



WELCOME TO THE CLUB

Specifically, the all-new Launcher XL Halo Irons and Launcher XL Irons.

Getting out on the course and enjoying the heck outta your round is what we think golf should be about. That's why we made both our new Iron sets super easy to use.

Because we play golf for the important things. Like laughing at your buddy's breakfast ball, going for the green no matter the hazard, and occasionally pureing it right down the middle.

Cleveland





GOLF IS
FUM7

Fair question. Because stuffy golfer vibes sure aren't. But strolling up to a rough lie, swinging like you don't care, and sticking your 6-iron? It doesn't get any better than that. That's why Launcher XL Halo Irons are guaranteed fun with their big, hollow, forgiving head design.

Welcome to the Club



THERE'S MORE TO GOLF THAN GOLF

Epic range sessions, greenside wagers, and cheers at the 19th? Yeah, there's

all the way through.

Welcome to the Club

a lot more to golf than golf. But the new Launcher XL Irons? Those are for the golf part.

They're hollow in the long irons for forgiveness, cavity back in the shorts for accuracy, and fun

LAUNCHERXL



OFFERINGS

Meet the Launcher XL Halo Irons and Launcher XL Irons



MEN'S AND WOMEN'S LAUNCHER XL HALO IRONS

Available in Steel and Graphite, 4i-SW



Available in Steel and Graphite, 4i-DW



FACE THE FUTURE WITH MAINFRAME

WHAT IT IS

There's nothing artificial about the power of Artificial Intelligence—it's the real deal. And so are the distance gains you'll get from it.

By now, you're probably wondering, "How can A.I. increase ball speed on my Iron shots?" And to that we say, great question! Skepticism is a healthy worldview. But in truth, it all comes down to MainFrame. That's how our engineers unleashed the power of A.I. to maximize COR on these Irons (more bang for you, buck).

HOW IT WORKS

Remember, when you strike an Iron, its face is going to flex. The amount of flex, and the location of that flex, directly effects how much ball speed gets injected into your golf ball.

To ensure all that flexing is optimal, our engineers found that a network of grooves and cavities milled into the backside of each Iron face would give you a big boost to ball speed.

Now here's where the A.I. comes into it: there's only so much math a human can solve in a work day. And to find the optimal arrangement for those milled features, we needed to test thousands of iterations. So... we made the robots do it.

Day in and day out, while our human team was stuck doing annoying human things (like eating and sleeping), the A.I. was thinking. Testing version after version of MainFrame, making each one a fraction of a percent better. Thousands of iterations later, it had the ultimate Iron face with maxed out COR and tons of ball speed.

While we were at it, we also had the A.I. sort out exactly how to arrange the clubs' internal weight pads. The resulting structure helps a little with ball speed and a lot with forgiveness.

WHERE YOU'LL FIND IT

MainFrame is on the Launcher XL Halo Irons and the Launcher XL Irons. So, whichever way you go, you'll be swinging faster and hitting 'em farther.



BIG BRAIN TIME

WITH XL HEAD DESIGN

WHAT IT IS

Alright class. Bigger is? Better. Why? Because, a bigger head means more MOI. That's "Moment of Inertia" for those of you in the back. Which is really just fancy engineer-speak for an object's resistance to rotation.

Picture this: you're a kid again, spinning in circles on your dad's office chair (even though he told you not to). Spin round with your legs sticking straight out and you're pretty slow, right? But tuck your legs crisscross-applesauce and—hold on—you're spinning faster, getting dizzier, and dad's shouting from across the house. That's MOI: mass far from an object's center slows rotation.

HOW IT WORKS

A bigger club head gave us more freedom to place discretionary mass as far from Launcher XL's center as possible. And just like dad's office chair, a figure skater's spin, or a ballerina's pirouette, a body spins slower when its mass is extended outward.

This matters, because when you strike a golf ball on the toe or heel of the golf club, that golf club will start to rotate. And the degree to which your club's face opens or closes directly affects how offline your ball flies. Translation? Less rotation on off-center impacts equals straighter shots.

