

An Exotic Revolution

Revolutionary technology adds guaranteed distance in the Tour Edge Exotics fairway woods

BY LEONARD FINKEL

The word **exotic** is defined as strikingly, excitingly, or mysteriously different or unusual. For the last few years, Exotics by Tour Edge Golf has delivered strikingly and excitingly different clubs and for the first time ever, placed six products on the prestigious *Golf Digest* Hot List. Company founder David Glod believes these clubs are perfect for golfers who want nothing less than the most powerful, accurate clubs from technology ahead of its time.

The Exotics line has earned rave reviews from players around the globe and performed exceptionally well in independent test results. Describing Gold-Medal winning fairway woods XCG7 and XCG7 Beta, *Golf Digest* wrote, "The Exotics line rarely disappoints for inventive materials and hot-face technology." A club tester added, "Every shot felt powerful, like hitting the ball with a sledgehammer." Referring to Exotics CB Pro Limited Edition the magazine wrote, "Year after year, Tour Edge finds impressive ways to combine the strength of titanium and steel in a single club." A second tester concluded, "Here's a club that delivers major distance." Among other noteworthy complements, *Digest* finishes by writing, "Tour Edge began as a company known for good clubs at a good value, then added the high-end Exotics line. This iron is a combination of both."

With Exotics, Tour Edge exceeds traditional limitations with innovative design and space-age technology. Tech savvy GolfWRX in reviewing the Exotics fairway woods wrote, "Second-to-none ball speeds. The XCG7, XCG7 Beta and the CB Pro have three distinct profiles that will please a wide range of golfers. All

three of these fairway woods have the potential to produce driver like ball speeds. This is one of the most impressive, well-rounded fairway wood families in golf." They conclude, "For years, GolfWRX has been told by leading custom fitters that Tour Edge Exotics fairway woods are some of best performing if not *the* best performing fairway woods in their stores."

Exotics utilize a revolutionary chemical bonding process as opposed to welding. Known as **combo-Brazing**, this groundbreaking technique joins two dissimilar metal parts and blends them together via chemical bonding and vacuum heat treatment. The process starts with a cold-rolled titanium cup face that is computer milled around the edge of the cup with a high precision rim. The steel body is precision cast to include an interlocking channel. The parts are chemically treated, inserted together and vacuum heat-cured for permanent bonding without heavy welding, resulting in a lower center of gravity and greater spring off the face for a pure energy transfer, benefits not possible from traditional welded club heads.

PGA Tour Validation

In these days of pay for play on the PGA Tour, it's almost impossible for midsize companies to get their clubs in the hands of players. Tour Edge rep Andy Harris says, "The way contracts are written today with the big-name companies, there aren't many players open to play other clubs, but our progress has been steady and sure. Since we pay no money to put clubs in play, players that use them have to be true believers. For the most part, they have not veered away from our products once they've put them in the bag." Many PGA Tour stars carry Exotics clubs. After the 2012 FedEx Cup, the "What's in Their Bag" section in a major golf publication pointed out that Brandt Snedeker used an Exotics 3-wood in his march to the championship. Arjun Atwal says, "I think it's one of the best fairway woods out here on the PGA Tour. If a player without a contract plays it anyway, that says a lot about the club."

Why do Exotics clubs perform so well? Exotics components are made at the finest, highly sophisticated facilities, which also produce high-end products for the Japanese marketplace. Exotics batches are smaller and subject to tighter tolerances and more meticulous quality control to ensure the premium Exotics experience including hand assembling each club one at a time. The full XCG7 line includes fairway woods, drivers, hybrids and irons. All clubs carry a lifetime warranty. Test one yourself. Information on the Combo-Brazing line of Exotics products is available at (800) 515-3343 or www.touredge.com.

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