

CLEVELAND GOLF WEDGE FITTING MANUAL 2020



INTRODUCTION BY **LIONEL CARON**

PRESIDENT FOR SRIXON/CLEVELAND GOLF/XXIO EUROPE



When it comes to wedges, Cleveland Golf Wedges are the most well known in the game of golf and have historical leading positions in most markets around the world. We are very happy to have developed a wedge fitting solution that allows each golfer to be custom fit for the best set of wedges for their game.

Correctly fitted wedges will have an immediate impact on a golfer's ability to lower their scores.

A Certified Cleveland Golf Wedge Fitter will find that by utilizing the Cleveland Golf Wedge Fitting Solution they will be able to match the proper wedge family, optimal shaft, length, lie and grip size to each golfer. Custom built Cleveland Golf wedges produce confidence, lower scores and create happy golfers!

Providing the best wedge fitting experience to your customers will have an immediate impact on your business in the following ways:

1. Publicity: You will be seen as THE short game expert who can help lower your customer's scores. Behind the putter and maybe the driver, wedges are the most important clubs in the golfer's bag.

2. Turnover: As you know, considering the golfer's bag composition and the evolution of the game, golfers buy at least 3 or 4 wedges with different lofts and bounces to lower their scores. Did you know that the average handicap for a golfer with 2 or less wedges is 18.0, and for those with 3 or more wedges it's 13.3.

3. Margin: Cleveland Golf offers the best margin in the industry.

4. Cash Flow: Order the Wedge Fitting Solution now and pay for it at the end of the year! Cleveland Golf will support you with extra products FOC or discounted to pay back the investment.

We've put together this wedge fitting manual to help you and your customers get the most out of the Wedge Fitting Solution and our game-changing family of Cleveland Golf Wedges.

As always, thank you for your support, and do not hesitate to get in touch with the team if there is anything else that we can help with.

Lionel Caron

Cleveland GOLF

MASTER OF THE SHORT GAME

65% OF SHOTS ARE PLAYED WITHIN 120 YARDS OF THE GREEN
OF THOSE SHOTS, 45% ARE PLAYED WITH WEDGES



HEAD

CLEVELAND GOLF WEDGES WILL AID THE PLAYER VISUALLY, ALLOW FOR PREDICTABLE BALL CONTACT, AND PRODUCE A MORE CONSISTENT FEEL.



SOLE

THE WIDER THE SOLE, THE MORE FORGIVING THE WEDGE - CLEVELAND OFFERS WEDGES WITH A RANGE OF SOLE WIDTHS WHICH ARE ALL DESIGNED TO LOOK THE SAME AT ADDRESS.



GROOVES

THE GROOVES HELP GENERATE SPIN, CONTROL AND PRECISION CONSISTENTLY IN ALL CONDITIONS WHICH OFFERS BETTER DISTANCE CONTROL, IMPROVED ACCURACY AND LOWER SCORES.



GRIP

MOST GOLFERS HAVE ONLY SEEN AND FELT "STANDARD" SIZE TAPERED GRIPS. IF YOU ARE UNSURE, SLIGHTLY LARGER IS BETTER THAN TOO SMALL. THE TWO MIDDLE FINGERS ARE SLIGHTLY GAPPED TO TOUCHING THE HEEL PORTION OF THE GOLFER'S PALM.



GAP

WEDGES SHOULD BE CONSISTENTLY GAPPED BETWEEN 4-6 DEGREES TO GIVE THE GOLFER 12-16 YARDS OF SEPARATION BETWEEN CLUBS. THIS WILL CREATE TIGHTER GAPS AND CONSISTENT DISTANCE CONTROL.



SHAFT

SHAFTS GIVE THE GOLFER THE DESIRED TRAJECTORY, DISTANCE AND FEEL WHICH ALLOWS THE GOLFER TO BE CONFIDENT AND MORE CREATIVE AROUND THE GREENS. HEAVIER SHAFT = LOWER BALL FLIGHT, LIGHTER SHAFT = HIGHER BALL FLIGHT

CLEVELAND GOLF WEDGES

OVER
10,000,000
WEDGES SOLD

SUCCESSFUL WEDGE

**27 MAJOR
CHAMPIONSHIP
WINS WITH CG WEDGES**

SINCE 1988

MILLING GROOVES

1ST
BRAND TO
MILL GROOVES
IN A WEDGE



BOUNCE OPTIONS

1ST
BRAND TO EVER OFFER
MULTIPLE BOUNCE OPTIONS
IN A WEDGE



CAVITY BACK

1ST
BRAND TO
LAUNCH A CAVITY
BACK WEDGE



THE CLEVELAND WEDGE FITTING SOLUTION

At Cleveland Golf, we understand that off-the-shelf wedges don't work for everyone. Like every other club in a golfer's bag, wedges should be custom fitted to a player's game and playing style.

