Wedge sales measured in all markets in which Cleveland Golf wedges are distributed since 1988.
NO ONE FOCUSES ON THE SHORT GAME LIKE CLEVELAND GOLF. WE CREATE INNOVATIVE SOLUTIONS TO IMPROVE YOUR SHORT GAME, AND NOBODY HAS DONE IT BETTER THAN WE HAVE.

Since Cleveland Golf changed the game with the iconic 588 in 1988, our wedges have:

• Captured 350 PGA TOUR titles
• Won 26 major championships
• Been played by 11 World No. 1 golfers

We are proud to have sold more than 10 million wedges all over the world. We are committed to helping golfers of all skill levels play better by manufacturing advanced, properly designed scoring clubs.

This is who we are, and this is where we’re going.
We Moved the Weight to Help You GET CLOSER to the Hole

*The new Cleveland Golf RTX-3 wedge features patent-pending Feel Balancing Technology. Our research showed a traditional wedge's center of gravity was too close to the heel. Feel Balancing Technology redistributes 9 grams of mass from the hosel to shift the CG location closer to the impact zone. Not only does this technology improve feel, but it also has been proven to help get you closer to the hole than any wedge we have ever made.
THE NEW RTX-3

RTX-3 BLADE
Traditional blade design

RTX-3 CAVITY BACK
Larger, more forgiving head shape

WOMEN’S RTX-3 CAVITY BACK
Lighter weight design for easy launch

Black Satin
Tour Satin
Tour Raw

Tour Satin
Tour Satin
HOW DOES RTX-3 HELP GET YOU CLOSER?
Three innovations work together for our most consistent wedge performance.

FEEL BALANCING® TECHNOLOGY
This patent-pending technology shifts the center of gravity closer to the center of the wedge face — the impact zone — to decrease vibration and maximize head stability at impact. By adding a microcavity inside the hosel and shortening the hosel, nine grams of mass are optimally redistributed in the head for a more centered CG location. This improves feel and tightens shot dispersion, giving you maximum control.

NEW V SOLE GRINDS
Three tour-proven grinds feature a V shape with more leading edge bounce to help get the club head through the turf faster at impact. This promotes crisper feel and more consistent head speed for increased spin and control. The V-LG is Cleveland’s narrowest low bounce sole for maximum versatility, the V-MG has mid bounce suitable for a wide range of players and turf conditions, and the V-FG is a forgiving full sole design with trailing edge relief.

NEW ROTEX FACE
Three innovations combine to maximize spin with more consistency. New Tour Zip Grooves have a deeper, narrower U shape with a sharp edge radius in all lofts to enhance contact across a wide variety of conditions. The advanced, 2-pass micro milling pattern increases friction and is directionally enhanced by loft: low lofts (46°-52°) have a straighter pattern to accommodate full shots and high lofts (54°-64°) have a more angled pattern to optimize open-face shots. Laser Milling precisely roughens the face surface to the conforming limit.
Cleveland Golf is globally recognized for industry-leading research & development put into every wedge. The extensive testing for RTX-3 compared to both the previous-generation 588 RTX 2.0 and select leading competitors proves that it has the tightest dispersion. It is more accurate than any wedge Cleveland Golf has ever tested, showing the impressive performance benefits gained when combining new Feel Balancing Technology, the V Sole grinds, and the Rotex Face:

“This is how much closer RTX-3 gets you”

Once again, Cleveland Golf has set a new standard in wedges.

Each dot above represents where each wedge shot landed relative to where it was struck on the face (see key). Cleveland Golf conducted this test using a swing robot outdoors in light wind conditions (3-7 mph) with full swings using 52-degree wedge models featuring stock stiff flex steel shafts.

- White = center of face, 18 mm from leading edge
- Dark Blue = top center of face, 23 mm from leading edge
- Light Blue = bottom center of face, 13 mm from leading edge
- Yellow = toe center of face, 15 mm toward toe from center
- Red = heel center of face, 15 mm toward heel from center

Dispersion Area: 26 yds²
Avg. Distance From Target: 7.8 ft

Dispersion Area: 47 yds²
Avg. Distance From Target: 9.2 ft

Dispersion Area: 40 yds²
Avg. Distance From Target: 11.1 ft

Dispersion Area: 65 yds²
Avg. Distance From Target: 11.6 ft

All brand and product names listed here are trademarks of their respective companies.
FEEL BALANCING TECHNOLOGY

WHAT IT IS
This patent-pending technology shifts the center of gravity closer to the center of the wedge face — the impact zone — to decrease vibration and maximize head stability at impact.