We added 430 g-cm² of HT MOI in the Launcher XL Irons and 474 g-cm² of HT MOI in the Launcher Halo Irons. Too much math? Just know this: that's a lot of MOI. And HT MOI is the best kind of MOI.

WHERE YOU'LL FIND IT

Both the Launcher XL Halo Irons and the Launcher XL Irons are bigger and better than ever before.

LAUNCHERXL Cleveland Current Gen MOI Percent Increase 2.908 17% 3.081 LAUNCHER XL HALO IRONS AND LAUNCHER XL IRO

Launcher XL Halo Irons

Launcher XL Irons

Last Gen MOI 2,434

4

FIND PERFECT BALANCE

WITH ACTION MASS CB

WHAT IT IS

Sure, meditation works great, but that's not the kind of balance we're after here. A more balanced golf swing comes from Action Mass CB.

To put it simply, Action Mass CB makes a quality, repeatable golf swing easier to pull off. How? Weight in the grip.

HOW IT WORKS

Lots of shafts claim to be "Counter Balanced." But a few extra sheets of graphite slapped onto one end of a golf shaft won't have much effect on something as dynamic as a golf swing.

In contrast, Action Mass CB is an 8g weight placed at the very top of the grip, right behind your hands as you hold the club—it ain't fairy dust. Think of it as the pommel of a sword: it helps your swing feel more controlled.

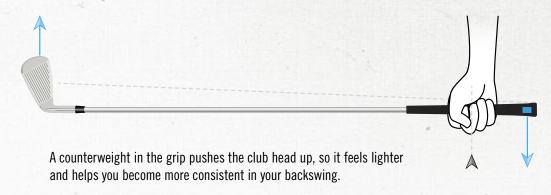
The benefits start in the backswing. As you bring the head of the golf club up from address, Action Mass CB's grip weight makes it feel lighter and more controlled. And that added control on the takeaway makes you more stable so that, by the time you reach the top of your swing, you're hitting the same position over and over. (Consistency. It's, like, a good thing.)

Once it's time to begin your downswing, Action Mass CB brings your hands straight down. Which is great, because that keeps your arms close to your body as you swing through the ball. Ultimately, it's a better swing plane that avoids the dreaded casting motion. And with a less 'over the top' swing, you'll have a squarer club face through impact, which means straighter shots with less slice.

The best part? All these positive benefits appear without conscious action on your part. You just take your swing and let Action Mass CB do its thing.

WHERE YOU'LL FIND IT

We put Action Mass CB in all the Launcher XL Halo Irons and the Launcher XL Irons, so you can have all the control you need, whichever set you choose.







LAUNCHERXL HALO IRONS

Kiss Your Swing Thoughts Goodbye.

You know what's big? Overthinking your swing. It's easy to stand over the ball and talk yourself into a corner.

But you know what's even bigger? These Irons.

These super game improvement-y clubs are easy to enjoy so you can focus on the important things.

Like your buddy's three-putt. And the bar cart.



LAUNCHER XL HALO IRON TECHNOLOGY

XL HEAD DESIGN

Bigger Really is Better

This is huge: a bigger head means an HT MOI of 2,908 g-cm² in the 7-Iron—our most ever in a Cleveland Golf Hybrid-Iron. All that MOI pushes forgiveness off the charts so more of your shots launch high and find their targets. It's maximum distance with maximum fun.

If you're worried these might be too big, don't sweat it: the whole set is progressive. The long Irons look big for tons of confidence but the shorter Irons and Wedges look totally playable at address.

MAINFRAME FACE

Futuristic Club Faces

Our engineers harnessed the power of Artificial Intelligence to find the optimal shape and weighting for these club faces. Through thousands of iterations, they perfected the variable thickness behind each Iron face, maximizing COR and ball speed for more distance than past generations.

ACTION MASS CB

Balance it Out

An 8g weight placed inside the end of the grip delivers better balance for more control without extra effort. Thanks to that counterweight, the club head feels light and controllable on the backswing. As you begin your downswing, it also helps you maintain a square swing path with less casting and less slice.