That's why we've put together this wedge fitting solution for you and your customers to get the most out of Cleveland wedges.

Contained within your wedge fitting solution you will find the following:

FITTING HEADS

11192710	FITTING_HEAD_WEDGE_CBX2_RH_50_SB
11192711	FITTING_HEAD_WEDGE_CBX2_RH_54_SB
11192712	FITTING_HEAD_WEDGE_CBX2_LH_50_SB
11192713	FITTING_HEAD_WEDGE_CBX2_LH_54_SB

FITTING SHAFTS

11192725	ShGrTp:CG DynamicGold 115 Wdg
11192727	ShGrTp:CG DG TI S400 Wdg
11192728	ShGrTp:CG DG TI S400 Wdg +1
11192730	ShGrTp:CG KBS Hi Rev S
11192734	ShGrTp:CG Modus3 105 Wdg
11192737	ShGrTp:CG Recoil760SWP F2 Wdg
11192738	ShGrTp:CG Recoil760SWP F3 Wdg
11192740	ShGrTp:CG Wmns GR
11192741	ShGrTp:Rotex GR Wdg

FITTING TOOLS

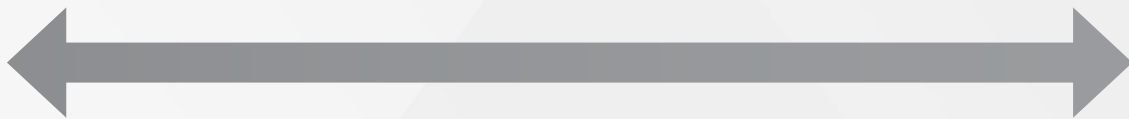
11192714	Wrench:CG Star Tip
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THE CLEVELAND GOLF WEDGE FAMILY

- Wedges from Cleveland Golf are designed as a cohesive set within a family.
- Whether you fit into the RTX, CBX or Smart Sole line, Cleveland Golf provides a wedge system for every golfer.

MAX VERSATILITY

MAX FORGIVENESS



RTX ZipCore

CBX2

SMART SOLE

CONSISTENT ADDRESS AND PERFORMANCE

- The weights, sole widths, bounces, and offsets have engineered progressions for consistent set performance.
- They are designed to look the same at address and have specific sole contours.
- Cleveland Golf wedges will aid the player visually, allow for predictable ball contact, and produce a more consistent feel.



RTX ZipCore

CBX2

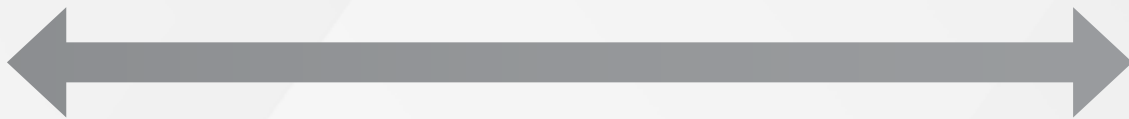
SMART SOLE

MODEL SELECTION

- Get to know the golfer's game as it stands now. Does the golfer struggle with short game shots?
- With the golfer's most lofted wedge, have them hit some 30-40 yard shots. (The "touchy, feely" zone for most golfers.)
- Pay attention to their technique. (Hands forward, lots of shaft lean, etc.)
- Does the golfer try to create more bounce by opening the clubface?
- Ideally at impact, the golfer's wedge shaft should be vertical with minimal forward shaft lean.
- Ask the golfer what shots they are afraid of.
- Start with the CBX2 58 degree wedge and have golfer hit some 30-40 yard shots.
- Try the RTX model for better golfers and Smart Sole for those who are struggling with the CBX2.

