

Apex DCB Irons

Product Name: Apex DCB Irons

Product One-liner: There's nothing like our best

What this product is replacing: New product

Product Intro Date: 12/01/2020

Product at Retail Date: 11/02/2020

Price: £ 1,089 (Steel) – £ 1,399 (Graphite)

Full Product Intro:

The new Apex DCB allows more golfers to experience Apex than ever before. It delivers the look, feel and performance of a forged players club with the forgiveness of a deep cavity back design. We've never created anything like this, and we are confident that golfers are going to love it.

Features & Benefits

Forged forgiveness through the set

Apex DCB is the most forgiving Apex Iron we've ever made. The deep cavity back and enhanced sole width are engineered for easy launch and solid turf interaction out of a variety of lies. Now golfers of all abilities can play a forged iron with confidence.

The first Apex Irons designed with A.I.

Our A.I. designed Flash Face Cup is in a forged Apex game-improvement iron for the first time. The unique A.I. face architecture in each iron creates high ball speeds and increased spin robustness. They're engineered for impressive distance and more control than you've ever had.

Consistent launch and increased forgiveness

For the first time, we've implemented our Tungsten Energy Core into Apex Irons. The long and mid-irons feature up to 50 grams of tungsten per iron, so we can precisely position the Center of Gravity to promote outstanding launch throughout the set, and more forgiveness on off-center shots.

Ultimate feel

Apex Irons are renowned for their iconic feel, and Apex DCB is no different. The forged 1025 mild carbon steel body and our patented urethane microspheres deliver exceptional sound and feel at impact, while the improved shaping helps enhance feel through the turf.