

A NEW PM GRIND

A TOTAL REDESIGN BY TWO LEGENDS
PHIL MICKELSON / ROGER CLEVELAND

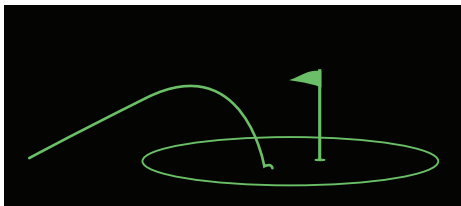
PM GRIND



Callaway's original PM Grind was a one-off prototype designed by Roger Cleveland with major input from Phil Mickelson. The idea was to create a wedge to help Phil better hit the high, soft-landing flop shots for which he's famous. The club was characterized by a uniquely shaped head with an exceptionally high toe and expansive face area, including grooves spanning the entire face, both from side-to-side and up-and-down. Phil loved the prototype and put it straight into play, at the 2014 PGA Championship, and nearly won. That validation led Callaway to introduce it to the public in 2015; it quickly gained an avid and loyal following among golfers who found it exceptionally easy to use from greenside bunkers, in addition to helping with flop shots.

During the past three years Phil has worked with Roger on improvements to the PM Grind that make it easier to hit three essential shots Phil thinks every golfer needs:

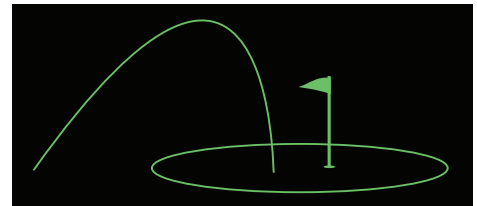
The result is the new PM Grind 2019, which has four key improvements: Offset Groove-in-Groove technology, increased offset, a higher toe, and a new C-grind sole configuration.



THE KNOCKDOWN - a low-flying, high-spinning shot ideal for attacking the pin.



THE HIT & CHECK - a short pitch that bounces twice and stops fast.

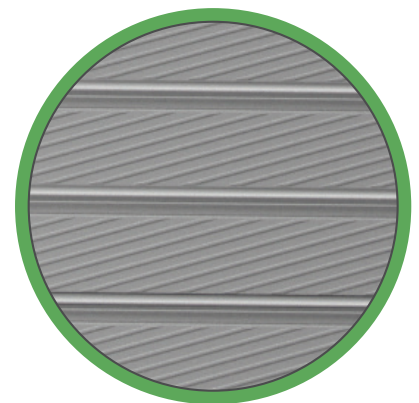


THE FLOP - the high-flying, steep-landing, fast-stopping greenside shot Phil made famous.

OFFSET GROOVE-IN-GROOVE TECHNOLOGY

This technology helps promote more spin and control on flop shots. Here's how it works. Callaway's Groove-in-Groove technology was introduced last year in our MD4 wedge, helps you control the trajectory and spin of all shots.

It entails four micro-positive ridges machined into the flat parts of the face, between the grooves, creating 84 contact-points of contact with the ball. Callaway research shows that players typically open the face 14 to 20 degrees on flop shots. With that in mind, the PM Grind 2019 features micro-grooves machined into the face at a 20° angle, making them perpendicular to the target-line when the face is open. According to Callaway player testing, this adjustment creates up to 500-600 RPM more spin on lob and pitch shots.



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INCREASED OFFSET

“Offset” in a clubhead is the distance between the front edge of the hosel and the leading edge of the clubface. Increasing the amount of offset in the PM Grind 2019 makes it easier to move the ball back in your stance and position your hands ahead of the ball, which is necessary to hit a knockdown, which flights lower yet spins more. When executed correctly the ball takes a low forward skip upon landing and stops fast. Phil, who had his original PM Grind bent specifically to create more offset to help him hit knockdowns, was a strong advocate for more offset in the new PM Grind 2019.

HIGHER TOE

Another change that makes it easier to execute lob shots, especially from tall grass, is a higher toe. Extending the height of the PM Grind 2019’s toe raises the mass and create more mass and space to make contact with on flop shots, making these shots easier to hit. The higher toe is made possible by removing weight from the sole (represented by the four holes in the sole, each filled with a green aluminum medallion), pulling the CG location upward. The advantages of these changes are especially felt on lob shots from greenside rough. With a typical wedge the tendency is to make contact high on the face, resulting in a dead feeling at impact and the ball going a fraction of the intended distance. PM Grind 19’s higher toe helps prevent that by adding mass high on the face, where you need it.

C-GRIND SOLE

Phil loves tinkering with wedges, including sole configuration. He suggested moving away from the PM Grind’s U-grind sole and giving the PM Grind 2019 a modified C-grind, with a tighter heel-toe radius. This, according to Roger, relieves significant mass in the heel area, allowing the leading edge to get under the ball more easily when you open the face, making it easier to play a wider variety of greenside shots – including the flop – from a wide variety of lies.

For Roger, PM Grind wedges are proof that revolutionary shapes and technologies are possible even after decades of designing equipment. “Working with Phil on the PM grind wedges has been an incredible experience,” he said. “His insights are always spot-on, and implementing them to create something innovative like the PM Grind 2019 is very satisfying. This wedge is going to help a lot of players hit shots they couldn’t hit before, with confidence.”