RAIL TO V-SHAPED SOLE DESIGN

Soles with Soul

Gliderail on the long Irons promotes a sweeping swing with excellent turf interaction and good contact on fat shots. The mid-Irons feature our V-Shaped Sole to cut through grass so you can hit down on the ball without digging. And our 3-Tiered Sole gives maximum forgiveness on pitches, chips, and bunker shots.

HIBORE CROWN STEP

Crowned Champion

The last place you want extra mass is right at the top of the golf club. That's why our stepped crown shape brings the height of the crown down, dropping the center of gravity and raising your launch in the process.

LOFT-SPECIFIC GROOVES

Super Groovy

4i-7i lofts have wider, flatter grooves for an optimal balance of spin and distance. While 8i-SW lofts have thinner, deeper, higher-spinning Wedge grooves for complete control and more stopping power.

ACTION MASS CB





LAUNCHERXLIRONS

Toss Out Your Cookie Cutters.

There's more than one way to golf.

As proven by your buddy, Dan, who insists on ten practice swings and two breakfast balls.

And also by Launcher XL Irons.

This game improvement Iron set is hollow in the long Irons with cavity backs in the shorts. That's forgiveness where you need it and control where you want it.



LAUNCHER XL IRON TECHNOLOGY

HOLLOW-CAVITY COMBO DESIGN

Best of Both Worlds

There's no one-size-fits-all solution to playing better golf. That's why we made the Launcher XL Irons hollow and strong in the long Irons, then gave them precise cavity backs in the shorts. It's forgiveness where you need it, and control where you want it, all from the same set of Irons.

XL HEAD DESIGN

Bigger Really is Better

This is huge: a bigger head means an HT MOI of 3,081 g-cm² in the 7-Iron—our most ever in a Cleveland Golf game improvement Iron. All that MOI pushes forgiveness off the charts so more of your shots launch high and find their targets. It's maximum distance with maximum fun.

MAINFRAME FACE

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An 8g weight placed inside the end of the grip delivers better balance for more control without extra effort. Thanks to that counterweight, the club head feels light and controllable on the backswing. As you begin your downswing, it also helps you maintain a square swing path with less casting and less slice.

V-SHAPED SOLE

Soles with Soul

An elevated leading edge glides through turf with far less drag than a typical flat sole. That helps you maintain speed and power, even on heavy strikes. But it won't sacrifice any playability when it's time to shape a shot or two.

LOFT-SPECIFIC GROOVES

Super Groovy

The 4i-7i lofts have wider, flatter grooves for an optimal balance of spin and distance. While 8i-DW lofts have thinner, deeper, higher-spinning grooves plus Laser Milling. It's a face straight out of our Wedge playbook, offering complete control and more stopping power. Which means you're getting genuine Cleveland Golf Wedge tech in a set-matching design. Did someone say value?



DIFFERENT STROKES

COMPARING IRON SETS

GO WITH LAUNCHER XL HALO IF THIS SOUNDS LIKE YOU.

Some of us wake up every the morning and care about what a stranger might think of the Irons we choose to play. For the rest of us, there's Launcher XL Halo Irons. They're big. Like really big. So, you'll have to be the kind of player that isn't afraid to go their own way. (Just happens to be straight to the green).

• 0.25" longer than the Launcher XL Irons



GO WITH LAUNCHER XL IF THIS SOUNDS LIKE YOU.

When it comes to hitting long Irons, you'll take some extra forgiveness if you can get it (those shots are tough). But short Irons? That's where you prefer more control and a touch of workability. Since Launcher XL Irons are hollow on the top end, you won't have to fear the 4-Iron. And because they're cavity backs in the shorts, you can dial in spin and trajectory when hitting into the green.



