

ERC Soft Reva

Product Name: ERC Soft Reva

Product One-liner: Our Longest Ball with Soft Feel and Greenside Control

Product Intro:

ERC Soft is our longest golf ball with soft feel, and for 2023 we've introduced technologies that promote a new level of complete performance. Leading with the cover, we've created an all-new GRIP Urethane Coating System that provides even more greenside spin. The unique cover is paired with an all-new HyperElastic SoftFast core that increase ball speed, while maintaining soft feel through the bag.

These enhanced design features are especially suited for women who want to optimise their performance on the course. Our new technologies properly complement each other, delivering soft feel through the bag, incredible distance with the driver, and added spin for greenside control with your wedges.

Features & Benefits

NEW GRIP Urethane Coating for increased Greenside Spin

This coating system features high-elongation paint for increased control on approach shots and short game shots.

More Ball Speed & Soft Feel from NEW Hyper Elastic SoftFast Core

Optimised for faster driver speed and soft feel around the green.

Hybrid Cover Provides Exceptional Feel, Control and Spin + Long Distance

The cover allows us to create a versatile, multi-material construction. This is how we combine maximised distance from high launch and low spin, with soft feel and durability.

High Speed Mantle for Enhanced Ball Speed and Control

Creates more efficient energy transfer between the layers for more ball speed and provides more wedge spin around the green.

NEW Triple Track Dagger Technology for Advanced Alignment

Our new Triple Track Dagger lines are prominently featured on ERC Soft to help you find the right alignment for every putt.

Key Info and Pricing

- Key Dates for ERC Soft Reva:
 - Consumer Introduction: Thursday, 12 January at 7pm AEST 2023
 - Pre-Sale Date: Friday, 20 January 2023
 - Product At Retail: Friday, 3 February 2023
- Available Colours:
 - White
- Recommended Retail Pricing (RRP):
 - \$69.99 AUD | \$82.99 NZD

Supporting Assets:

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