**CLEVELAND GOLF ANNOUNCES THE LAUNCH OF THE**

**CLEVELAND CBX FULL-FACE WEDGE**

**Cleveland Golf Europe - Alton, UK** – 8th February 2021 - Cleveland Golf is proud to announce the release of the Cleveland CBX Full-Face. Built with grooves across the entire face, the Cleveland CBX Full-Face delivers a larger face area and more versatility to make difficult greenside shots easier. The Cleveland CBX Full-Face will launch in the UK & Ireland and across Europe on the 20th March 2021.

The Cleveland CBX Full-Face is a new wedge model that focuses on offering maximum short game versatility with added forgiveness for all those delicate shots around the green.



“Our new Cleveland CBX Full-Face is a perfect way to complete our wedge lineup,” said Joe Miller, Product Manager at Cleveland Golf Europe. “It helps golfers execute the most demanding shots they’ll encounter thanks to a larger striking surface with extended grooves running across the face. It does this while maintaining great feel and the signature forgiveness golfers have come to expect in every Cleveland CBX wedge.”

Cleveland CBX Full-Face provides a high toe profile that is perfect for sliding under the golf ball on the most aggressive short game shot. The Cleveland CBX Full-Face delivers a unique half-cavity design with a cavity near the heel and solid muscle back on the toe, which pushes the center of gravity away from the heel and closer in line with strike patterns for improved consistency and feel.

Additionally, the Cleveland CBX Full-Face takes Rotex Face Milling to the next level by extending across the entire face of the wedge for more spin and unmatched stopping power. Cleveland CBX Full-Face features a C-Shaped sole grind, which provides extra relief on the heel and toe for ultimate short game versatility.

**Here is a breakdown of the key innovations inside the Cleveland CBX Full-Face:**

* **High Toe Profile:** Hit more extreme open face shots with an extended toe portion, perfect for sliding under the golf ball and striking it on the toe.
* **Rotex Full Face:** Rotex Milling, Laser Milling, and Tour Zip Grooves cover every millimeter of the hitting surface, ensuring maximum versatility with maximum spin.
* **Half-Cavity Design:** A cavity near the heel, a solid muscle back on the toe. We’ve moved the sweet spot right where you’re most likely to hit the ball, improving feel and pushing forgiveness levels off the charts.
* **Low C-Shaped Sole:** Optimized for open face shots, Full-Face offers our lowest Cleveland CBX grind to date. It’s also C-Shaped for relief on the heel and toe, allowing for unhindered face manipulation.

Cleveland’s CBX Full-Face wedges are offered in 4 loft options (56°, 58°, 60°, and 64°) and are priced at £139 / €159 with a steel shaft and £149 / €169 with a graphite shaft.

For high-resolution images, the Cleveland Golf Product Manual, and other assets [CLICK HERE](https://www.srixon-share.com/archives/portfolio-item/new-cbx-full-face).

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**ABOUT *Cleveland® Golf*:**

Based in Alton, UK, *Cleveland® Golf Europe* is part of the Sumitomo Rubber Industries, Ltd. family and enjoys a strong presence on competitive tours worldwide. Their professional staff players include, Shane Lowry *Graeme McDowell*, *Keegan Bradley*, *Hideki Matsuyama*, *Inbee Park*, as well as many others. *Cleveland® Golf,* founded in 1979, is a leading equipment manufacturer specializing in short game technologies and solutions that benefit all golfers. *Cleveland® Golf* remains steadfastly committed to providing "Tour proven, premium golf equipment to passionate golfers seeking to improve their performance while enhancing their experience playing the game of golf." *For more information visit us online at* [*www.clevelandgolf.co.uk*](http://www.clevelandgolf.co.uk)*.*