

New Vokey Design SM7 Wedges: Tour Player Reaction

JORDAN SPIETH (SM7 46.08 F, 52.08 F, 56.10 S, 60.04 L)

“As you begin to have success on tour, you start trying different types of shots more and more to get the ball closer and closer to the hole. You start to try shots that are extremely difficult, but you know that the wedge is able to produce them. There’s multiple times where I’ve hit shots where I’m like, ‘Man, I’m not sure if this is the smartest shot to play, but I know that I can pull it off if I do it correctly. I know that these Vokey wedges are built to do it.’ And sure enough, I save myself a shot.”

“Voke and Aaron, they do the best job of anybody. We just trust them. I mean, these guys are the best in the world at what they do. We just stay out of their way and they know what we like and so we just try and do them proud.”

RUSSELL HENLEY (SM7 48.10 F, 54.10S, 58.08M)

“The first time Aaron worked with me, he could tell that I was trying to not hit a bad shot. Now that he has given me the correct bounce, which for me is a little bit more bounce based on my steeper angle of attack with my wedges, that’s allowed me to not worry so much about what my contact is going to be. I can just trust that the bounce is going to do the work for me, and the club’s going to go through the ground properly. Now I can just focus on my feel and how far I want to hit the shot.”

“With what Aaron’s taught me, no matter what the lie is, I feel like I now have a game plan. I think having the correct bounce and grinds, I think understanding your technique and not trying to be like somebody else’s is what’s given me confidence. I think that’s the great thing about the Vokey wedges and the new SM7 models, is that there are so many options for that.”

WEBB SIMPSON (SM7 54.14 F, 60.10 S)

“The confidence I have in my wedges and knowing they’re going to perform consistently week in and week out is massive. Each week I’m faced with golf courses with different turfs, different grasses, different levels of wetness, of dryness. If I’m not prepared to hit all the shots with my wedges, then guys are going to pass me on the leaderboard. An example I like to give is if there’s a back pin, and I’m seeing a lower flighted wedge shot, then I’m going to land it a little short and have it skip to the hole. If my wedges are not good and not consistent and that ball flies a little higher, it lands closer to the back of the green and one hops over the green. There’s a easy bogey. I have to be ultra-reliant on my wedges to perform the same every time, and I have that confidence in my Vokeys.”

BILL HAAS (SM7 54.10 S, 60.10 S)

“Hitting your number is the most important thing, especially with the shorter clubs. That’s why what Bob and his team have done with SM7, and the way they’ve moved the CG’s around to help dial in our ball flight and distances even more, has had such a huge impact. There isn’t any room for error on a lot of the pins that we play on tour and the contour of a lot of the greens – if you're off by a couple of yards, it could mean 30, 40 feet if it takes a slope or misses a green or something like that. So being dialed in with your distances with your wedges is very, very important.”

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