

# HUNTINGTON BEACH SOFT

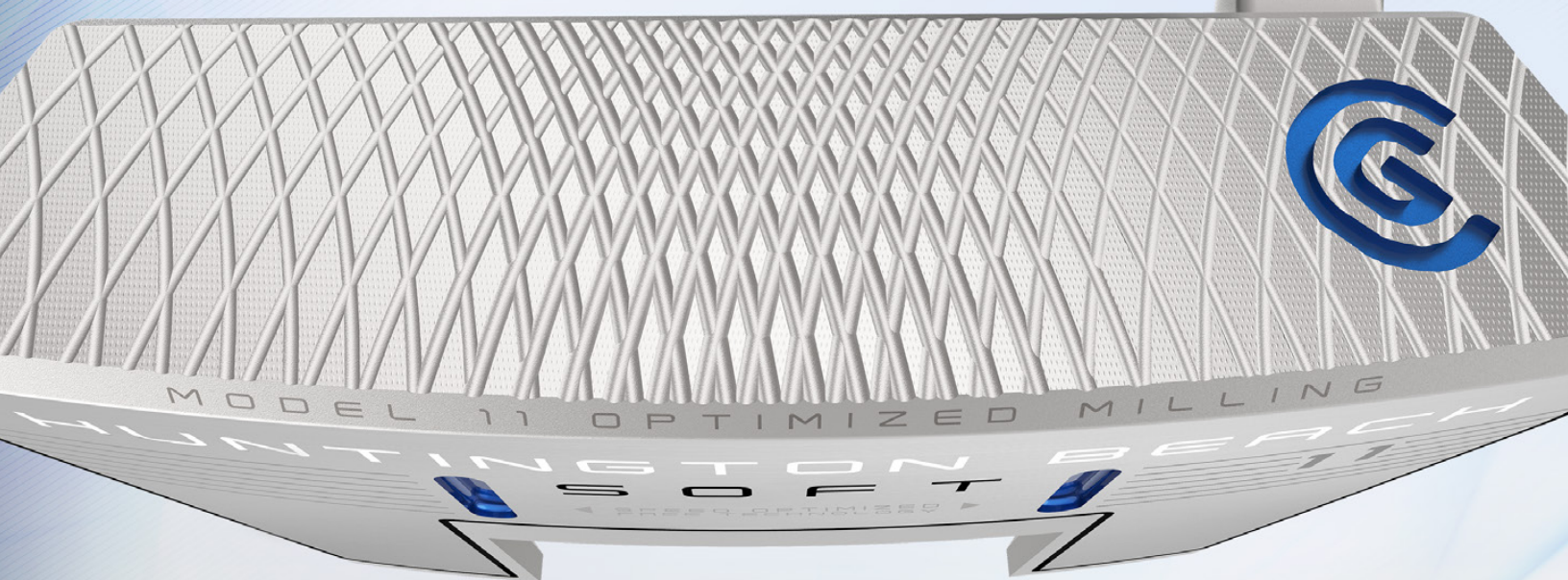
## PRODUCT MANUAL







# SOFT



## INTRODUCING THE NEW HUNTINGTON BEACH SOFT

At the intersection of artistry and science, new Huntington Beach SOFT Putter delivers score-dropping technology in a finely crafted package. Speed Optimized Face Technology provides consistent distance on center strikes and mishits alike. Yet 6 tour-proven shapes in soft 304ss offer the aesthetic appeal only a master craftsman can achieve. Get the distance control, soft feel, and confidence to sink more putts with new Huntington Beach SOFT.