HOW IT WORKS
To shift the CG, Cleveland Golf first redesigned the hosel. A microcavity was inserted inside the hosel to save two grams, and the hosel was shortened by an average of 10 millimeters to save seven more grams. Those nine grams of discretionary mass are then optimally redistributed in the wedge head.

WHY IT’S BETTER
In addition to enhancing feel, shifting the CG closer to the center reduces head twisting at impact for more consistent spin and distance control. Feel Balancing Technology has been proven to help produce tighter shot dispersion than any wedge Cleveland Golf has ever made for maximum control.
TEST RESULTS CONFIRM FEEL BALANCING TECHNOLOGY IS BETTER
RTX-3 Helps Get You Closer to the Hole With CG Shift.

Cleveland Golf studied the historic center of gravity locations on its wedges and the impact patterns of thousands of different types of wedge shots from players of varying skill levels. The studies revealed two key findings: on mis-hit wedge shots, most golfers miss toward the toe; and in a traditional wedge head design, the center of gravity is positioned toward the heel.

Extensive robot testing using an adjustable weight wedge showed how significantly ball speed can be impacted on center, heel, and toe hits depending on where the weight is positioned. As the data shows, even a few millimeters can make a large difference in a player’s ability to generate consistent ball speed spin and distance control.

For RTX-3, Cleveland Golf focused on shifting the center of gravity closer to the exact center of the wedge face to enhance feel and performance. Test data has confirmed that RTX-3’s center of gravity is closer to the exact center than all other Cleveland wedges and select major competitors tested in 52°, 56° and 60° wedge lofts.

When the center of gravity is closer to the center of the face, there is more consistent performance.

Measurements acquired by Cleveland Golf lab data using Cleveland Golf-owned equipment.

All brand and product names listed here are trademarks of their respective companies.
NEW V SOLE GRINDS

V-LG
Cleveland’s narrowest low bounce sole for maximum versatility.

V-MG
Mid bounce suitable for a wide range of players and turf conditions.

V-FG
Forgiving full sole design with trailing edge relief.

WHAT IT IS
Three tour-proven grinds feature a V shape with more leading edge bounce to help get the club head through the turf faster at impact.

HOW IT WORKS
Cleveland Golf strives to maximize playability in its wedges. For the RTX-3, all three sole grind options were narrowed for more versatility and designed to put bounce back where players need it most. For every loft in each grind, the V sole peak is located at an ideal distance from the leading edge to optimize playability for different attack angles, short game styles and course conditions.

WHY IT’S BETTER
The sole design helps maintain club head speed through impact by reducing turf interaction time and the amount of turf that contacts the face through impact. This promotes crisper feel and more consistent head speed for increased spin and control.
TURF SIMULATION CONFIRMS V SOLE SUPERIORITY

Comparing RTX-3 to 588 RTX 2.0 with Cleveland Golf’s proprietary turf interaction software shows 23% better speed retention.

Since the sole moves through the turf more quickly, there is less turf that comes up onto the face at impact, meaning improved contact for better friction and more spin.

**TURF INTERACTION AT IMPACT**

588 RTX 2.0 MB 56°

52%

RTX-3 Blade 56°

29%

Test data and imagery acquired from Cleveland Golf’s proprietary turf interaction software using an RTX-3 Blade V-MG 56° wedge and a 588 RTX 2.0 MB Std Grind 56° wedge. Lie in simulation is a light rough lie.

Here’s what some of our top PGA Tour staffers thought of the new sole design:

“Feels great. Good turf interaction. Nice divots.”
— Russell Knox
WGC–HSBC
Champions winner

“It looks like you can really spin it. It’s consistent on open-face shots from tight lies and good out of the bunker too.”
— Smylie Kaufman
Shriners Hospital for Children Invitational winner

“You can’t have too much bounce if it’s in the right place. It’s so easy to get this sole through the turf.”
— William McGirt
The Memorial winner
NEW ROTEX FACE

Working with a spin cannon, swing robot and players of varying abilities, Cleveland Golf studied over 25,000 different test shots to optimize spin performance on RTX-3 wedges. Three innovations combine to maximize spin with more consistency.

NEW TOUR ZIP GROOVES

A deeper, narrower U shape with a sharp edge radius in all lofts enhances contact across a wide variety of conditions. The groove structure is designed to prevent fliers from the rough on full shots with lower-lofted wedges and maximize spin control and consistency from deeper greenside lies with higher-lofted wedges.