LAUNCHER XL HALO	LAUNCHER XL
Super Game Improvement	Game Improvement
15+	8+
Slow-Medium	Medium-Fast
37.25"	37.0"
Extreme Forgiveness, Higher Launch	Forgiveness, Distance
98g/61g	103g/62g
High	Mid-High
Hollow: 4-PW, DW, SW	Hollow: 4-7i, Cavity: 8-PW, DW
Gliderail in long Irons, V-Shaped Sole in the short Irons, 3-Tiered Sole in the Wedges	V-Shaped Sole
31.20 mm	19.5 mm
	Super Game Improvement 15+ Slow-Medium 37.25" Extreme Forgiveness, Higher Launch 98g/61g High Hollow: 4-PW, DW, SW Gliderail in long Irons, V-Shaped Sole in the short Irons, 3-Tiered Sole in the Wedges



	Iron	4i	7i	PW
BLADE LENGTH (MM)	XL	86.60	86.00	85.40
DEADE LENGTH (MIM)	XL Halo	85.60	85.00	84.40
TOPLINE THICKNESS (MM)	XL	6.75	6.00	6.00
TUPLINE INIGNAESS (MIM)	XL Halo	8.80	7.90	7.00
HOSEL OFFSET (MM)	XL	4.70	3.40	2.10
HUSEL OFFSET (MM)	XL Halo	2.25	2.04	1.75
SOLE WIDTH (MM)	XL (Center)	19.20	19.50	21.65
	XL Halo (Center)	42.40	31.20	23.40



CUSTOM BUILDS HIT DIFFERENT

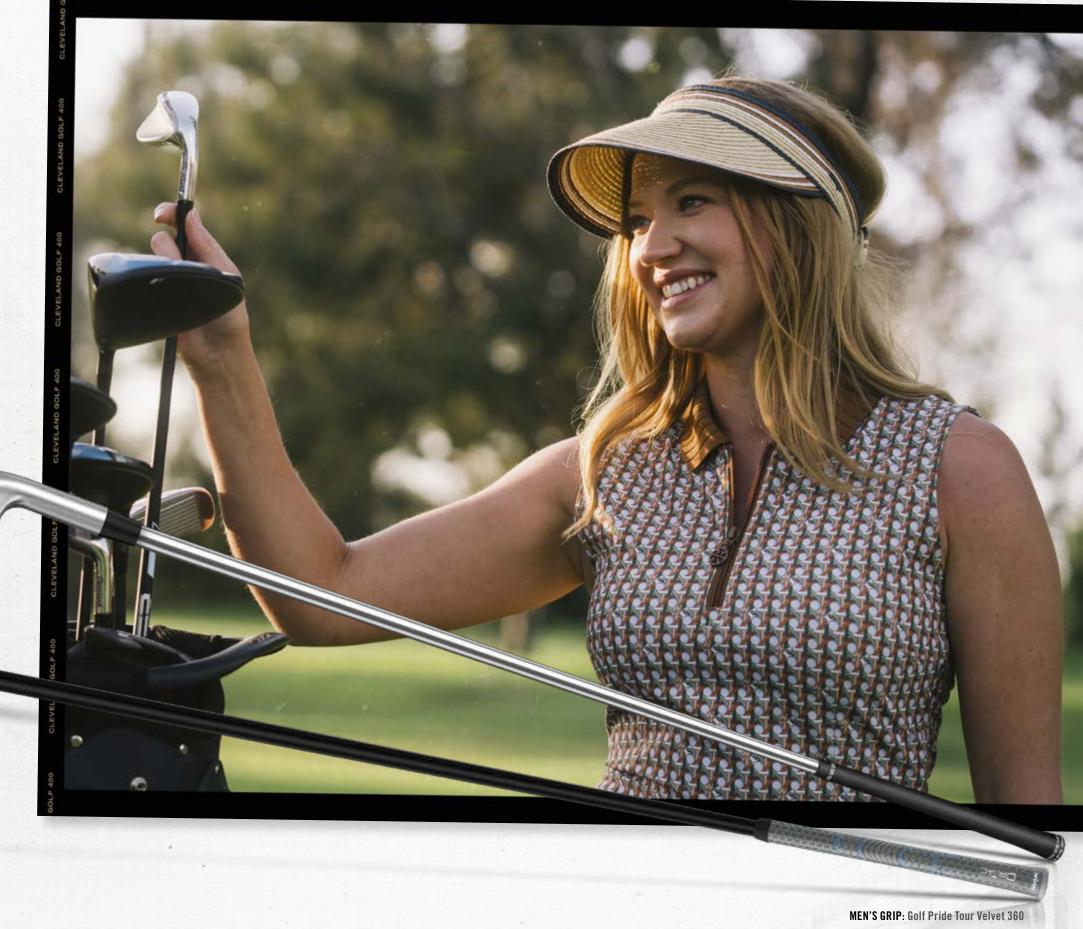
Give your Irons even more you.

