

The Srixon logo is displayed in white on a red rectangular background. The word "SRIXON" is written in a bold, italicized, sans-serif font with a registered trademark symbol. A small white swoosh is positioned below the letter "I".

**SRIXON**<sup>®</sup>

DEDICATED TO IMPROVING YOUR GAME™

The words "SOFT FEEL" are written in a large, bold, italicized, red sans-serif font with a white outline and a drop shadow effect. The text is centered horizontally and positioned over a green checkered pattern.

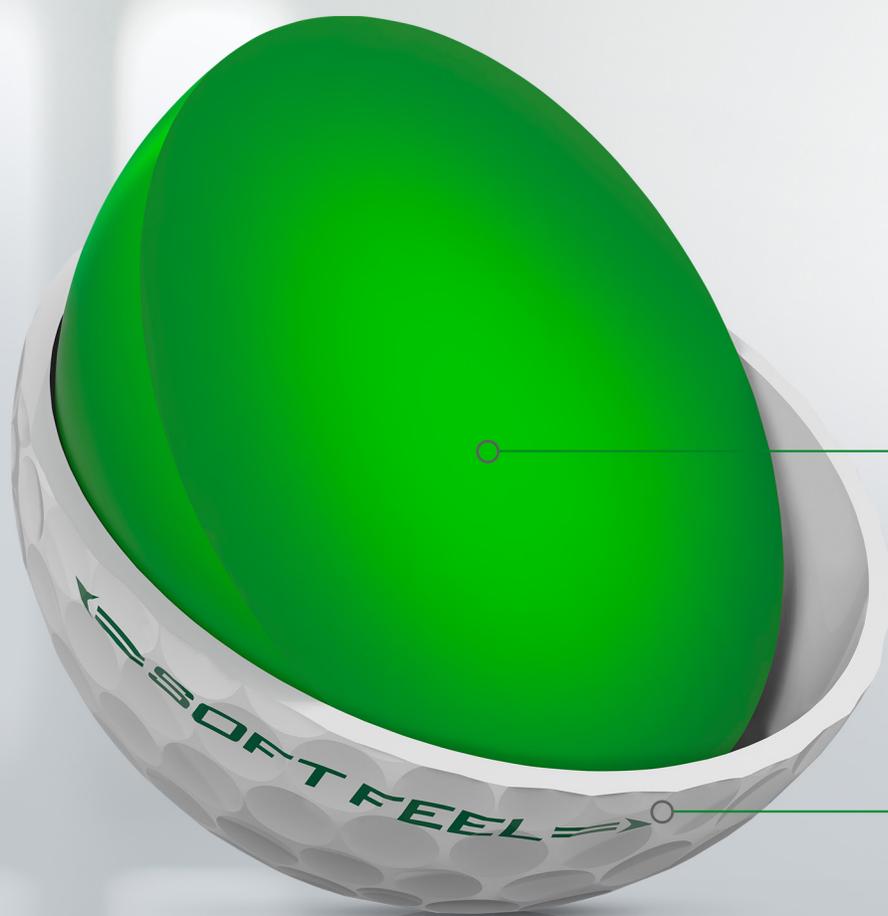
**SOFT FEEL**

2018 PRODUCT MANUAL

**SRIXON**

# **DISTANCE**

*NEVER FELT THIS GOOD*



SOFT  
ENERGETIC  
GRADIENT  
GROWTH CORE

338 SPEED  
DIMPLE PATTERN



## **INTRODUCING NEW SOFT FEEL™**

The all-new Soft Feel has a soft core for exceptional feel and our tour-proven Speed Dimples for incredible distance. Get the feel you crave with the distance to score low. Choose Soft Feel, only from Srixon.

# OFFERINGS



SOFT FEEL  
SOFT WHITE

SOFT FEEL  
TOUR YELLOW



SOFT FEEL LADY  
SOFT WHITE

SOFT FEEL LADY  
PASSION PINK

# LONGER, SOFTER, BETTER

The new 11th generation Soft Feel is built for golfers who want to maximize distance and control with an exceptional feeling golf ball. The soft cover, innovative core, and new dimple pattern create total performance from tee to green.