# HUNTINGTON BEACH SOFT



4



8



11



11S

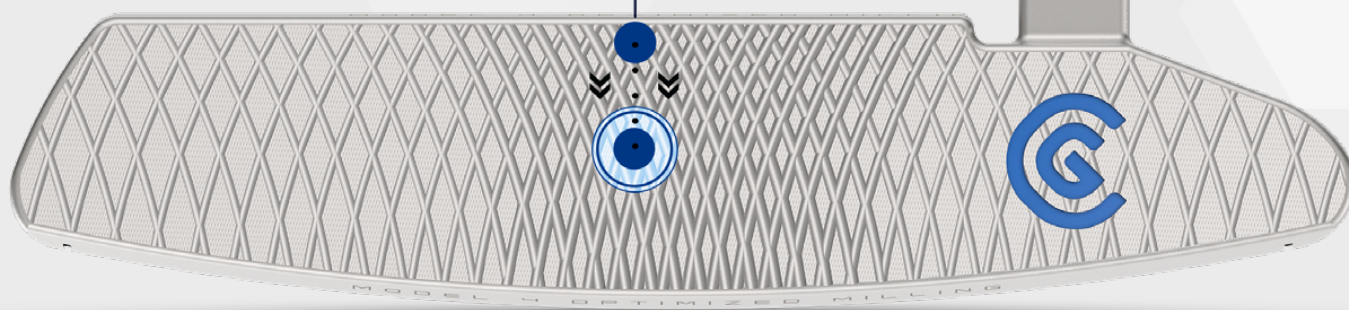




### **SOFT FEEL**

and pure roll with deep, precision milled face and 304ss construction.

**STRAIGHTER PUTTS**  
with enhanced stability from  
optimized center of gravity locations.



# HUNTINGTON BEACH SOFT

## CONSISTENT DISTANCE

on every putt with model-specific  
Speed Optimized Face Technology.