NEW LOFT-SPECIFIC ROTEX MICRO-MILLING PATTERN

The advanced, 2-pass micro milling pattern increases friction and is directionally enhanced by loft: low lofts (46°-52°) have a circular pattern oriented straighter toward the leading edge to accommodate full shot performance. High lofts (54°-64°) feature a pattern angled toward the toe to match swing path on open-face shots for optimal greenside performance.

OPTIMAL LASER MILLING BETWEEN GROOVES

To maximize surface roughness to the conforming limit, Laser Milling technology engraves lines between the grooves for added friction and increased spin on greenside shots. Surface roughness is evaluated with each new wedge Cleveland Golf develops, and with each generation, our testing shows Laser Milling comes most consistently closest to the conforming limit across the entire face. Although the laser cosmetic erodes with frequent play, the “burn” from the laser remains for continued surface roughness.
When players tested an RTX-3 52° wedge against the previous generation and leading competitors, the RTX-3 generated the most spin with the least deviation. That means RTX-3 delivers maximum spin and consistency for the short game.

Testing also confirmed the refined groove geometry contributed to increased spin.

The improvement was especially apparent in wet conditions across key lofts:

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<td>8647</td>
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Robot testing also showed enhanced spin from the new loft-specific Rotex micro-milling pattern:

<table>
<thead>
<tr>
<th>52° Rough Testing</th>
<th>60° Rough Testing</th>
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<tbody>
<tr>
<td>Low Loft Patterns</td>
<td>Low Loft Patterns</td>
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<td>1719</td>
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<tr>
<td>High Loft Patterns</td>
<td>High Loft Patterns</td>
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<td>3257</td>
<td>3353</td>
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</table>

All data above attained by Cleveland Golf through either robot or human testing.
NEW, ULTRA-DURABLE BLACK SATIN FINISH

The RTX-3 Blade features a new, ultra-durable Black Satin finish that is formulated to last longer than Cleveland’s previous black finishes and black finishes from select leading competitors.

**BRAND NEW**
The black finish on each wedge is flawless.

**10 BUNKER SHOTS**
The finish on the two competitor wedges is already wearing.

**50 BUNKER SHOTS**
There is significant wear on the two competitor wedges, but the RTX-3 shows little wear.

Test conducted by Cleveland Golf employees in short game practice bunker at Cleveland Golf testing facility in Seal Beach, CA.

All data above attained by Cleveland Golf through either robot or human testing.
NEW TOUR RAW FINISH

Back by popular demand, the Tour Raw finish is available for the RTX-3 blade. A favorite of PGA Tour pros in recent decades, this finish is the exact same as what our current staffers will be using in their bags.

This finish rusts over time for a distinctive feel and cosmetic appearance. Here’s an inside look at how we make this unique finish.

STEP 1: POLISH AND BLAST
The raw Tour Satin head is polished to the exact shape specification, then undergoes a blasting process to prepare for heating.

STEP 2: INTO THE OVEN
The wedge head is placed in the oven for Cleveland Golf’s proprietary heat treatment process.

STEP 3: FINISHING
After heat treatment, each wedge head is quenched in oil for a rich appearance and added layer of protection over the raw head material. This limits any rusting before the wedges arrive to the consumer.

Here’s what some of our top PGA Tour staffers think about the Tour Raw finish:

“I prefer the Tour Raw wedge finish because I don’t get the glare from a regular chrome wedge.”
— Keegan Bradley
2011 PGA Championship winner

“I’ve grown up playing a raw finish because I like the way it feels and I trust that feeling under pressure. I just have more confidence that I can control the shot.”
— Anirban Lahiri
2-time European Tour winner

“I play Tour Raw wedges because the worn look makes it seem like they have more battle scars.”
— Jerry Kelly
3-time PGA Tour winner
**RTX-3 CAVITY BACK**
Enhanced Forgiveness With Feel Balancing Technology.

The RTX-3 Cavity Back features the same hosel microcavity and shorter hosel of the RTX-3 Blade with a slightly larger, more forgiving head design that has 6 percent higher heel-toe MOI than the Blade. There are three other key design features specific to the Cavity Back that enhance Feel Balancing Technology:

- The unique cavity design allows more weight to be positioned at the toe, which shifts the center of gravity toward the center of the face.
- The cavity features a soft TPU insert to dampen vibration at impact.
- The Cavity Back has less material thickness in the hosel/body transition than the Blade.