MAX VERSATILITY

MAX FORGIVENESS



RTX ZipCore

CBX2

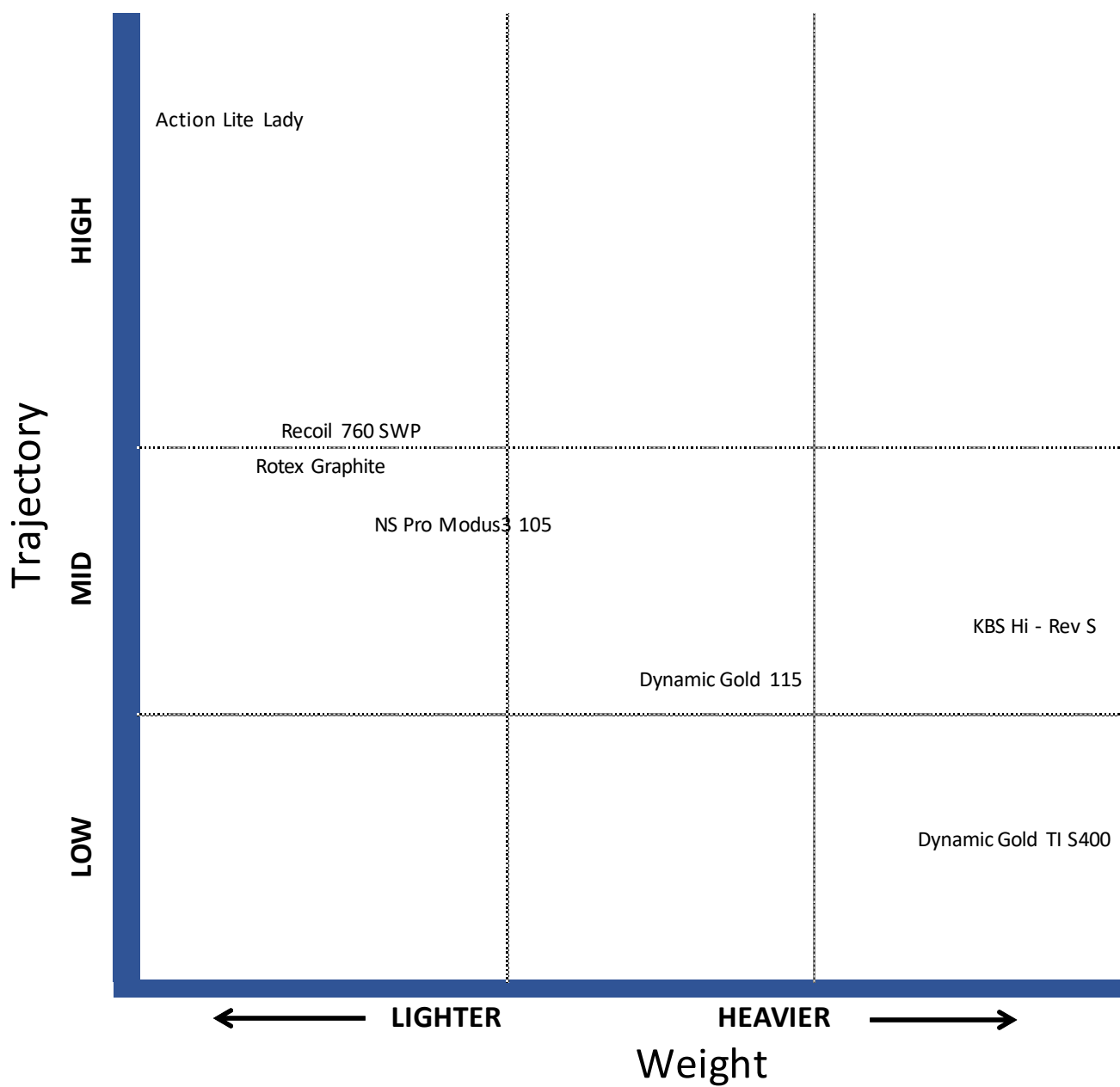
SMART SOLE

SHAFT SELECTION

- Like fitting irons, wedges need to be fit with the proper shaft that gives the golfer the desired trajectory, distance, feel and confidence.
- This also allows the golfer to be confident and more creative around the greens.
- Fit the golfer with the proper length shaft using the 54 degree head. (Notice if they are gripping down on the shaft or gripping off the edge of the shaft.)
- If needed, you can use face tape to see where the ball contacts the clubface.
- When shaft fitting, this is best done with “stock” full wedge swings. (Tell the golfer you are not interested in how far they can hit their wedges. Wedge play is about controlling distance.)
- Just like fitting other clubs, weight trumps flex when fitting wedge shafts. Ask the golfer what type of trajectory they like hitting wedges. This will help you in what weight and flex to try.
- As a general rule of thumb, heavier shafts flight the ball lower while lighter shafts launch the ball higher.
- As a starting point, try a shaft that is most equivalent to the golfer’s irons. If you noticed that the golfer did pretty well with the stock shaft in the 58 degree wedge, try it also with the 54 degree head.
- If possible, validate distances, trajectories and spin rates with a launch monitor.
- Pay close attention to the golfer’s posture and balance at address, during their swing & their finish.
- Listen to the ball’s impact and the sound the wedge makes through the ground. (Should be a nice solid sound.)
- You and the golfer can feel the vibration in the ground when you have the proper bounce interacting through the turf.
- Listen to the golfer, they will tell you how the wedge feels.
- Repeat this process using the interchangeable 50 degree wedge head.

