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## Titleist Introduces Vokey Design SM8 Wedges In Slate Blue Finish

*Unique, Premium Finish Available on all Vokey SM8 Models*

CARLSBAD, Calif. (Feb. 23, 2021) – The overwhelming most played and best performing wedges in the game – Vokey Design SM8 – are now available in an ultra-premium Slate Blue finish.

Master Wedge Craftsman Bob Vokey has always stressed the importance of players having confidence in their wedge at address – and finish plays a key role.





“A player has to love their wedge when they look down at it,” said Vokey, whose short game tools account for nearly half of all wedges played on the PGA Tour.

The finish on the **Vokey SM8 Slate Blue wedges** is applied like a PVD finish, but with a unique material and more time intensive process that combine to provide a deep, rich slate blue color that is extremely durable.

“Very often, wedge finishes can be beautiful, but they won’t last,” said Vokey. “At the same time, the most durable finishes often aren’t stunning. Slate Blue combines the two. Not only will golfers love their wedge when they see it in the shop, the finish will last through the course of normal play.”



Consistent with all Vokey Design SM8 finishes, Slate Blue is available in all 23 loft, bounce, and grind options (both RH/LH), while supplies last. Slate Blue also incorporates the technology that sets SM8 wedges apart:

- Groundbreaking Progressive Center of Gravity (CG) pushed forward of the face for increased MOI, improved consistency and softer, more solid feel.
- 100% Inspected Spin Milled grooves that are cut with a level of precision that is unique by finish, producing maximum spin.

Vokey Design SM8 models are also available in Tour Chrome, Brushed Steel and Jet Black finishes.

For assistance determining the right loft, bounce and grind, golfers can use the Wedge Selector tool on Vokey.com: <https://www.vokey.com/tools/wedge-selector-tool.aspx>

## AVAILABILITY AND PRICING

Vokey Design SM8 Slate Blue wedges will be available in golf shops beginning Friday, March 19th. They will also be available for customization and purchase on Vokey.com.

## STOCK SHAFT AND GRIP

The Slate Blue stock setup features a **True Temper Dynamic Gold S200 shaft** and custom **Blue/White BV Wings New Decade Multi Compound grip**. Most custom shafts and grips are included at no up charge. Additional customizations such as character stamping are available for an additional fee.



Vokey.com | WedgeWorks

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### ABOUT TITLEIST

Titleist, Golf's Symbol of Excellence, is the game's leading performance equipment brand, having earned the overwhelming trust of tour professionals, club professionals, competitive amateurs and dedicated golfers worldwide. The Titleist golf ball embodies superior performance, innovative design and technology, precision manufacturing and unmatched quality. It is the unequivocal #1 ball in golf, and has been for 70 years and still counting. Titleist also sets the standard for golf clubs through an unwavering commitment to performance, meticulous attention to detail, and as the game's preeminent golf club fitter. Titleist golf gear, comprising golf bags, headwear, travel gear, accessories and golf gloves, also delivers the performance and quality excellence promised in every product that bears the Titleist Script.

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