edition Black Tour Issue shaft and a Lamkin Tactical grip.

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 (50° and 52°) 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 Tactical grooves are 100% inspected with a digital stylus and special software to ensure the tightest tolerance within the USGA and R&A rules.

Tour-Inspired Shaping

The Mack Daddy 4 Tactical 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. With the tight radius, it's easy to make clean contact on tight lies for maximum spin and control.

Versatile Grind Options

MD4 wedges are available in our S and X grind options, both with generous camber from heel to toe for smooth turf interaction and solid feel.

S Grind: Medium-width sole with slight chamber at the back and moderate heel relief to keep the leading edge low through impact, promoting solid contact on open-faced shots. 10° 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 with the military green 'raw' tactical 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 shaft and premium grip further enhance feel. These elements, combined with precise turf interaction from our bounce/grind options, help create the most satisfying feel we've ever accomplished in a wedge.

New Aggressive Look

Mack Daddy 4 Tactical is visually striking and delivers a distinct and aggressive look that starts with a new military green 'raw' PVD Finish. The PVD finish stands out on its own, and it accentuates the Black PVD face and black medallions. The Black True Temper Tour Issue 115 shafts with tactical labels and Tactical Lamkin UTX grips with green end caps complete the premium design.

Features & Benefits

More Spin from Groove-In-Groove Technology

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

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

Multiple options (S-Grind and X-Grind) to easily execute numerous types of shots from the fairway, rough and sand.

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

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

New Aggressive Look

A new military green 'raw' PVD Finish, Black PVD Face, black medallions, limited edition black Tour Issue shaft, and Lamkin Tactical grip create a visually striking look.