

Paradym Iron Composite

Product Name: **Paradym Iron**

Family Tagline: *The New Paradym in Performance*

Product One-Liner: *TBD*

Paradym Irons

Product Intro:

Distance irons are obviously long, but discerning players also want an exceptionally high level of feel. So why not have both in one club? Our Paradym Shift Construction combines a Forged 455 Face with the all-new Speed Frame, giving you get the best of both worlds.

The Paradym iron is designed for golfers who are looking for a players' distance iron with a refined shape and premium forging.

Features & Benefits

Our Most Powerful A.I. Designed Forged 455 Face

Industry-leading A.I. face technology is applied to a high-strength Forged 455 face, creating our most powerful forged iron face ever. Each face is uniquely optimised for more speed, higher launch, and increased spin consistency.

Fast Ball Speeds from Forged 455 Face Cup and Hollow Body with Speed Frame Construction

The all-new Hollow Body design features Speed Frame construction for added stiffness to the body and support for the high-strength Forged 455 Face Cup. This unique construction is the catalyst that stabilises a thinner face for incredibly fast ball speeds.

Exceptional Feel from a Forged Face and Patented Urethane Microspheres

A forged face and patented Urethane Microspheres deliver the ultra-soft feel and premium sound that discerning players demand.

Improved Launch via Dual Tungsten Weighting

Up to 67g of external and internal tungsten weights are placed precisely to enhance launch conditions and improve speed on mis-hits. This increase in forgiveness is the difference between hitting the green and coming up short.

Refined Players Shaping

The Paradym iron features a players look in a forgiving package. A pre-worn leading edge is designed to cut through the turf more efficiently for even more forgiveness.

Key Info and Pricing

- Key Dates For All Paradym Products:
 - Consumer Introduction: Thursday, 5 January at 10am AEST 2023
 - Fitting & Pre-Sale Date: Friday, 20 January 2023
 - Product At Retail: Friday, 24 February 2023
- Available Lofts:
 - Paradym Irons: 4, 5, 6, 7, 8, 9, PW, AW
- Recommended Retail Pricing (RRP):
 - Paradym Irons:
 - Steel: \$359.99 AUD | \$439.99 NZD
 - Graphite: \$379.99 AUD | \$459.99 NZD

Supporting Assets:

- **Photos:**
 - [Images & Renders](#)
- **Videos:**
 - [Videos](#)
- **Product Display Page (PDP) Copy:**
 - [PDP Copy](#)
- **Digital:**
 - [Web Banners](#)