*“Our members love the distance off the tee and control around the green. It’s a great performing ball at an amazing price. For the money there is nothing that can compare!”*

*-Rene Rangel  
General Manager, Golfcrest Country Club*

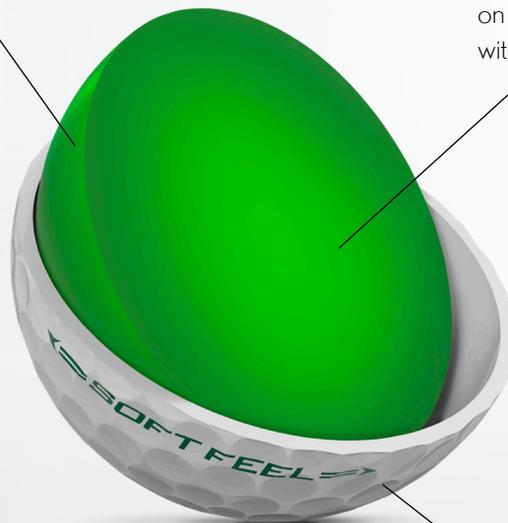
## KEY TECHNOLOGY:

### Softer Cover

Get more control around the greens with a soft, thin cover.

### Energetic Gradient Growth Core

Optimize your launch conditions with the E.G.G. Core. Softer in the center and firmer on the outside, it launches high off the tee with low spin for added distance.



### Speed Dimples

The 338 Speed Dimple Pattern cuts through the wind for straighter, more accurate distance.



# LONGER OFF THE TEE

The Soft Feel 11 leads the way in distance off the tee compared to key competitors thanks to its larger Energetic Gradient Growth Core and new 338 Speed Dimple Pattern.



## HOW DID WE GET YOU MORE DISTANCE?

### Energetic Gradient Growth Core

Increases launch angle and lowers driver spin for optimal launch conditions. This new version is larger than past generations improving ball speed and distance.



### New 338 Speed Dimple Pattern

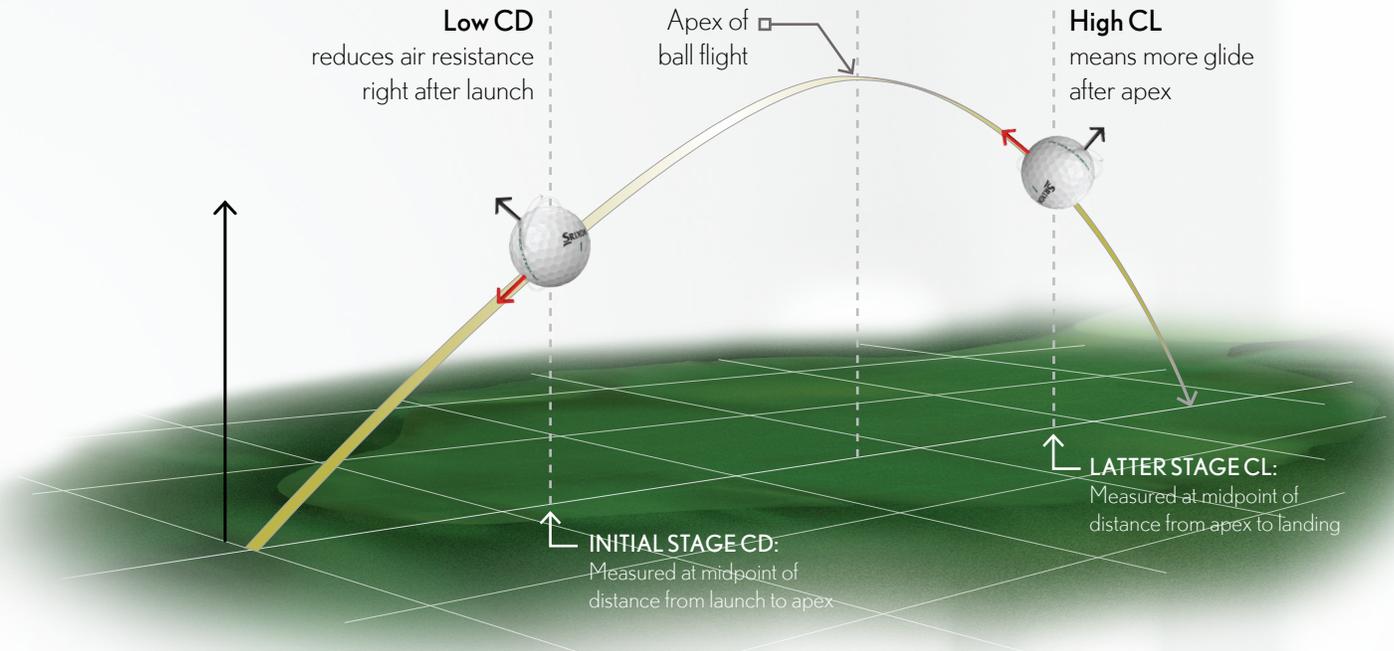
Creates less drag through the air for longer carry.



