

ERC Soft Golf Ball

Product Name: ERC Soft Golf Ball

Product one liner: Our Longest Golf Ball With Soft Feel

Who is this product aimed at: All types of players

What this product is replacing: New product

Product Intro Date: 04/01/19

Product at Retail Date: 08/02/19

Price: £ 34.99

Product Intro:

Callaway is the fastest-growing golf ball brand since 2013, and we continue to innovate with new premium technologies that have never been seen before in the category. We hold ourselves to the exceptionally high standards set by Ely Reeves Callaway, a visionary who powers our passion for developing revolutionary products, like our newest golf ball. This innovative design will set a new standard for distance-enhancing performance, a ball so singular and special that there's only one name worthy of stamping on its cover...ERC Soft.

ERC Soft is an extraordinary achievement: it's our longest golf ball AND it's designed for soft feel, and increased control around the green. This is an exceptionally high level of performance for a distance ball, and it's made possible by our groundbreaking new Hybrid Cover. The incredibly soft multi-material cover promotes fast ball speeds for long distance through the bag, and great feel. And around the green it's engineered to create noticeably higher spin for excellent control, allowing you to play aggressively on approach shots and in your short game.

ERC Soft is loaded with groundbreaking technologies, including our largest Graphene-infused Dual SoftFast Core. The high tech core maximizes compression energy for extremely fast ball speeds, while also promoting low spin off the driver and high launch for longer distance.

And we've introduced NEW patented Triple Track Technology that utilizes Vernier Acuity Precision, the same visual technology used to land planes on aircraft carriers. Triple Track Technology helps to improve alignment compared to a regular side stamp alignment aid.

Features & Benefits

Our Longest Golf Ball With Soft Feel

ERC Soft has completely reinvented how a distance ball performs with our new innovative Hybrid Cover. This multi-material cover creates an exceptional combination of faster ball speeds for longer distance, incredibly soft feel, and noticeably higher spin for excellent control around the green.

Fast Ball Speeds & Low Spin Off The Driver

In the ERC Soft, we've designed our largest ever Graphene-infused Dual SoftFast Core. This groundbreaking technology features a larger inner core that maximizes compression energy while minimizing driver-spin and promoting high launch for long distance.

Advanced Alignment From Triple Track Technology

We've prominently featured Triple Track lines on the ball for improved putting accuracy. Triple Track uses Vernier Visual Acuity to improve alignment compared to a regular side stamp alignment aid.

****The ERC Soft Name****

Ely Reeves Callaway, the founder of Callaway Golf, was a visionary and an innovator in golf. He was a creator, a facilitator and a force for change. Ely powers our passion for developing revolutionary products, and ERC Soft is a ball so singular and special that there's only one name worthy of stamping on its cover.