

Tour Edge Hitting its Stride ... 35 Years in the Making

Todd Mrowice



It's been a long time coming for Tour Edge Golf. The club manufacturer launched by David Glod in 1986 (out of his garage at that) has undoubtedly had success over the years. Whether the company was improving high handicap players with wildly popular lines such as Hot Launch and Bazooka, or whether low handicap players were being made into "believers" by the Exotics lineup, Tour Edge has been a smaller wave in what can be a very crowded pool of OEMs.

The intestinal fortitude by the company to continue producing clubs made out of superior materials, and not go for the jugular at price-point is nothing short of impressive. The restraint that the company has shown over the past 15 plus years might be even more impressive, however. Imagine having a product in the hands of some of the best to play the game, and you can only chirp about it. No running to the mountain tops or blasting out a multitude of press releases. That's where Tour Edge has been, as a club was in a winning bag on a professional tour every year from 2005 to 2016. To date: 10 victories on the PGA TOUR, 10 on the PGA Tour Champions, and one on the former Web.com TOUR.



That time has passed though, and the company has been embarking on a new era that's filled with more victories, more recognition, and new products that continue the lineage of the winning sticks that came before them.

Tour Edge had been making a lot of noise on the PGA Tour Champions with a team made up of Scott McCarron, Duffy Waldorf, Tim Petrovic, and Tom Lehman. An amazing lineup of champions, for sure. But then the Exotics line caught the attention of one of the game's most accomplished, and particular, players in Bernhard Langer. For a guy with two Masters victories as part of his near 90 professional trophies, Langer has been known as someone who doesn't stray from equipment he likes. No matter how dated that equipment may be.

"Bernhard came to us, originally, for one club which was a 22-degree hybrid," said Jon Claffey, Vice President of Marketing for Tour Edge. "That club went into play in November at Augusta, it helped him and he had a lot of confidence with it. It also gave him confidence to come back to us and say he wanted us to fit his entire bag."



INSTRUCTION

Mike Carbray



Throw in the Towel

Fast forward to February of this year, when Tour Edge made the signing of Langer official. He was added to the PGA Tour Champions group; later the same month, Ken Duke joined as well. The company was now able to scream from those mountain tops.

“To be able to sign this awe-inspiring icon to our professional staff is a crowning achievement in our 35 years as a golf brand,” said David Glod in February. “He’s one of the very best players to ever play the game, so to have him trust Tour Edge to keep him at the top is something we are extremely proud of.”

Langer is an international ambassador to the game, a legend, and someone that doesn’t seem to have the word “retirement” in his vocabulary whether speaking in German or English. Tour Edge has landed its “big fish”.

Upon signing, Langer had this to say: “I’m extremely excited to be joining the Tour Edge staff, they have been truly incredible to work with as I start updating my equipment. I have been playing many of the clubs in my bag for a long time, and when I started working with Tour Edge out on the PGA Tour Champions, I realized that they were the best option to getting me exactly what I needed to continue to perform at the highest level.”

Tour Edge could have stopped at signing top-level champions to its professional staff. They could have coasted through 2021 and called it a monumental year. Not so fast, though. An announcement was made just as February was ending that the company had agreed to become the presenting sponsor for GOLF Channel’s coverage of PGA Tour Champions tournaments. So not only is Dave Glod seeing his hard work come to fruition with clubs being in professionals’ bags, he (and all of us) get to see that familiar Tour Edge logo sprawled across our television screens every time we watch PGA Tour Champions coverage. It’s beginning to feel like we’re a long way from Batavia.

“Being the presenting sponsor of GOLF Channel’s coverage of PGA Tour Champions tournaments is a big step forward for Tour Edge in streamlining all of our recent efforts on the PGA Tour Champions,” said Glod. “This is part of a long-term vision that cements the PGA Tour Champions as the perfect home for Tour Edge and our branding efforts.”

Of course, with all of these massive agreements and accomplishments, the company hasn’t forgotten about the consumer. The evidence of that can be seen in the 2021 lineup that packs a punch no matter what your skill level may be.

The Exotics line, which is what you’ll find on tour, ushers in the 721 Series. No stranger to creating some of the best fairway metals in the game, Glod touts the powerful launch and low spin of the new C721 fairways, which feature Ridgeback Technology. In addition, the new C721 driver has been placed at or near the top in many club tests, something that loyal Exotics fairway users will be excited about. Last, but not least, there is a lineup of C721 hybrids that will fill your distance gap with ease.

In addition, you’ll also find two new sets of Exotics irons in the C721 and E721. Both feature the company’s new Dual VIBRCOR Technology, and are receiving rave reviews.

If game improvement is your need, Tour Edge does not disappoint with the new Hot Launch 521 Series which casts a large net to fit a huge percentage of golfers. Drivers, fairways, hybrids, irons, wedges, and iron-woods are all available.

Tour Edge products have always performed. It’s great to see the juice from the squeeze.

“We’ve always believed in our products,” said Claffey. Now, though, we’re reaching a stratosphere we’ve never been to. It’s exciting and I can’t wait to see how we continue growing.”

Finally, spring is here! Maybe you put the clubs away for the winter and are just getting back to the game, or perhaps you spent countless hours looking at golf instruction tips on YouTube and are now on your 10th swing thought of the week. Here is a great drill for you to get back to solid contact and clear your mind of all the swing thoughts that are fogging your brain.

