

The launch pad

We take a look at some of the eye-catching and innovative new products that are winging their way into pro shops

Adams' Easy-to-hit Speedline FAST



Adams Golf has announced their newest line-up of products representing the third generation of advanced aerodynamic design; the Speedline FAST 10 fairway woods.

The easy-to-hit Speedline FAST 10 fairway woods were developed with precision milled sole plates and premium aesthetics to appeal to players of all levels. The patent-pending design of the Speedline FAST 10 woods feature strategically placed weight pads to match the swing characteristics of different golfers: the standard model weight pad is positioned back for a higher launch and the draw model weight pad is positioned in the heel.

The Speedline FAST 10 fairway woods also have a 57% increase in the sole camber for more consistent ball striking and enhanced playability from all types of lies. The unparalleled technology of the Speedline FAST 10 woods has already made it into the bags of Adams Golf staff members, Tom Watson and Aaron Baddeley. RRP: £119
www.ukgolfdistribution.co.uk



Relaunch of Slazenger Heritage

The long awaited return of the highly popular 1980s clothing brand has launched under its new name Slazenger Heritage.

The autumn/winter 2010 collection is focused on 1970s and 1980s inspired classics as famously worn by Seve Ballesteros and James Bond.

The clothing has been modernised with a contemporary slim fit, high quality Italian fabrics,

fine detailing and packaged as The Gold Label.

Louis Wolcott, formally global brand manager of J.Lindeberg golf, has been appointed to launch the new collection at selected accounts throughout Europe for AW10. The collection will be available to view by appointment only throughout Feb and March 2010. Contact: Louis Wolcott Tel 07900055955 or Email: louis.wolcott@hotmail.co.uk

Sunice presents the Ultimate jacket

A men's outer-wear collection, led by the new Ultimate Jacket V2, highlights the new 2010 Sunice outerwear collection, which according to the company showcases golfwear that embodies the perfect fusion of science and fashion-forward style.

The men's Hurricane collection includes the Ultimate Jacket V2, the best-of-the-best in golf outerwear. This Gore-Tex two-layer performance shell is now 25% lighter than the original V1 model and provides 20% more stretch. Providing a lifetime waterproof guarantee, features include the X-Static stretch lining, wrist rain channel, in-pocket ball cleaner and full-stretch back panel. The Sunice style is represented in finishings such as laser-cut detailing on the elbows, laser-cut and welded pocket frames, tractor foot imprints and Sunice's patented V-collar design. RRP: £329.99
www.sunice.com



Sun Mountain micro-cart cover

The new Sun Mountain micro-cart cover is this latest accessory from Sun Mountain and anyone who has already purchased a micro-cart will be desperate to get their hands on one of these, especially with this cold, wet and muddy weather we're experiencing at the moment. The benefits of a micro-cart cover include:

- Durable material

- Heavy duty two way zips
- Keeps a car boot clean
- Free brush to clean the micro-cart
- Padded underside for increased protection
- 'Holdall' style carry handles with Velcro closure
- Designed specifically for the sun mountain microcart.

RRP: £39.99

www.brandfusionltd.co.uk





Stewart Golf launches lightweight, waterproof stand bag

Stewart Golf has announced the launch of a new lightweight, fully waterproof stand bag.

The stand bag is part of the new Stewart Golf Collection whose range also includes a rain cover, shoe bag and Boston bag.

Weighing in at less than 3kg, the waterproof stand bag is designed for the serious golfer who plans to play throughout the winter come rain or shine.

The bag features fully taped seams and a large double-padded back support for extra comfort. Other features include:

- Lightweight nylon fabric with waterproof coating
- Matching rain hood with taped seams and waterproof zip
- Dual shoulder straps with four-way mounting for balance
- Top-mounted stand attachment for increased durability and stability
- Pockets include sunglasses holder, phone holder, water bottle pouch and velour-lined valuables pocket
- Towel loop, umbrella holder and Velcro glove patch.

RRP: Waterproof stand bag (£159) Boston bag (£89), Rain cover (£30), Shoe bag (£30)
www.stewartgolf.com

Wilson launches Authentic clothing

Wilson Golf has unveiled a brand new range of high-tech yet affordable golf clothing ahead of the 2010 season.

The new Wilson Staff branded collection of golf shirts, pullovers and a windproof top allows golfers to perform to their best in all weather conditions through the use of lightweight and breathable fabrics.

Many items from the collection will be worn on Tour by Padraig Harrington's caddy, Ronan Flood, himself a 2-handicap golfer.

The range is spearheaded by three men's golf shirts, each made from a different fabric to ensure there is a garment to suit every golfer.

The lightweight and breathable Classic Dry features a moisture management system that allows excess heat and perspiration to

escape and a body mapping system that improves air flow in the areas where the body generates the most heat. The stylish striped polyester shirt is available in three colour options – white, black or sand – with an RRP of £34.99.



The Authentic golf shirt (pictured) also incorporates moisture management technology and is made from 100%

polyamid fabric that provides a cool feeling in even the hottest conditions. Available in red, grey, black or sky blue, Authentic has an RRP of £29.99.

Retro is made from 100% natural cotton fibres with a bio-polish yet hard-wearing feel. Featuring contrasting cuffs, five buttons and a chest pocket, the shirt is available in black, rose or navy with an RRP of £34.99.

www.wilsonstaff.com

Sneak preview of Cobra's S2 Max iron + Baffler

Completing Cobra's iron range for 2010 will be a brand new 'Super Game Improvement' iron to complete the S2 iron family, namely the Cobra S2 Max. Benefiting from the latest multi-material Cobra design, the S2 Max iron/hybrid combination will deliver maximum forgiveness for golfers looking to seriously improve their game. Cobra Baffler Rail H (pictured): A brand new version of the Cobra Baffler franchise is on its way. The new design, featuring an innovative rail sole, will be one of the game's most powerful, versatile and forgiving hybrids. More information will be available later this year.

www.cobragolf.co.uk



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