

**New Edison Forged Wedges by Terry Koehler
Challenge ‘tour design’ Wedge Performance.**

[April 27, 2020]. After two years of development and testing, Edison Golf Company announced that they have begun crafting and shipping their revolutionary Edison Forged wedges, presenting golfers with a package of wedge technologies that significantly raise the bar for performance over conventional ‘tour design’ wedges.

The Edison Forged wedges were designed by Edison Chairman and Director of Innovation Terry Koehler. Koehler, who also writes a popular blog as The Wedge Guy on GolfWRX, has built a 30-year track record of challenging traditional wedge design, as he points out how wedges have not evolved nearly as much as the clubs in every other category over the past 4-5 decades.

The Edison Forged wedges were designed to address the major performance shortcomings of ‘tour design’ wedges, and have been proven through extensive robotic testing to deliver more penetrating trajectories and a level of forgiveness of mishits never before seen in the wedge category. That performance superiority is achieved through a markedly different distribution of mass across the back of the clubhead, which equalizes the smash factor more evenly across the face. A significant increase in spin is a side benefit of the dramatically improved gear effect provided by the Edison Forged design.

The Edison Forged wedges depart from the normal industry procedure of developing wedges with the help of tour professionals, who Koehler says have entirely different wants and needs than even the best amateur players.

“Tour professionals spend thousands of hours honing their exquisite skills,” explained Koehler. “Essentially, they have learned how to mostly overcome and even leverage the shortcomings of their wedges. But robotic testing and live golfer research over the past 30-plus years has proven to me that ‘tour design’ wedges are the most unforgiving clubs in our bags. Why should any golfer have to suffer with that kind of finicky performance?”

Edison Golf’s extensive research indicates the vast majority of golfers fight ballooning trajectories, inconsistent launch angles and severe penalties for mishits, and that most are confused by all the different specialized sole grinds. By focusing on these deficiencies of the basic ‘tour design’ that is common to nearly all wedges on the market, the Edison Forged wedges deliver extraordinary spin and more penetrating trajectories. But most importantly, they give any golfer a long/short dispersion pattern that is less than half the size of the leading ‘tour design’ wedges.

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Koehler's 30-year history as a wedge designer began in the early 1990s with his patented sole design, which incorporated two distinct bounce angles in the sole of each wedge to deliver versatility for any lie and swing path. He pioneered raising the CG (center of mass) of wedges with Reid Lockhart®, and his EIDOLON® wedges of the early 2000s were the first to introduce CNC-milled grooves in mainstream wedges as well as thicker upper section of the wedge clubhead. Koehler's design philosophies were further advanced with his breakthrough progressive weighting in the SCOR™ wedges of 2011-2014 and the Ben Hogan® TK wedges of 2015-2017.

The Edison Forged wedges are custom-crafted for each golfer, and are available with a wide range of shafts and grip options through the company's website at www.EdisonWedges.com. By mid-summer, Edison Golf will introduce a program for golf professionals to become Certified Fitters for Edison Golf, so that they may bring this breakthrough performance to their golfers.

The Edison Forged wedges are also backed by an unprecedented Performance Guarantee. The Company will let you play your Edison Forged wedges for 60 days to see how they will improve your game; if you don't agree, you can return them and the Edison Golf will replace them with any other wedges on the market you think you would like better.

"Very simply, the Edison Forged wedges were designed to improve scoring range performance for golfers of any skill level," proclaims Koehler. "No other wedges come close to these in bringing forgiveness to a category not known for it."

About Edison Golf Company

Edison Golf Company was formed in early 2018 to provide a platform for development of the Edison Forged wedges. Several rounds of prototypes were tested for nearly two years before the design was judged market ready. The prototypes and final production designs have been subjected to multiple rounds of independent robotic testing and live golfer reviews to prove every claim the Company makes about them. The company insists on the highest quality components and workmanship. All Edison Forged wedges will be custom-built to order for each customer, from the Company's assembly and shipping operations center in Fort Worth, Texas.

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