One common issue I see in many students at the start of the season is lack of rhythm in their swings and lack of connection between the arms and body. Our bigger muscles forget their roles in the swing after a prolonged layoff. There is a strong tendency for the hands and arms to take over and to do more work than they need to in the backswing. The hands will swing too fast and try to do the work. The swing becomes an arm-only method. This can lead to off-plane swings, over swinging, poor impact, and a list of other potential issues.

To get your body and arms working together in the takeaway, take the towel off your bag and place it under your armpits [Photo 1]. Use a wedge or 9 iron and make some small half-length swings back and through. You want the towel to stay in place through the entire swing. You should feel pressure in your armpits as you do this. On the takeaway, try to get the butt of the club and your belly button starting the backswing together. This movement will get the bigger muscles engaged and start working with the hands in unison. This is referred to as a one-piece takeaway. The result of this is the club being on plane in the backswing. You will feel your torso turning more and being more active in the takeaway. This is a good thing.

After a few practice swings, put a ball down and try the drill. You only want the ball to travel 20 yards or so at first. The slow speed movement will make it easier for you to feel, and the parts will start to work together. Do not worry about trying to hit the ball far at first. After 20 swings with the towel drill, take the towel away and try to copy the feel without the towel.

Use the Towel to Fix Your Faults

If the towel falls out of your lead arm in the takeaway, you used your hands to start the backswing, the club has traveled behind your hands, and your lead arm has separated from your chest [Photo 2].

If the towel falls out of your trail arm, your chest has not turned in the takeaway and your arms are doing all the work, leading to an upright swing [Photo 3].

If the towel falls out of both arms, the arms are working independently without the chest and the backswing will be too long [Photo 4].

Give this towel drill a try the next time you go to the range. It will help you to get all your body parts working together in the correct sequence. You will start to use your body to create speed and power

and not arms and hands only. Ball striking will improve, you will hit more greens, and have more fun on the course in 2021. 🏌️‍♂️

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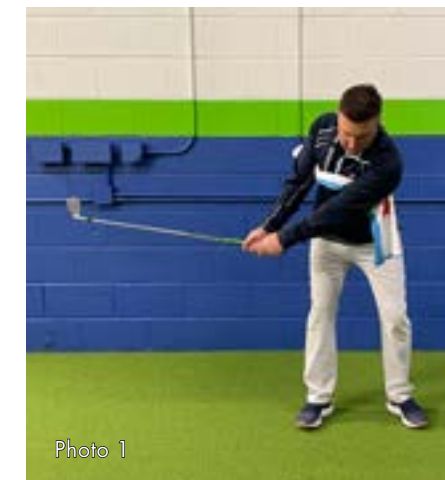


Photo 1

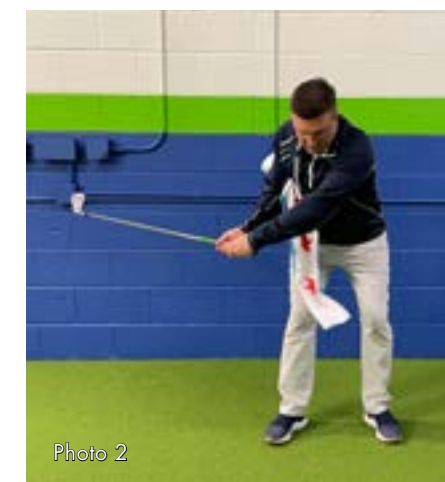


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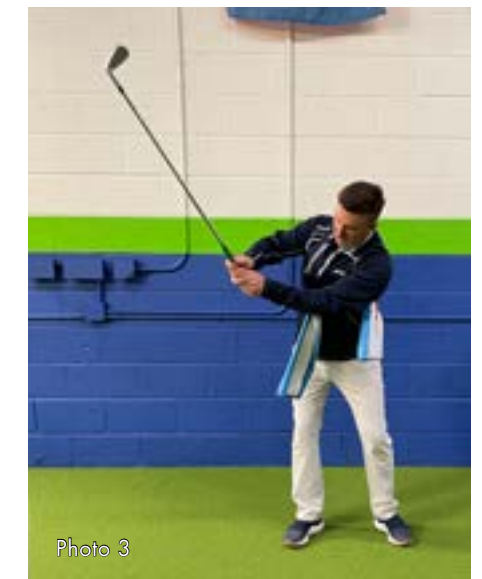


Photo 3

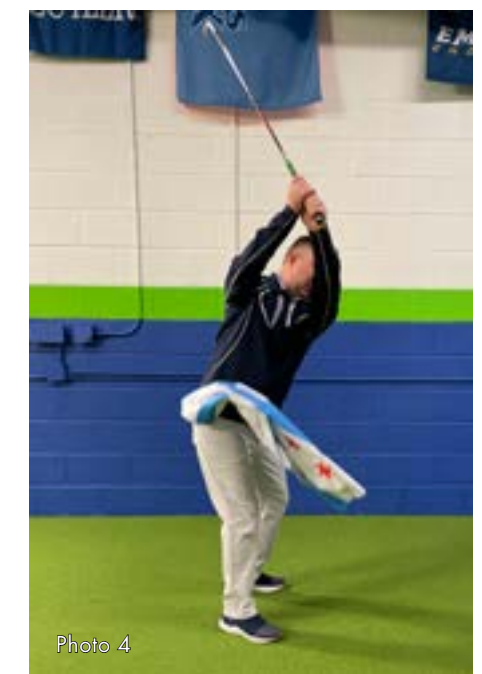


Photo 4