WEDGES

Wedge Shaft Performance



HOW TO USE INTERCHANGEABLE WEDGES

STEP 1



Stand wedge vertically by holding the club head and placing butt end of the grip on the ground for support. Insert torque wrench into the head of the screw located at base of shaft

STEP 2



Once wrench is firmly pressed into the head of the screw, rotate wrench counter-clockwise until screw is free of resistance and freely spinning.

STEP 3



Gently push club head up to release it from the shaft. Once separation has taken place, select the new shaft you want to use for the wedge

STEP 4



Re-insert the shaft into the hosel. It should firmly slip into place. Place the torque wrench back into the head of the screw and rotate in a clockwise direction until you hear the wrench engage. A popping sound will notify you that it has been tightened properly.

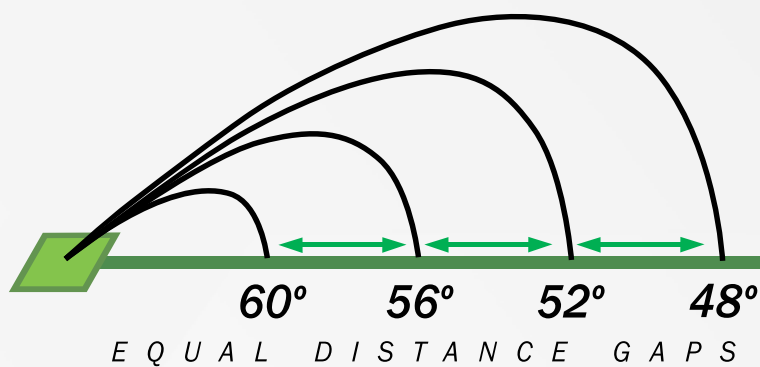
WEDGE LIE ANGLE FITTING

- Once the length and type of shaft is fit, use lie angle tape and a lie board to determine the proper lie angle.
- Most wedges are too upright for golfers due to being fit for their irons. (The fitter most of the time will use the same lie angle for wedges as the irons.)
- 99% of the time, the lie angle on wedges needs to be flatter than the golfer's irons. When using the lie tape look for a mark that is "toe side of center"
- The reason to use flatter lie angles on wedges is that it allows the golfer to release the club head without the fear of going left. (Vise versa for left handed golfers)
- The exception may be on the gap wedge, as for many golfers this is a "full swing" club and the golfer may prefer the lie angle to be like their irons. (Fitter, use your discretion)



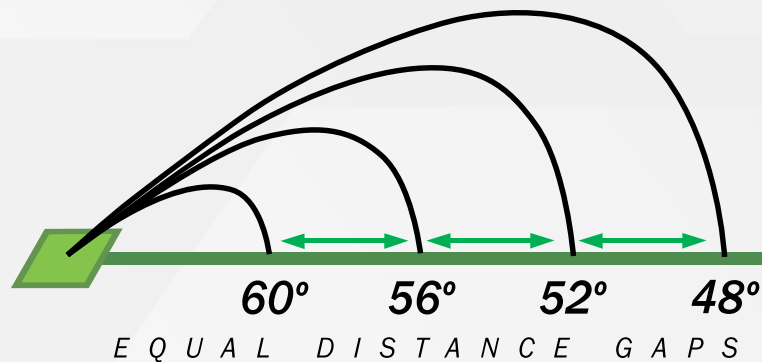
FITTING LOFTS FOR DISTANCE CONTROL

- Wedges with loft gaps of 4-6 degrees will give the golfer a 12 -16 yard separation between clubs. This will create tighter gaps and more consistent distance control.
- If the golfer fits into only a couple wedges, the fitter and golfer may elect to widen the gap of loft between the wedges.
- Tighter gaps allow players to hit full shots more frequently, which improves, confidence, accuracy and lower scores.