WOMEN'S SPEC

What's different about the Women's Spec custom build? Well, it isn't the state-of-the-art features like Action Mass and MainFrame (those are there in full-force). Because this optional build keeps all of the groundbreaking technology, it just dials it in for a woman's game.

The grip, the shaft, and the length have all been selected to help you get more out of every round. Take the grip, for instance. It doesn't just look nicer than the men's version, it is nicer, with a softer feel and less weight.

The shaft is also customized for a woman's swing, with a weight and flex profile that'll suit you better than a generic offering.



WOMEN'S GRIP: Winn Dri-Tac Ladies

COMPONENTS YOU'LL LOVE TO PLAY

We know you want the most out of your game, so we got you the most out of your game. We went to extreme lengths to source the best-of-the-best when it comes to shafts and grips that work for you.



PROJECT X CYPHER

Men's Stock Graphite for Launcher XL Halo Irons
Women's Stock Graphite for Launcher XL Halo and Launcher XL Irons

Unlock the game with a high-launching, mid-spinning shaft whose lightweight design helps you swing faster and (more importantly) enjoy yourself.



TRUE TEMPER XP90

Men's Stock Steel for Launcher XL Halo Irons

Lightweight and full of power—that's the story with the XP shafts. They feature a high launch with high spin for increased distance and dispersion control.



TRUE TEMPER ELEVATE 95

Men's Stock Steel for Launcher XL Irons

What's the vibe? Easy going. That's thanks to the lightweight, high-launching and mid-spinning design. VSS also eliminates 71% of unwanted shaft vibrations.



PROJECT X CATALYST

Men's Stock Graphite for Launcher XL Irons

Get the best of both worlds with the steel shaft properties you want in a graphite shaft design. This creates a stable platform that maximizes consistency and distance.



GOLF PRIDE TOUR VELVET 360

Men's Stock Grip

It doesn't get better than #1. This 52g grip is the most popular amongst the pros and features a state-of-the-art rubber compound for a non-slip surface with maximum playability.



WINN DRI-TAC

Women's Stock Grip

Cushioned and comfortable, the Dri-Tac is the 35g lightweight comfort you're looking for, regardless of the weather conditions.



LAUNCHER XL HALO IRONS - MEN'S & WOMEN'S

They're huge. They're hollow. They're the all-new Launcher XL Halo Irons. This is bona fide Hybrid performance in every Iron. And? Our unique Action Mass CB makes them swing easier, too.

XL HEAD DESIGN

This is huge: a bigger head means an MOI of 2,908 g-cm² in the 7-Iron—our most ever in a Cleveland Golf Hybrid-Iron. It's maximum distance with maximum fun.

RAIL TO V-SHAPED SOLE DESIGN

Gliderail in the long Irons gradually transitions to a V-Shaped sole in the short Irons and ultimately a 3-Tiered Sole on the Dual and Sand Wedges.

MAINFRAME

Designed using Artificial Intelligence, MainFrame variable face technology increases ball speed while unique weight pad designs ensure maximum forgiveness across the face.

ACTION MASS CB

An 8g weight placed inside the end of the grip delivers better balance for more control without extra effort.

HIBORE CROWN STEP

Our stepped crown drops the center of gravity for high-launching shots.

LOFT SPECIFIC GROOVES

4i-7i lofts have wider, flatter grooves. 8i-SW lofts have closely-spaced, deeper, and higher spinning Wedge grooves.



