

Paradym Triple Diamond Fairway Composite

Product Name: Paradym Triple Diamond Fairway Wood

Family Tagline: *The New Paradym in Performance*

Product One-liner: TBD

Product Intro:

To create a true breakthrough in performance, our engineers had to reimagine how a fairway wood is constructed. The result is a true Paradym shift in distance and forgiveness. Paradym Shift construction eliminates weight from the body and repositions it for unprecedented distance and forgiveness gains. Furthermore, every Paradym fairway wood model has been uniquely designed with a specific player in mind to maximise their performance.

The Paradym Triple Diamond model is our most compact fairway wood shape with a deeper face at address. This offering is best suited for stronger players who are looking for a penetrating ball flight with lower spin.

Features & Benefits

Speed & Stability from Jailbreak with Batwing Technology

The A.I. Designed Jailbreak Batwing structure is pushed to the perimeter to stiffen the body, while allowing the face to flex for high ball speeds.

Optimal Launch with More Speed from the Tungsten Speed Cartridge

By incorporating up to 21g of high-density tungsten, we can push the center of gravity (CG) low and forward. The result is optimal launch and spin, with more speed for maximum distance.

New A.I. Designed High-Strength Face Cup for Optimised Speed, Launch, and Spin

We've applied an all new A.I. face optimisation to include speed, launch, and spin. The unique face pattern is customised for each model and paired with our high-strength C300 maraging steel face cup. This promotes impressive speed and consistency across the face.

Penetrating Flight with Low Spin from Paradym Shift Construction

The Paradym Triple Diamond is designed with a deeper face and compact, player preferred shape. The Triaxial Carbon crown aids in creating a low and forward CG. This produces a penetrating ball flight with low spin. And an adjustable hosel allows golfers to further dial in trajectory.

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 Triple Diamond Fairway Woods: 3, 5
- Recommended Retail Pricing (RRP):
 - Paradym Triple Diamond Fairway Woods: \$629.99 AUD | \$749.99 NZD

Supporting Assets:

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