

SEVE SIGNATURE RUNS TO NEW LINES

MD GOLF

ICON IS A BIG HIT

It was just over a year ago that Seve Ballesteros was taken ill on his way to Golf Europe 2008 to launch of his debut signature range for MD Golf. And while, 12 months on, Seve himself has thankfully been continuing his recovery, the clubs which bear his name have been enjoying recession-defying success. So much so that the whole range is being upgraded and extended for 2010.

The Seve Icon driver, for example, is back with a new shape, materials, graphics and weighting concept.

"We've incorporated a new weight bar that brings the centre of gravity much nearer to the face which delivers a more penetrating flight with lower spin – some 300 RPM less – for more distance," explained Stuart Smith, the R&D consultant who also worked on the UST ProForce shafts used in the range. "We've also refined several small details, like the face progression to improve the ability to work the ball right to left which is often difficult with large, shallow-headed drivers."

The attention to detail continues throughout the matching Seve Icon fairway woods and hybrids which maintain the same 'low-CG/low-spin' ethic and the distinctive new magna coatings and deep anodised finish.

Meanwhile, the jewel among the original Seve offerings, the Icon wedges, have been restyled both technically and cosmetically for 2010. The new flagship is the Pedrena, in which weight has been removed from the sole to leave a distinct concave 'fingerprint' with the aim of dramatically reducing turf resistance. To rebalance the centre of gravity, Seve has taken the equivalent amount of metal from the top of the club by way of a subtle bevel.

The club is finished in anti-glare gunmetal, with Seve's name sand-blasted onto the rear. The San Roque has a similar concept but enjoys a more pronounced bounce with the whole club conceived more for Bermuda grass and damp course conditions.

Talking of the marketability of the Ballesteros brand, MD Golf has expanded the whole range with the addition of everything from Seve bags, gloves and golf balls to laptop cases, duffle bags and posters; many with the iconic 'Seve Man' punching-the-air logo.

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SEVE SIGNATURE

Back to the future – MD Golf's Superstrong Brassie & Spoon

Seve may have stolen the headlines but MD Golf was always a rising star in the equipment industry before their collaboration with the Spaniard. In addition to their wedge reputation (which first caught Seve's eye), MD's Superstrong titanium drivers have long offered high performance at ridiculously low prices. The 460cc titanium heads are back as part of new generation of Superstrong metalwoods for 2010, which, along with both traditional and square big sticks, and fairways and hybrids, include a new pair affectionately christened Brassie and Spoon.

While named after the old 2-wood and 3-wood of a bygone era, there is a clear rationale behind their resurrection here as large-headed 'Fairway Finders' with strong lofts of 13 and 15 degrees, respectively.

"These are special niche clubs ideally suited to golfers who prefer not to play driver from the tee, especially on tight driving holes," says Stuart Smith. "The deeper faces and low-spin construction present a more inviting, effective alternative to smaller-headed conventional fairway woods from the tee," he explains, adding that the clubs would also suit better players who want stronger-lofted fairway woods with bigger heads.

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Upper that is the secret behind currently golf's lightest tour-quality shoe weighting just 375g.

A raft of smart and functional new apparel was launched in Munich, with **Golfino's** paisley prints and **Galvin Green's** Ventil8 breathable technology



among the most impressive, along with the **Oscar Jacobson** fabrics that will grace the official European Ryder Cup team kit at Celtic Manor.

Meanwhile, up on the podium, it was the **Nike Aerographics** Polo shirt that took top spot. The garment uses a new, lightweight mesh fabric made more breathable by front and back ventilation panels – and even lighter from the totally seamless construction that apparently uses only half the normal yarn. The concept has been adapted for golf following Nike's success with Aerographics in basketball and tennis shirts.

For those seeking something rather warmer for winter, the runner-up was the Active Heat vest from German company, **HV Corporate Concepts**. At first sight just another polyester microfleece (albeit windproof and water repel-