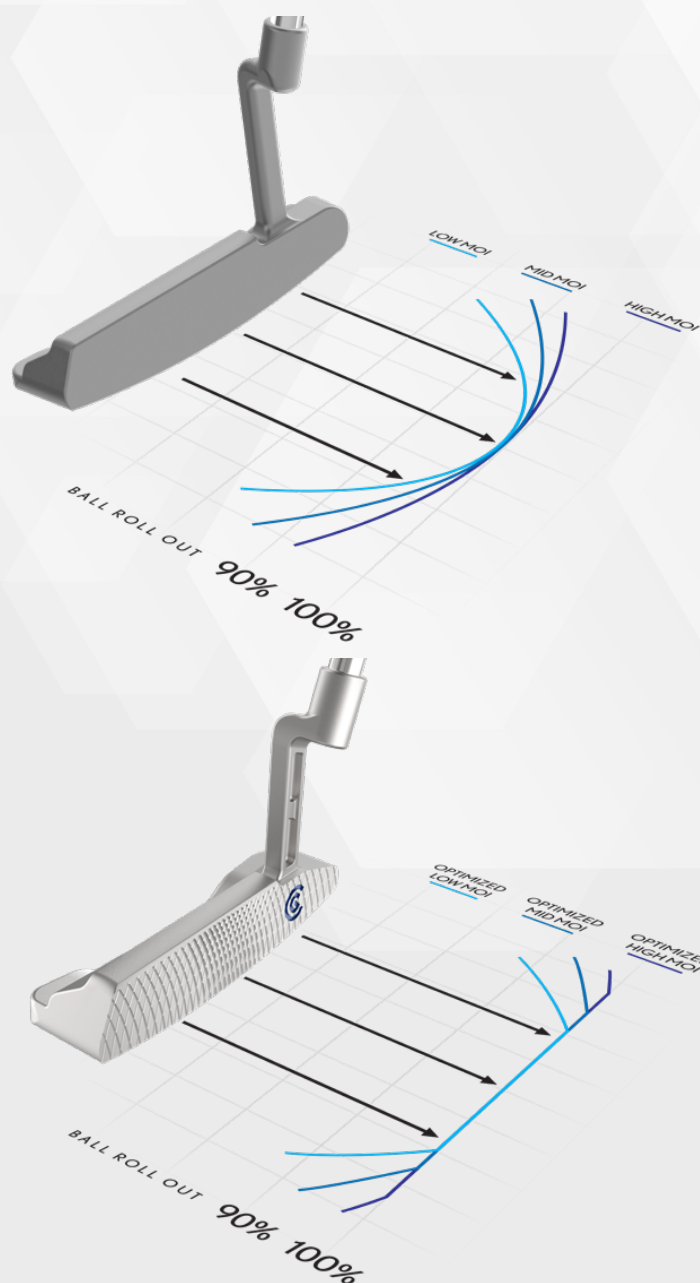


# PERFECT DISTANCE, EVERY PUTT

## **SOFT - Speed Optimized Face Technology**

Speed is critical to both sinking putts and getting lag putts close. That's why our proprietary Speed Optimized Face Technology gives you perfect speed control on every putt. A unique milling pattern on each putter produces equal speed—and equal distance—even when you strike off-center.

### **HERE'S HOW IT WORKS:**



### **PUTTER WITHOUT SOFT**

When you strike your putt in the center of the face, you achieve maximum ball speed. But when you miss the center, even by a little, you lose ball speed and, as a result, you leave putts short.

### **PUTTER WITH SOFT**

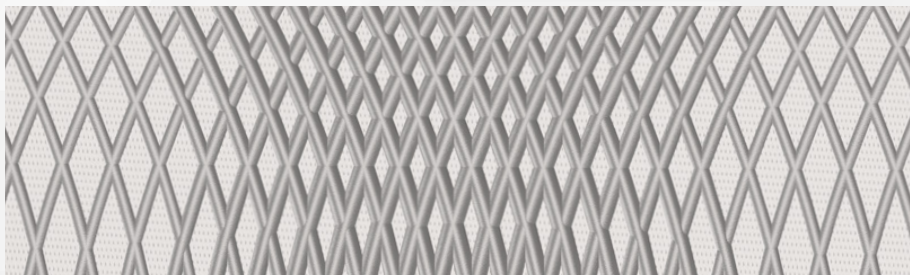
SOFT normalizes ball speed across the face. That means, no matter where you strike your putt, you get consistent speed and consistent distance. That's how SOFT ensures you never miss short because of an off-center strike.



### **WHAT MAKES HUNTINGTON BEACH SOFT PUTTER UNIQUE?**

Some competitor putters do feature milling patterns that normalize distance on mishits. However those competitors use the same face pattern on every putter shape they make, even though CG and MOI properties differ from model to model. Huntington Beach SOFT uses a custom face milling pattern for every head shape, providing perfectly consistent distance on each of your putts, with each Huntington Beach SOFT model.

#### **GRADUAL MILLING VARIATION ON HIGHER MOI MODELS**

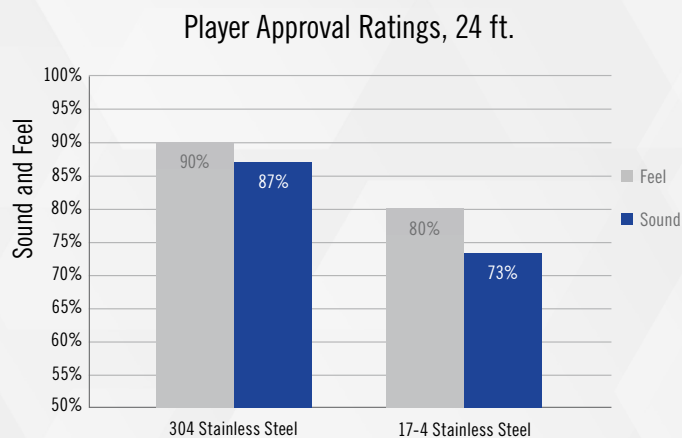


#### **MORE RAPID MILLING VARIATION ON LOWER MOI MODELS**

# BETTER FEEL MEANS MORE CONFIDENCE ON THE GREEN

The confidence to strike your putts deliberately and accurately comes from a putter that feels as good as it performs. The Soft 304 steel and deep CNC face milling on each Huntington Beach SOFT putter creates exceptional feel, which provides the confidence you need to sink more putts.