With Feel Balancing Technology, the center of gravity on the RTX-3 Cavity Back V-MG 56° head is only 4 millimeters from the center of the wedge face — about 5 millimeters closer to center than the same type of the head on the 588 RTX 2.0 CB.

Test results show significantly tighter dispersion with the RTX-3 Cavity Back compared to the 588 RTX 2.0 CB, proving that Feel Balancing Technology and the higher MOI head design features combine to help get shots closer to the hole more consistently than any wedge Cleveland Golf has ever developed.

**CLEVELAND RTX-3 CAVITY BACK**

<table>
<thead>
<tr>
<th>Avg. Distance From Target: 6.4 ft</th>
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</thead>
<tbody>
<tr>
<td>Dispersion Area: 25 yds²</td>
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</tbody>
</table>

**CLEVELAND 588 RTX 2.0 CB**

<table>
<thead>
<tr>
<th>Avg. Distance From Target: 7.7 ft</th>
</tr>
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<tbody>
<tr>
<td>Dispersion Area: 48 yds²</td>
</tr>
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</table>

For details on how this data was gathered, please see page 7.
WHAT SEPARATES CLEVELAND GOLF WEDGE GROOVES?
Maximum spin performance through advanced manufacturing.

Among Cleveland Golf’s numerous wedge innovations is the Zip Groove. First launched 10 years ago in CG12 wedges, Zip Grooves — and the conforming Tour Zip Grooves — are different from every other competitor’s grooves because of how they’re made.

What distinguishes the RTX-3 groove is manufacturing. Cleveland Golf uses a proprietary tool that mills out both the groove’s edge radius and geometry, limiting the amount of face polishing needed to achieve groove specification targets.

The less polishing needed, the more consistent the groove dimensions are from part to part. That ensures groove geometry is as close to specification as possible for maximum spin and performance.

After each wedge is polished, a protective material is inserted into the grooves to maintain their shape integrity during blasting. The blasted face adds surface roughness but the grooves are not impacted at all. When the protective material is removed, the grooves have the precise dimensions and a shiny luster protected from the blast.
RTX-3 FITTING
A 4-Step Guide to Finding the Right Wedges

Cleveland Golf is leading the industry in wedge fitting. We know playing wedges with the right fit is critical for short game success. Use this simple 4-step process to help players select the proper wedges.

STEP 1: MODEL SELECTION
The wedge model should suit the player’s needs and inspire confidence. The RTX-3 blade offers more versatility, while the RTX-3 Cavity Back provides more forgiveness.

STEP 2: DISTANCE GAPPING
Wedges should have distance gaps of 12-16 yards, equating to loft differences of 4-6 degrees for most players. This will ensure more full shots for more consistent performance.

STEP 3: GRIND SELECTION
The wedge sole grind should suit both the player’s game and typical course conditions.

V-LG: Lowest effective bounce. Ideal for those with a shallow attack angle or who play on firm course conditions.

V-MG: Mid-range effective bounce that will suit the widest range of short game styles and course conditions.

V-FG: Highest effective bounce now with trailing edge relief. Optimal for steeper attack angles and softer turf.

STEP 4: CUSTOM OPTIONS
Lie angle, length, shaft and grip are all additional options that can be customized.
WEDGE ANALYZER: ADVANCED, SIMPLE WEDGE FITTING

The new RTX-3 wedge family has been incorporated into the Cleveland Golf Wedge Analyzer, Powered by Swingbyte.

In as little as two swings you can get accurately fit into the proper RTX-3 wedge model and sole grind. Also new for the RTX-3 launch is an updated library of Pitching Wedge lofts, allowing you to get the most accurate loft so you can build your wedge set with ideal distance gapping.

To learn more or find the Cleveland Golf Wedge Analyzer fitter near you, visit clevelandgolf.com.
RTX-3 BLADE

The RTX-3 Blade gets you closer to the hole than any wedge Cleveland Golf has ever made. The blade shape design is ideal for maximizing all-around wedge performance.

KEY INNOVATIONS:

Patent-Pending Feel Balancing Technology
Nine grams of mass are removed from the hosel and redistributed to the wedge head for a center of gravity closer to the impact zone. Not only does this improve feel, but our testing also shows this technology has created the tightest shot dispersion of any wedge Cleveland Golf has ever made.

V Sole Grinds Add Shot Consistency and Control
Three tour-proven grinds feature a V shape with more leading edge bounce to help the clubhead through the turf faster at impact for crisper feel and more consistent performance. Choose from V-LG (●), V-MG (●●), or V-FG (●●●).

