

Apex 19 Irons

Product Name: Apex 19 Irons

Product one liner: The ultimate forged players distance iron

Who is this product aimed at: Players

What this product is replacing: Apex CF16

Product Intro Date: 04/01/19

Product at Retail Date: 25/01/19

Price: £ 1,299 (steel) - £1,399 (graphite)

Product Intro:

Apex is the ultimate forged players distance iron, and it stands alone for its premium craftsmanship and amazing sound and feel. This is an exceptional new multi-piece construction that lives up to the Apex standard for performance. And it is precision engineered to deliver an unmatched forged design, with innovative ball speed technology, and optimal ball flight and trajectory.

Extremely soft feel comes from a forged 1025 mild carbon steel body, and for the first time ever we've utilised our proprietary urethane microspheres in a forged iron. The forged carbon steel body provides the amazing Apex sound and feel that golfers love, and the urethane microspheres incorporate over one million tiny air pockets that absorb unwanted vibration without slowing the face.

Long, consistent distance in the long and mid irons comes from our renowned 360 Face Cup, which promotes high ball speeds across the face. Our Face Cup represents an absolute breakthrough for Apex ball speed. In the short irons, we've implemented a spin control VFT Face for aggressive shot-making in your scoring clubs. This is a new distance standard for a forged iron.

Our advanced MIM'D Tungsten Weighing further enhances scoring performance, allowing us to precisely locate the CG position in each iron while maintaining the flexibility of the Face Cup for optimum launch and control. And all of this innovative performance technology is crafted into a beautiful progressive shaping, with a new platinum chrome finish, and premium components.

Features & Benefits

Extremely Soft Feel

We've created a new standard for incredibly soft feel from a forged 1025 mild carbon steel body, and for the first time ever we've engineered our proprietary urethane microspheres into a forged iron. The carbon steel body promotes amazing Apex sound and feel, and the urethane microspheres consist of over one million tiny air pockets that absorb unwanted vibration without slowing the face.

Long, Consistent Distance With Playability

Our renowned 360 Face Cup employs a shallow, flexible rim around the perimeter of the face that flexes and releases at impact to promote fast ball speed for consistent distance on centre hits and off-centre hits. In the short irons, the spin control VFT Face is designed for aggressive shot-making in your scoring clubs. This is a distance breakthrough for a forged iron.

Optimum Ball Flight and Control

The tungsten-infused, multi-material construction allows us to locate the position of the CG in each iron with extraordinary precision while maintaining the flexibility of the Face Cup. This promotes optimum launch, ball flight, and pinpoint control for scoring performance through the set.

Premium Craftsmanship and Components

Apex is expertly crafted with a beautiful players shape, a platinum chrome finish and premium components, including a new True Temper Elevate 95 Shaft and Golf Pride Tour Velvet 360 Grips.