\*Independent Test conducted by Golf Laboratories, commissioned by Srixon. Results from robot swing with 84 mph head speed. Driver used was Callaway Rogue 10.5° R-Flex and each ball was hit four times in the center of the face. Competitor balls tested were 2018 Titleist Tour Soft and 2017 Callaway Supersoft.

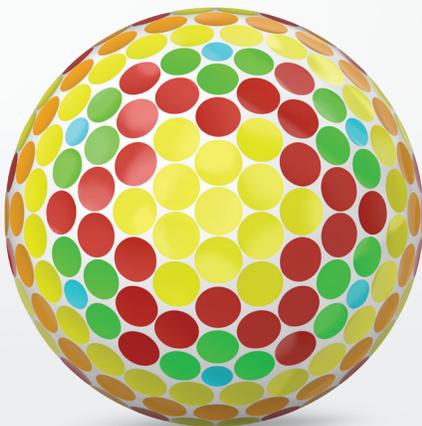
# MORE ACCURATE IRON PLAY

With less drag through the air from the 338 Speed Dimple Pattern, the Soft Feel 11 shows the most consistency and smallest dispersion area compared to key competitors.

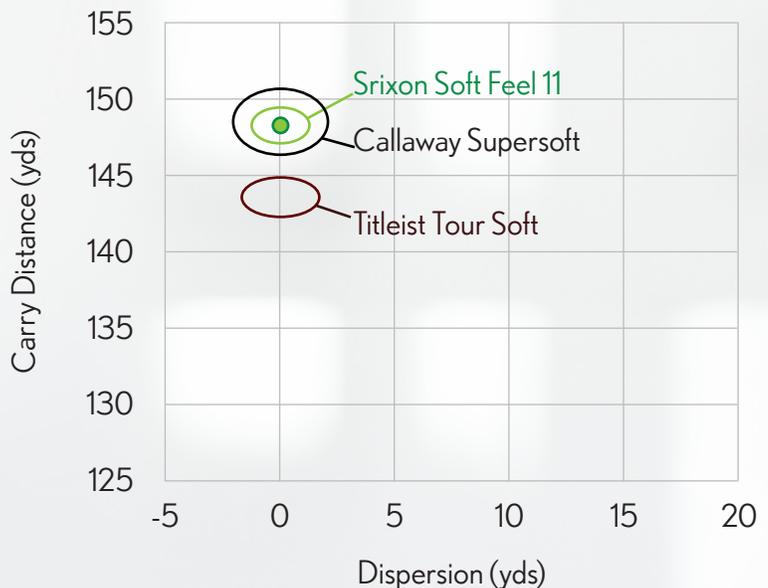


# HOW DID WE GET YOU MORE ACCURACY?

The **338 Speed Dimple Pattern** decreases the drag coefficient in the new Soft Feel. A lower drag coefficient means the ball cuts through the air, is less affected by wind, and thus more consistent and accurate.