## HERE'S HOW IT WORKS:



## BETTER FEEL WITH 304 STEEL

304 Stainless Steel delivers a softer feel. Cleveland Golf's tensile strength testing confirms the 304 Stainless Steel is 51% softer than 17-4 Stainless Steel.



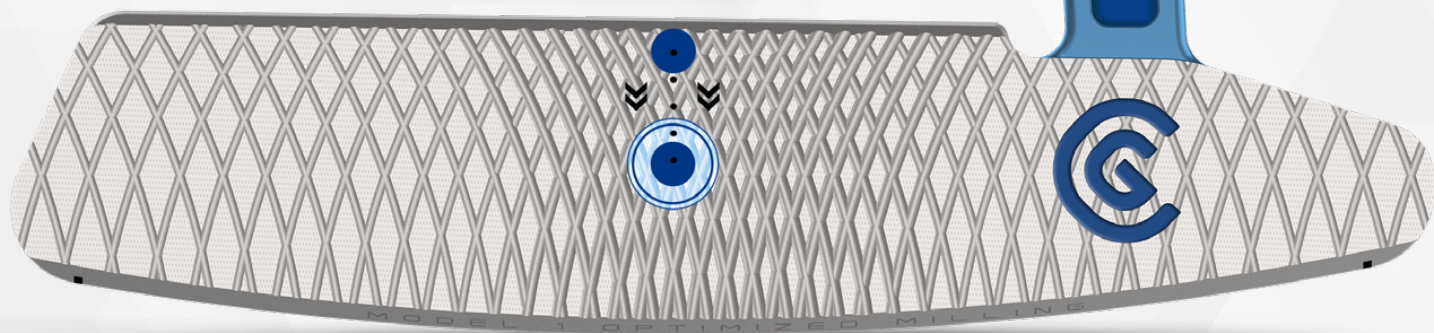




# BETTER FEEL WITH LOWER CENTER OF GRAVITY

New shaping techniques not only look great but allowed us to optimize center of gravity locations for improved feel and performance. With the center of mass behind the ball, your putts feel solid and go straight.

