

Big Bertha Irons

Product Name: Big Bertha Irons

Product one liner: Our Easiest to Launch Distance Iron

Who is this product aimed at: Super Game Improvement

What this product is replacing: Big Bertha OS

Product Intro Date: 13/11/18

Product at Retail Date: 1/03/19

Price: £ 1399 (graphite) - £ 1149 (steel)

Product Intro:

Big Bertha is one of the most iconic names in golf equipment. Any club bearing that name has to push the boundaries of innovation so far that it transforms an entire category. It started with our Big Bertha Irons in 2014 led by our 360 Face Cup™ technology, and continued in 2016 with Big Bertha OS Irons led by our EXO-Cage™. And we've done it once again with the new Big Bertha Irons, led by our groundbreaking Suspended Energy Core.

The Suspended Energy Core is a construction that's never been achieved before in a golf club, featuring a revolutionary core design that delivers: 1) incredible sound and feel; 2) long, consistent distance; and 3) easy launch. How is all of this possible?

It starts with a Metal Injection Molded (MIM'd) Tungsten Floating Weight suspended within our proprietary urethane microsphere material. Suspending the floating weight allows us to position the Center of Gravity deeper using a 3-piece iron construction. As a result we can create higher launch while allowing a thinner, faster Face Cup construction. That combination promotes distance-enhancing launch conditions that we've never been able to achieve before.

With all of this advanced technology, a stunning look, and new premium UST Recoil and KBS MAX shafts, you have a transcendent iron that's earned the right to be called Big Bertha.

Features & Benefits

Easy Launch, Distance, and Incredible Sound and Feel From the Suspended Energy Core

The Suspended Energy Core is the engine of the new Big Bertha irons. This revolutionary new construction suspends the MIM'd Tungsten weight using our proprietary urethane microspheres. It's designed to deliver easy launch; long consistent distance; and incredible sound and feel.

Long, Consistent Distance From Our 360 Face Cup

Our innovative 360 Face Cup employs a flexible rim around the face that flexes and releases at impact to increase ball speed. And by using the high launch angles generated by the Suspended Energy Core, we're able to make our thinnest face cup for increased speeds that promote longer distance*.

Premium Design

Big Bertha has an unforgettable look with its clean Smoked PVD Finish. Available with new Recoil ESX and KBS Max 90 shafts.

*Versus BBOS irons