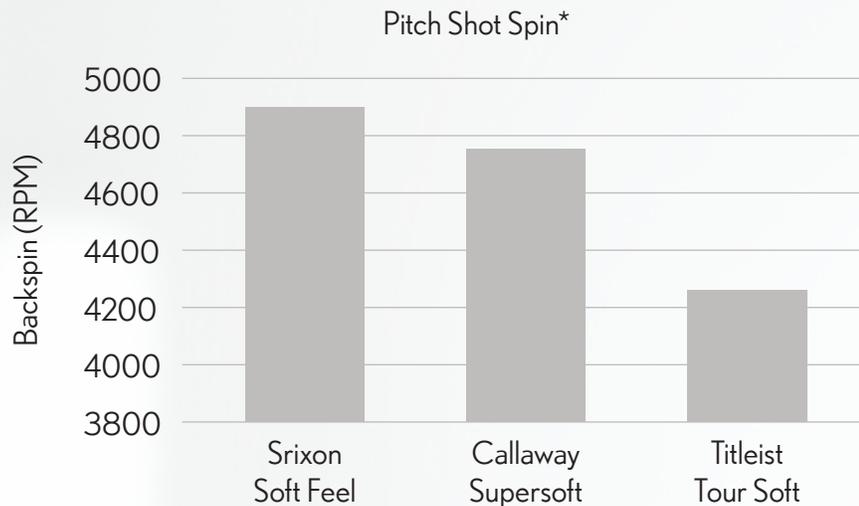
7 Iron Distance and Consistency\*



\*Independent Test conducted by Golf Laboratories, commissioned by Srixon. Results from robot swing with 75 mph head speed. 7 Iron used was Taylormade M4 Steel R-Flex and each ball was hit four times in the center of the face. Competitor balls tested were 2018 Titleist Tour Soft and 2017 Callaway Supersoft.

# MORE CONTROL AROUND THE GREENS

The Soft Feel cover is thin and soft, producing more spin and control around the greens.



## HOW DID WE GET YOU MORE CONTROL?

The softer, thinner cover promotes more greenside spin and a softer feel on all pitches, chips, and putts.

### COVER SPECS

Cover Material	Ionomer
Cover Hardness	57
Cover Thickness	0.063"



\*Independent Test conducted by Golf Laboratories, commissioned by Srixon. Results from robot swing with 36 mph head speed. Wedge used was Titleist SM6 56° and each ball was hit four times in the center of the face. Competitor balls tested were 2018 Titleist Tour Soft and 2017 Callaway Supersoft.

# SOFT FEEL



338 SPEED  
DIMPLE PATTERN

SOFT, LOW  
COMPRESSION CORE



SOFT & THIN  
COVER

Now in its 11<sup>th</sup> generation, the Srixon Soft Feel golf ball provides even better feel on all shots, with improved greenside spin and incredible distance and accuracy from tee to green.

## Energetic Gradient Growth Core

Gives you a high-launch, low spin trajectory off the tee for added distance and an ultra-soft feel.

## Soft, Thin Cover

Provides more greenside spin and softer feel on all pitches, chips and putts.

## 338 Speed Dimple Pattern

The lower drag coefficient dimple pattern cuts through the wind for more accuracy and consistency on every shot.

Swing Speed: All

Launch: High

Greenside Spin: Mid

## SPECS

Construction	2pc
Cover Material	Ionomer
Cover Thickness	0.063"
Compression	60
Dimple Number	338

Available in both Soft White and Tour Yellow.



5601 SKYLAB ROAD  
HUNTINGTON BEACH, CA 92647

©2018 Srixon/Cleveland Golf  
Srixon, Spin Skin, Z-STAR and Q-STAR are registered trademarks of Srixon/Cleveland Golf/XXIO,  
a division of Sumitomo Rubber Industries, Ltd. Soft Feel, Marathon, Dedicated to Improving Your Game,  
Tour V.T. Sole, Power Wave, Stretch Flex and Arc Support Channel are trademarks of Srixon/Cleveland Golf/XXIO,  
a division of Sumitomo Rubber Industries, Ltd. All other brand and product names are trademarks of their respective companies.