New Rotex Face Increases Spin
The third-generation RTX face features a refined groove shape, a new Rotex micro-milling pattern engineered to optimize spin performance by loft, and Laser Milling. These technologies combine to generate not only the most spin, but the most consistent spin within the limits.

<table>
<thead>
<tr>
<th>LOFT</th>
<th>DOTS</th>
<th>DESIGN</th>
<th>BOUNCE ANGLE</th>
<th>LIE ANGLE</th>
<th>LENGTH</th>
<th>SWING WEIGHT</th>
<th>TOUR SATIN</th>
<th>BLACK SATIN</th>
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<td>D6</td>
<td>RH</td>
<td>RH/LH</td>
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Available Finishes: Tour Satin, Black Satin and Tour Raw (will rust over time)
Tour Satin and Black Satin available in RH and LH. Tour Raw available in RH only.
Standard Shaft: True Temper Dynamic Gold Wedge Flex
Grip: Cleveland Blue Cap by Lamkin
RTX-3 CAVITY BACK

The RTX-3 Cavity Back gets you closer to the hole than any wedge Cleveland Golf has ever made. The slightly larger cavity back shape promotes confidence and increases forgiveness.

KEY INNOVATIONS:

Patent-Pending Feel Balancing Technology
Nine grams of mass are removed from the hosel and redistributed to the wedge head for a center of gravity closer to the impact zone. Not only does this improve feel, but our testing also shows this technology has created the tightest shot dispersion of any wedge Cleveland Golf has ever made.

V Sole Grinds Add Shot Consistency and Control
Three tour-proven grinds feature a V shape with more leading edge bounce to help the clubhead through the turf faster at impact for crisper feel and more consistent performance. Choose from V-LG (•), V-MG (••), or V-FG (•••).

New Rotex Face Increases Spin
The third-generation RTX face features a refined groove shape, a new Rotex micro-milling pattern engineered to optimize spin performance by loft, and Laser Milling. These technologies combine to generate not only the most spin, but the most consistent spin within the limits.

<table>
<thead>
<tr>
<th>LOFT</th>
<th>DOTS</th>
<th>DESIGN</th>
<th>BOUNCE ANGLE</th>
<th>LIE ANGLE</th>
<th>LENGTH</th>
<th>STEEL SW</th>
<th>GRAPHITE SW</th>
<th>TOUR SATIN</th>
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<tbody>
<tr>
<td>46°</td>
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<td>V-MG</td>
<td>8°</td>
<td>64°</td>
<td>35.5”</td>
<td>D3</td>
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<td>RH</td>
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<tr>
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<td>D3</td>
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<tr>
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<td>D5</td>
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<td>RH</td>
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<td>D5</td>
<td>D3</td>
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<td>35.0”</td>
<td>D6</td>
<td>D3</td>
<td>RH</td>
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</tbody>
</table>

Available Finishes: Tour Satin
Standard Shaft Options: True Temper Dynamic Gold Wedge Flex, Rotex Precision Graphite Wedge Flex
Grip: Cleveland Blue Cap by Lamkin

clevelandgolf.com
WOMEN’S RTX-3 CAVITY BACK

The Women’s RTX-3 Cavity Back gets you closer to the hole than any wedge Cleveland Golf has ever made. The larger cavity back shape and lightweight graphite shaft promote a high, easy launch.

KEY INNOVATIONS:

**Patent-Pending Feel Balancing Technology**
Nine grams of mass are removed from the hosel and redistributed to the wedge head for a center of gravity closer to the impact zone. Not only does this improve feel, but our testing also shows this technology has created the tightest shot dispersion of any wedge Cleveland Golf has ever made.

**V Sole Grind Adds Shot Consistency and Control**
The V shape grind features more leading edge bounce to help the clubhead through the turf faster at impact for crisper feel and more consistent performance.

**New Rotex Face Increases Spin**
The third-generation RTX face features a refined groove shape, a new Rotex micro-milling pattern engineered to optimize spin performance by loft, and Laser Milling. These technologies combine to generate not only the most spin, but the most consistent spin within the limits.

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<th>LIE ANGLE</th>
<th>LENGTH</th>
<th>SWING WEIGHT</th>
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Available Finishes: Tour Satin
Standard Shaft: Women’s Action Ultralite 50 Wedge Flex
Grip: Cleveland Pink Cap by Lamkin