



PRESS RELEASE

PLEASE EMBARGO UNTIL DECEMBER 5, 2109

New EDISON FORGED Wedges by Terry Koehler Challenge ‘tour design’ Wedge Performance.

[December 4, 2019]. Edison Golf Company has formally announced the introduction of the all new EDISON FORGED wedges for Spring 2020, which will present golfers with a package of wedge technologies that significantly raise the bar for performance over conventional tour design wedges.

The EDISON FORGED wedges have been designed by EDISON Director of Innovation Terry Koehler, who for 30 years has chosen to create wedges specifically for recreational golfers of all skill levels, instead of focusing on the needs of tour professionals. Koehler’s first wedge innovation was a patented sole design incorporating two different bounce angles, a unique approach that has earned a devoted following through multiple iterations at Merit® Golf, Reid Lockhart®, EIDOLON®, SCOR and Ben Hogan®. The new EDISON FORGED wedges present the newest iteration of this “Koehler sole”, which promises versatility to handle any lie and any swing path.

The main departure of the EDISON FORGED wedges from historic wedge designs, however, is in the radically different way mass is distributed across the back of the clubhead.

“Tour professionals spend thousands of hours honing their exquisite skills,” explained Koehler. “And they have perfected those skills with wedges that really haven’t changed much in decades. I think there are complex reasons why wedges haven’t experienced the same technical revolutions we’ve seen in every other category, but my robotic testing and live golfer research over the past 25-plus years has proven to me that ‘tour design’ wedges are the most unforgiving clubs in our bags.”

“My years of golfer research has taught me that the majority of recreational golfers fight inconsistent launch angles and severe penalties for the slightest of mishits because of traditional wedge design,” says Koehler. “And they are generally confused by the proliferation of specialized sole grinds. The innovative design of the EDISON FORGED wedges addresses all these issues.”

In a candid departure from the norm, EDISON Golf is sharing their robotic testing data to support the claims the Company makes about the performance of the EDISON FORGED wedges. The Company’s website – www.EdisonWedges.com – includes statistical data comparing the EDISON FORGED wedges to market leading designs, which data illustrates dramatic improvements in spin, trajectory control and distance consistency.

Edison Golf Company

PRESS RELEASE, page 2

The full loft range of EDISON FORGED wedges – 45 to 63 degrees in odd numbers only – will be available in the Spring of 2020, but the Company is offering specially marked “*One of 500*” pre-production sets for advance purchase through the Company’s website at www.EdisonWedges.com. Purchasers of one of these limited edition sets will be enrolled in the “EDISON 500 Club”, and will receive a suite of special treatment, beginning with a package of Edison logo’d gifts, and including special Ambassador status where these select EDISON wedge owners can earn rewards and incentives for referring their friends to EDISON Golf.

The EDISON FORGED wedges will carry a Suggested Retail price of \$179 per club, custom-crafted with the customer’s choice of premium shafts and grips.

About Terry Koehler

Beginning with his Reid Lockhart wedges of the mid-1990s, Terry Koehler began pioneering a thicker top portion of the clubhead to raise the CG (center of mass) and measurably improve performance. Over the past few years this design concept has begun to appear in wedges from mainstream brands, but still not to the extent Koehler pioneered 25 years ago. His EIDOLON wedges of the early 2000s introduced CNC-milled grooves long before the major brands, and advanced the concept of thickening the upper section of the wedge clubhead to improve performance. Koehler also innovated breakthrough progressive weighting concepts in the SCOR wedges of 2011-2014 and the Ben Hogan TK wedges of 2015-2017.

Many of Koehler’s wedge design innovations have been eventually imitated by the major brands, and he is the only wedge designer to have earned Golf Digest Hot List recognition for three different companies. In his EDISON FORGED wedges, he has created wedges that have been robotically proven to outperform all his prior designs, as well as all major brand wedges.

About Edison Golf Company

Edison Golf Company was formed to provide a platform for development of the EDISON FORGED wedges. Edison Golf Company insists on the superior product performance and the highest quality components and workmanship. All EDISON FORGED wedges will be custom-built to order for each customer in the Company’s assembly and shipping operations center in Fort Worth, Texas.

*

*

*

*

For more information or interview requests, contact:

Terry Koehler, Chairman/Director of Innovation

TerryK@EdisonWedges.com

800-933-4395