Face Material: HT1770M Steel Body Material: 431 Stainless Steel



	Iron	4i	7i	PW	
Die de Leaseth (mans)	XL	86.60	86.00	85.40	
Blade Length (mm)	XL Halo	85.60	85.00	84.40	
Tanlina Thiskness (mm)	XL	6.75	6.00	6.00	
Topline Thickness (mm)	XL Halo	8.80	7.90	7.00	
Head Offeet (mm)	XL	4.70	3.40	2.10	
Hosel Offset (mm)	XL Halo	2.25	2.04	1.75	
Cala Width (mm)	XL (Center)	19.20	19.50	21.65	
Sole Width (mm)	XL Halo (Center)	42.40	31.20	23.40	





SPEC: MEN'S

Head	Loft	Lie	Offset (mm)	Length	Steel SW	Graphite SW	Available Options
4	20.0°	61.5°	2.25	39.125"	D1	D0	RH/LH
5	23.0°	62.0°	2.18	38.5"	D1	D0	RH/LH
6	26.5°	62.5°	2.11	37.875"	D1	D0	RH/LH
7	30.0°	63.0°	2.04	37.25"	D1	D0	RH/LH
8	34.5°	63.5°	1.97	36.75"	D1	D0	RH/LH
9	39.0°	64.0°	1.9	36.25"	D1	D0	RH/LH
PW	44.0°	64.5°	1.75	36.0"	D1	D0	RH/LH
DW	49.5°	65.0°	1.25	35.75"	D2	D1	RH/LH
SW	54.5°	65.0°	0.6	35.75"	D2	D1	RH

SPEC: WOMEN'S

Head	Loft	Lie	Offset (mm)	Length	Graphite SW	Available Options
4	20.0°	61.5°	2.25	38.125"	C6	RH/LH*
5	- 23.0°	62.0°	2.18	37.5"	C6	RH/LH
6	26.5°	62.5°	2.11	36.875"	C6	RH/LH
7	30.0°	63.0°	2.04	36.25"	C6	RH/LH
8	34.5°	63.5°	1.97	35.75"	C6	RH/LH
9	39.0°	64.0°	1.9	35.25"	C6	RH/LH
PW	44.0°	64.5°	1.75	35.0"	C6	RH/LH
DW	49.5°	65.0°	1.25	34.75"	C7	RH/LH
SW	54.5°	65.0°	0.6	34.75"	C7	RH

^{*}LH Women's #4 available as custom only.

SHAFT: Project X Cypher Irons

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TIP DIAMETER	WEIGHT (g)	LAUNCH	SPIN	FLEX	
0.362"	59(A), 61(R), 62(S)	High	High	5.0-A, 5.5-R, 6.0-S	

SHAFT: Project X Cypher Irons Ladies

DOMOGRAPHE EYPHER							
TIP DIAMETER	WEIGHT (g)	LAUNCH	SPIN		FLEX		
0.362"	47.5(L)	High	High		4.0-L		

SHAFT: True Temper XP 90

TIP DIAMETER	WEIGHT (g)	LAUNCH	SPIN	FLEX			
0.362"	98	Mid-High	Mid-High	R, S			



Headcovers Sold Separately

MEN'S GRIP: Golf Pride Tour Velvet 360

CORE SIZE	WEIGHT (g)		
58 Round	52		

WOMEN'S GRIP: Winn Dri-Tac Ladies

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CORE SIZE	WEIGHT (g)
59 Round	35



LAUNCHER XL IRONS - MEN'S & WOMEN'S

There's no one-size-fits-all solution to playing better golf. That's why we made the Launcher XL Irons hollow and strong in the long Irons, then gave them precise cavity backs in the shorts. It's forgiveness where you need it, and control where you want it, all from the same set of Irons.

XL HEAD DESIGN

This is huge: a bigger head means an MOI of 3,081 g-cm² in the 7-Iron—our most ever in a Cleveland Golf game-improvement Iron. It's maximum distance with maximum fun.

