

Exotics - Revolutionary Technology Adds Guaranteed Distance

By Leonard Finkel

A true exotic stirs the passion of your soul. Your pulse races, adrenaline flows. That's exactly what Tour Edge Golf has accomplished with its revolutionary Exotics product line. Exotics by Tour Edge are for those who demand the finest in performance, for golfers who want nothing less than the most powerful, accurate, clubs from technology ahead of its time. Exceeding limitations with innovative design and the latest technology is what these clubs are all about. Due to the phenomenal success and reception from the public, the company has expanded the line to include fairway woods, irons, hybrids and its new Exotics driver.

Exotics utilize a revolutionary Combo Brazing process as opposed to welding. Combo-Brazing is a ground-breaking technique, in which two dissimilar metal parts are blended together via chemical bonding. With Exotics fairway woods and iron-woods, the process starts with a 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. The intrinsic quality of the process is unparalleled, 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. All other Exotics clubs utilize a form of chemical bonding.

In testing with Iron Byron in San Diego, chemical bonding proved its worth and the Exotics 3-wood left the competition in the dust. At a 107 mph swing using a stiff shaft, Exotics by Tour Edge traveled an average of 253 yards. By comparison, Callaway Great Big Bertha averaged 230.38, Ping G2 229.75 with Cobra SZ and Titleist 980F averaging less than 225 yards.

PGA Tour Validation

In these days of pay for play equipment on the PGA Tour, it's almost impossible for midsize golf companies to get clubs in the hands of players. Yet Tour Edge is making inroads. Tour Edge rep Andy Harris says, "From the experience I have getting clubs in play on the PGA Tour, the product has to perform. Our progress has been steady and sure."

PGA Tour pros are impressed with the fact that the 3-wood performs as well off the ground as it does off the tee. JP Hayes says, "It's been a good club for me off the tee. There's not too much loft, so I can hit it pretty easily but surprisingly, I can still hit it off the fairway really high. I made the cut at the U.S. Open and it was important, especially when you can't use driver a lot." DJ Trahan concurs stating, "I certainly like the way the ball comes off the face club. I just love the feel; it's such a solid feeling club." "Since we pay no money to put clubs in play, players that use them have to be true believers. And for the most part, they have not veered away from our products once they've put them in the bag," Harris adds.

The Science of Success

According to founder David Glod, "Golfers have enjoyed the face-striking benefits of titanium drivers. However, titanium fairway woods have come up short. Combo-Brazing solves the problem. The elimination of welding allows every single gram of excess weight to be removed from the face area and shifted to the rear skirt and sole for a deeper center of gravity."

With experienced designers and smaller production runs, Exotics by Tour Edge can bring futuristic technologies to the marketplace months, even years, ahead of its time. For additional information on the Combo-Brazing fairway wood and the entire line of Exotics products, call (800) 515-3343 or visit www.touredge.com.