**MICROCAVITIES** in the 1 and 8.5 models help lower the Center of Gravity for better feel and accuracy.



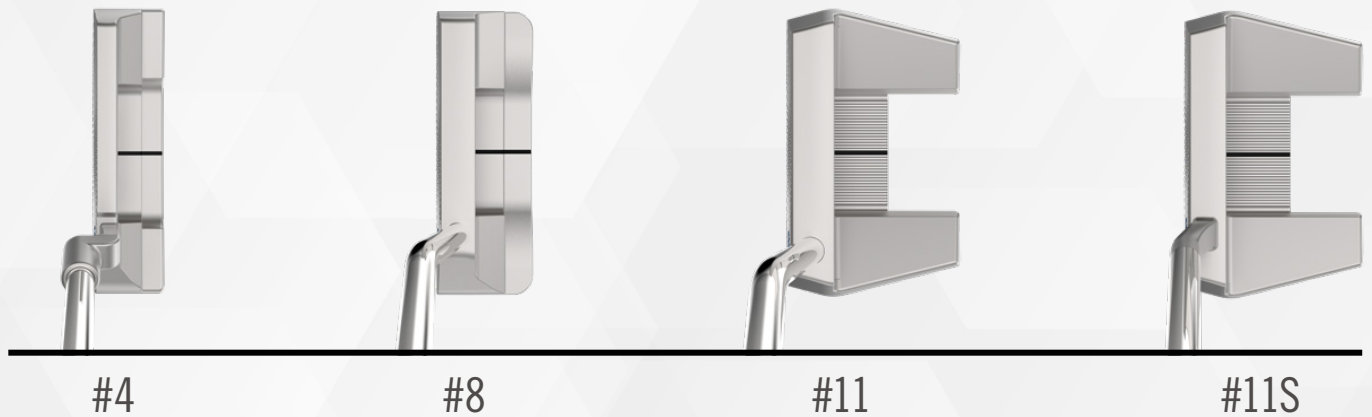
MODEL 4 OPTIMIZED MILLING

HUNTINGTON

SO

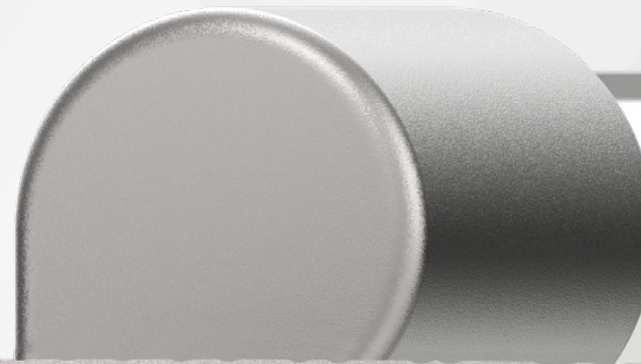
# A MODEL TO SUIT YOUR STYLE

With a mix of blades and mallets, as well as face-balanced and toe-down models, you're guaranteed to find the right model for your stroke.



Consider a **face-balanced** putter if you tend to miss right (for a RH golfer) on your typical miss.

Consider a **toe-down** if you tend to miss left (for a RH golfer) on your typical miss.



M I Z E D M I L L I N G

O N B E A C H

F T





# HUNTINGTON BEACH SOFT

Delivering score-dropping technologies in a finely crafted package, experience the reimagined Huntington Beach SOFT. Featuring Speed Optimized Face Technology for better distance control and tour-proven shapes for ultimate confidence, get a softer feel and a better putting performance with Huntington Beach SOFT.

## KEY INNOVATIONS:

### SPEED OPTIMIZED FACE TECHNOLOGY

Ensuring consistent speed control and distance performance, Cleveland's proprietary Speed Optimized Face Technology normalizes ball speed across the entire face of the putter, even on off-center putts.

### PRECISION MILLED FACE

A unique diamond CNC milling pattern increases friction for a pure roll and softer feel at impact.

### SOFTER FEEL

The soft 304 Stainless Steel ensures soft yet crisp feel, providing just the right balance of softness and feedback.



Huntington Beach SOFT Pistol Grip



Huntington Beach SOFT Oversized Grip



Women's Huntington Beach SOFT Pistol Grip



MODELS	HOSEL TYPE	LENGTH	LOFT	LIE	TOE HANG	HEAD WEIGHT	HAND
#4	Plumber's Neck	33", 34", 35"	3°	70°	Moderate	345g	RH/LH
#8	Single Bend	33", 34", 35"	3°	70°	Face Balanced	365g	RH
#11	Single Bend	33", 34", 35"	3°	70°	Face Balanced	370g	RH/LH
#11S	Slant Neck	33", 34", 35"	3°	70°	Moderate	370g	RH/Women's



#4



#8



#11



#11S





Cleveland  
GOLF

Cleveland  
GOLF



5601 SKYLAB RD | HUNTINGTON BEACH, CA | 92647  
714.889.1300 | CLEVELANDGOLF.COM

©2021 SUMITOMO RUBBER INDUSTRIES, LTD.  
CLEVELAND, CLEVELAND GOLF, CG, AND THE CG LOGO ARE REGISTERED TRADEMARKS OF  
SRIXON / CLEVELAND GOLF / XXIO, A DIVISION OF SUMITOMO RUBBER INDUSTRIES, LTD.  
WHERE SCORING MATTERS IS A TRADEMARK OF SRIXON / CLEVELAND GOLF / XXIO,  
A DIVISION OF SUMITOMO RUBBER INDUSTRIES, LTD.