MAINFRAME

Designed using artificial intelligence, MainFrame variable face technology increases ball speed while unique weight pad designs ensure maximum forgiveness across the face.

ACTION MASS CB

An 8g weight placed inside the end of the grip delivers better balance for more control without extra effort.

V-SHAPED SOLE

An elevated leading edge glides through turf with far less drag than a typical flat sole to maintain speed and power on heavy strikes.

LOFT SPECIFIC GROOVES

4i-7i lofts have wider, flatter grooves. 8i-DW lofts have closely-spaced, deeper, and higher spinning Wedge grooves. Higher lofts also feature laser-milled grooves for enhanced friction.



LAUNCHER

Face Material: HT1770M Steel Body Material: 431 Stainless Steel



SPEC: MEN'S

Head	Loft	Lie	Offset (mm)	Length	Steel SW	Graphite SW	Available Options
4	20.0°	61.5°	4.7	38.875"	D1	C8	RH/LH
5	23.0°	62.0°	4.0	38.25"	D1	C8	RH/LH
6	26.0°	62.5°	3.7	37.625"	D1	C8	RH/LH
7	29.0°	63.0°	3.4	37.0"	D1	C8	RH/LH
8	33.0°	63.5°	3.0	36.5"	D1	C8	RH/LH
9	38.0°	64.0°	2.6	36.0"	D1	C8	RH/LH
PW	43.0°	64.5°	2.1	35.75"	D1	C8	RH/LH
DW	48.0°	65.0°	1.8	35.5"	D2	C9	RH/LH

SPEC: WOMEN'S

Head	Loft	Lie	Offset (mm)	Length	Graphite SW	Available Options
4	20.0°	61.5°	4.7	37.875"	C4	RH/LH*
5	23.0°	62.0°	4.0	37.25"	C4	RH/LH
6	26.0°	62.5°	3.7	36.625"	C4	RH/LH
7	29.0°	63.0°	3.4	36.0"	C4	RH/LH
8	33.0°	63.5°	3.0	35.5"	C4	RH/LH
9	38.0°	64.0°	2.6	35.0"	C4	RH/LH
PW	43.0°	64.5°	2.1	34.75"	C4	RH/LH
DW	48.0°	65.0°	1.8	34.5"	C5	RH/LH

^{*}LH Women's #4 available as custom only.

	Iron	4i	7i	PW
Diada Lameth (man)	XL	86.60	86.00	85.40
Blade Length (mm)	XL Halo	85.60	85.00	84.40
Taulina Thislenasa (mm)	XL	6.75	6.00	6.00
Topline Thickness (mm)	XL Halo	8.80	7.90	7.00
Hosel Offset (mm)	XL	4.70	3.40	2.10
	XL Halo	2.25	2.04	1.75
0.1.100.111.7	XL (Center)	19.20	19.50	21.65
Sole Width (mm)	XL Halo (Center)	42.40	31.20	23.40

SHAFT: True Temper Elevate 95

	VATE -		1 1 1
WEIGHT (g)	LAUNCH	SPIN	FLEX
103(R), 104(S)	Mid-High	Mid-High	R, S
	WEIGHT (g)	WEIGHT (g) LAUNCH	

SHAFT: Project X Catalyst 50/60

TIP DIAMETER	WEIGHT (g) - 7i	LAUNCH	SPIN	FLEX
0.355"	Catalyst 50: 57(A) Catalyst 60: 62(R), 67.5(S)*	Mid	Mid	5.0-A 5.5-R, 6.0-S*

SHAFT: Project X Cypher Irons Ladies

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TIP DIAMETER	WEIGHT (g)	LAUNCH	SPIN	FLEX
0.362"	47.5	High	High	4.0-L



MEN'S GRIP: Golf Pride Tour Velvet 360

CORE SIZE	WEIGHT (g)
58 Round	52

WOMEN'S GRIP: Winn Dri-Tac Ladies

CAREER CONTRACTOR OF THE PARTY			
CORE SIZE	WEIGHT (g)		
59 Round	35		



Included on Standard Build

NOTES:

