



# Pro-Series Golf Irons

One of the Most Forgiving Golf Irons Designed for  
Mid to High Handicap Players & Beginning Players



# MY STORY

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An athletic individual with a passion to play exceptional golf, but cannot put forth the time to be an accomplished player

Frustrated with not improving with less errant golf shots including shank miss hits resulting in higher scores and handicap...ready to quit playing

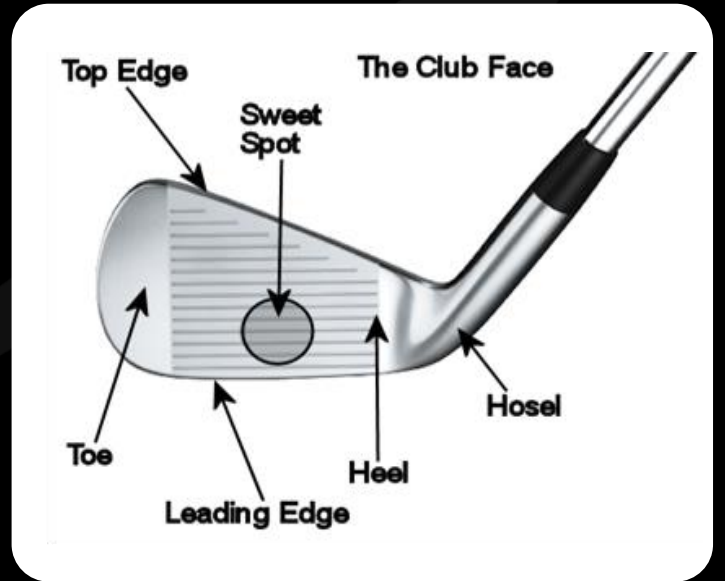
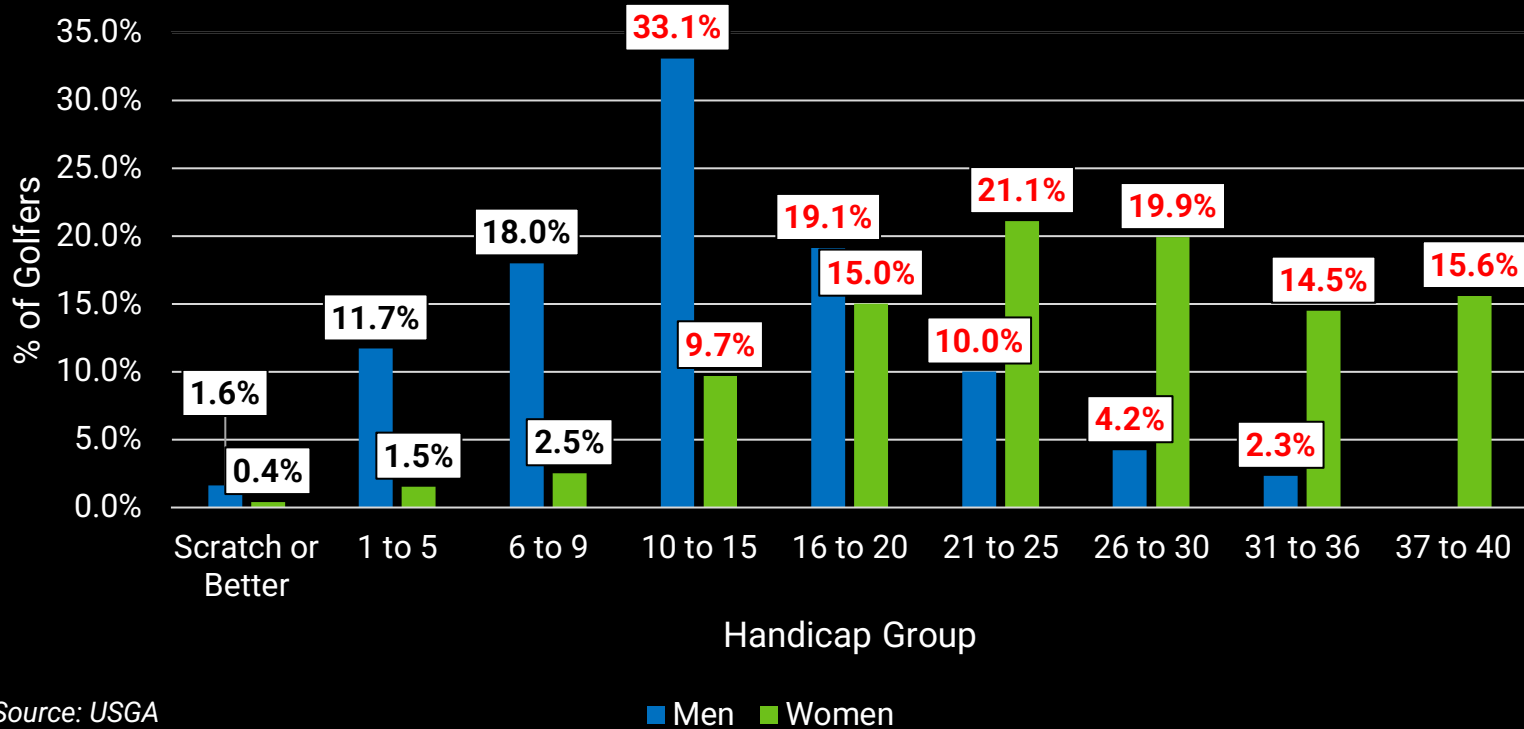
Tried multiple professional lessons, training aids with no conclusive success

Technical professional background and education. Decided to design a golf iron to for mid to high handicap and beginning players utilizing their current swing providing less miss hits including the dreaded shank shot

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# The Problem / Opportunity

Handicap Distribution - USA



Club Face Surface Not Maximized and Still Comply with USGA Iron Head Size Regulation

## Handicaps Improvement in 30 years

- Men's Handicap: 16.5 to 14.4
- Women's Handicap: 29.9 to 26.4

Players play at handicap level or better **ONLY 25% of the time**

## Target Demographics (≥ 10)

- Men: **68.7%**
- Women: **95.8%**

## 18 Hole, Par 72 Scoring Insights:

**Only** 10% of Handicap Tracking Golfers Break 80

49% Break 90 On A Regular Basis

A black and white photograph of a golfer in mid-swing on a golf course. The golfer is wearing a white cap, a dark long-sleeved shirt, and light-colored trousers. The background shows a line of trees and a sand trap. A vertical green line is positioned to the left of the text.

# The Solution: Pro-Series Golf Irons

The logo for Pro Series Irons, featuring a stylized 'S' and 'I' in a white and green color scheme, followed by the text 'PRO SERIES IRONS' in white.

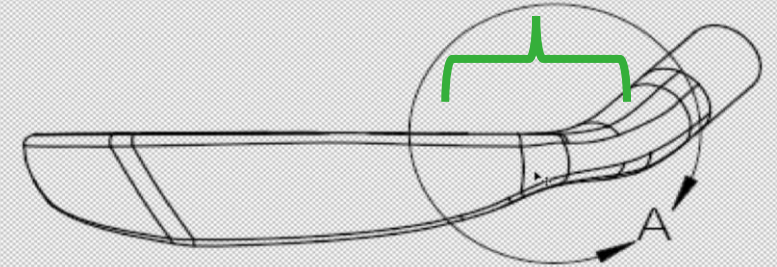
**PRO SERIES**  
**IRONS**

# The Solution

## Pro-Series Golf Irons

The Pro-Series Golf Irons with the US Design Patented 'Face Forward Technology' provides a larger ball striking zone on each iron, resulting in less miss hits, lower scores and more fun playing this great game. The Pro-Series Golf irons are USGA compliant.

Increases 15%,  
12.5mm



**Face**   
**Forward**  
**Technology**

**Hosel is**  
**Blended**  
**Into the**  
**Club face.**



  
PRO SERIES  
IRONS

# Pro-Series Golf Irons



6	7	8	9
PW	AW	SW	LW

United States Patent Issued May 30, 2017  
US D788,236 S

*“Irons designed to help you play your best golf”*

A black and white photograph of a golfer in mid-swing on a golf course. The golfer is wearing a dark long-sleeved shirt, light-colored trousers, and a white cap. The background shows a line of trees and a golf course landscape. A vertical green line is positioned to the left of the text.

**Pro-Series Golf Irons**  
**Market Testing**  
**Demo Day**

**PRO SERIES**  
**IRONS**

# Demo Day



Conducted demo day at the Findlay Country Club (FCC) .

The target group was the Tuesday Night Twilight League

The driving range was used for this event and was supported by the FCC staff of golf professionals

FCC sent an announcement to the Twilight Team members prior to the event including product introduction of the 'Face Forward Technology'

Demo Day was setup similar to a brand name golf club demo day with a canopy, table and irons to tryout



# Demo Day Highlights



2 sets of irons were available for each participant to tryout



Each set consisted of a 6, 7, 8, 9 and PW golf irons with a choice of either regular steel shaft or a stiff steel shaft for each



Requested participants to complete a 6 question survey with an additional comment section along with their name and email if desired.

# Demo Day Survey

## (1 – 6 Multiple Choice Questions)

How many rounds of golf do you play each year?

What is your handicap?

What's your first reaction to this new product idea?

Which irons did you try (mark all that apply)?

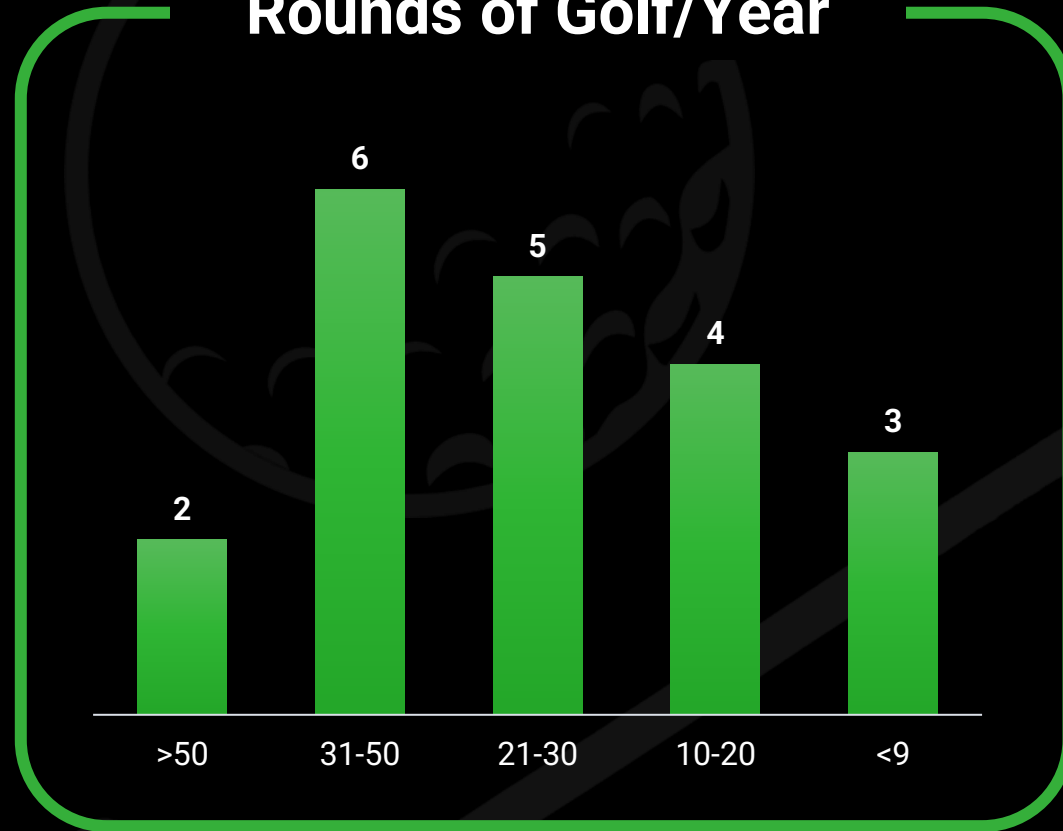
What best describes the ball flight as compared to your current irons?

What is your typical contact point on the iron club face (mark all that apply and express as a percentage)?

Additional Comments  
Optional: Name and email address

# Demo Day Participant Golf Demographic

## Rounds of Golf/Year



## Golf Handicap

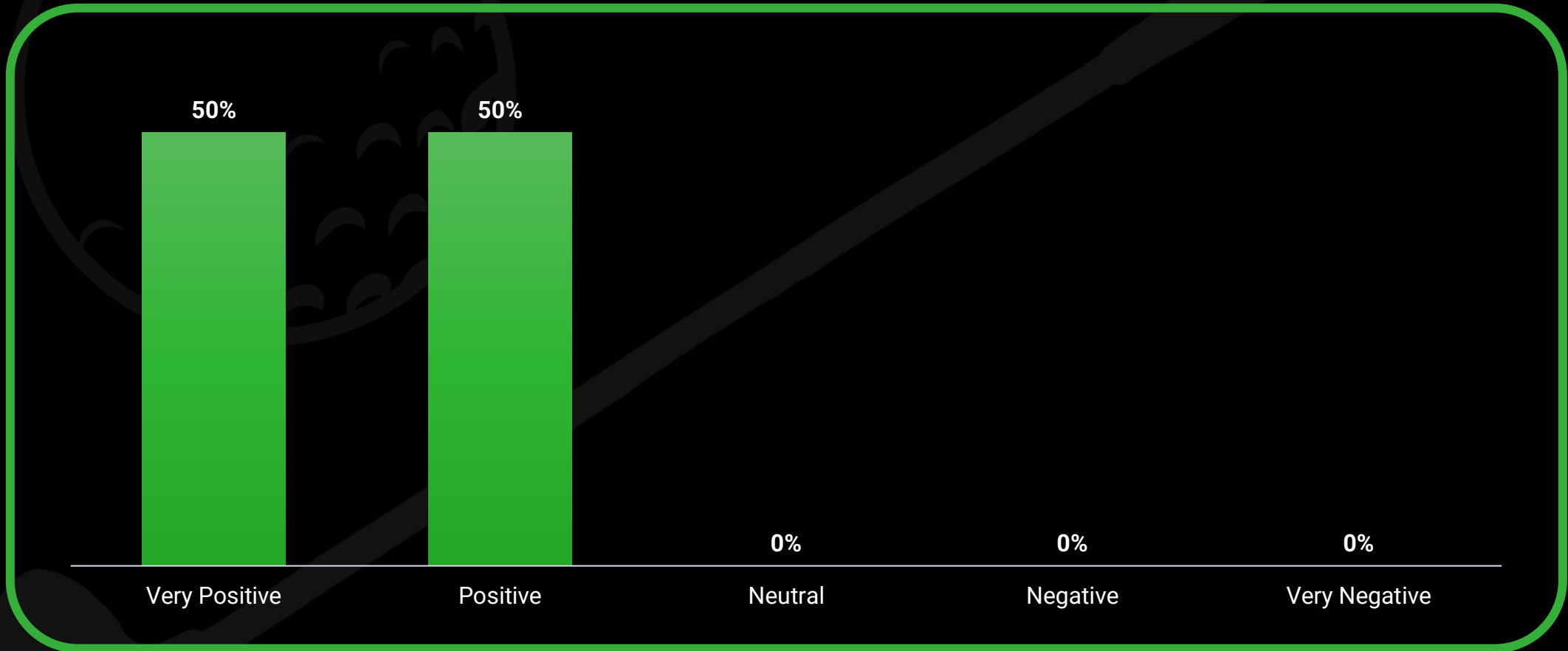


20 Demo Day Participants

Red bars are reflective of the target audience

# Demo Day Survey Results

## Product Reaction



# Demo Day Survey Results

## Comments

Nice Clubs

A little heavier, but much more consistency

Harder to draw the ball, but seemed straighter vs. slice

Odd look at first, but enjoyed the club

Very nice feeling club. I like the idea. Looks different at first, but easily adaptable definitely not a negative. Good luck

Felt good to hit solid balls without a slice

# Demo Day Survey Results

## Comments - *Continued*

Nice feel. I like the additional weight at the head. Nice clean feel

Had a very good feel and good balance. Ball jumps off the club face, very nice feeling iron

Very consistent ball flight. Tough to work from side/side

Use for higher handicap players or as a tool for teaching new players

Great product!