FITTING LOFTS FOR DISTANCE CONTROL

- Based on the Pitching Wedge loft, players should choose wedge lofts accordingly.
- Confirm distances on a launch monitor if available.
- GENERAL PW LOFT GUIDELINES
- Game Improvement Sets - 42° - 44°
- “Players” Sets - 45° - 46°
- Very old iron sets (1990’s and before) - 48° - 49°



44° PW TYPICAL WEDGE SETS

[48° 52° 56° 60°]

[48° 54° 60°]

[50° 54° 58°]

46° PW TYPICAL WEDGE SETS

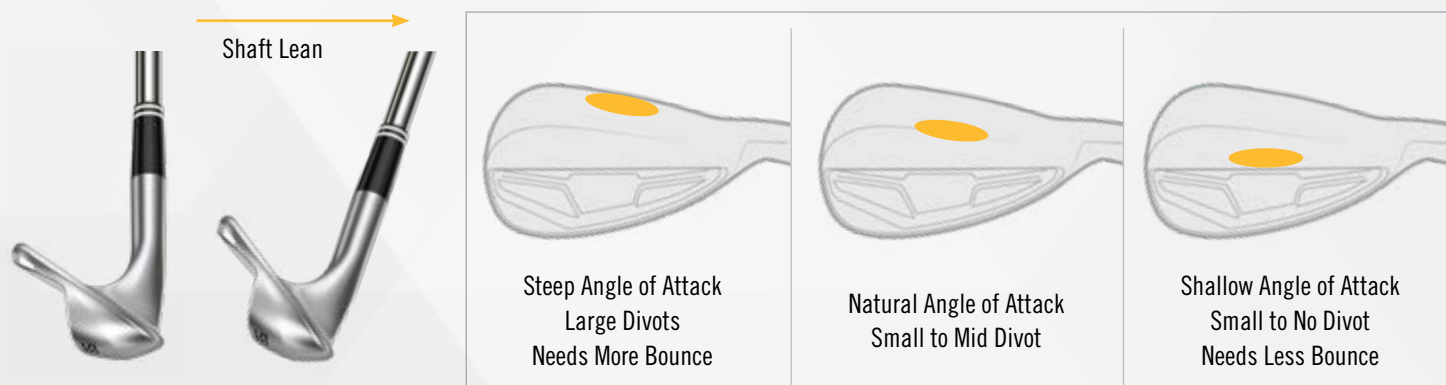
[50° 54° 58°]

[50° 55° 60°]

FITTING INDOORS

While fitting wedges outdoors is ideal for turf interaction, fitting wedges indoors can be accomplished.

- Get to know the golfer's game as it stands now. Does the golfer struggle with short game shots?
- With the golfer's most lofted wedge, have them hit some 30-40 yard shots. (The "touchy, feely" zone for most golfers.)
- Pay attention to their technique. (Hands forward, lots of shaft lean, etc.)
- Does the golfer try to create more bounce by opening the clubface?
- Ideally at impact, the golfer's wedge shaft should be vertical with minimal forward shaft lean.
- Ask the golfer what shots they are afraid of.
- Start with CBX2 58 degree wedge and have golfer hit some 30-40 yard shots.
- Try the RTX model for better golfers and Smart Sole for those who are struggling with the CBX2
- Ideally at impact, the golfer's wedge shaft should be vertical with minimal forward shaft lean.
- Using a launch monitor, pay attention to the vertical launch angle of the ball. You can then subtract this number from the loft of the club you are using and this provides the amount of bounce needed on the wedge for the golfer. You must take into consideration the golfer's "normal" playing conditions.
- Another checkpoint on the proper bounce and grind, is to use lie tape on the different models of Cleveland Golf wedges to determine which model gives you a lie mark closest to the middle of the sole (Front to back or leading edge to trailing edge)
- Use lie tape to gain insight into the player's divots. If the lie mark is toward the front of the sole, the player likely hits down and takes large divots. (Generally meaning needs more bounce) If the lie mark is toward the rear of the sole, the player likely takes shallower divots. (Generally meaning needs less bounce)



GRIP SIZE

- Do not be afraid to offer bigger grips to golfers. Most golfers have only seen and felt “standard” size tapered grips.
- Without doing an extensive grip size fitting, “Comfort is King.”
- **If you are unsure, slightly larger is better than too small**

BASIC GRIP FITTING



The two middle fingers are digging into the heel portion of the golfer's palm.



The two middle fingers are slightly gapped to touching the heel portion of the golfer's palm.



The two middle fingers have too much gap to the heel portion of the golfer's palm.

67% OF OUR GLOVE SALES ARE BETWEEN M/L AND XL

