



RAC Fe<sub>2</sub>O<sub>3</sub> Wedges: Rust for optimum spin, RAC for optimum feel

### What does Fe<sub>2</sub>O<sub>3</sub> stand for?

It's the chemical notation for ferrous (iron) oxide – rust.

### The raw difference

Unlike TaylorMade's original RAC wedges, the new RAC Fe<sub>2</sub>O<sub>3</sub> wedges are not chrome plated. Because the Carbon Steel is unplated and raw, rust gradually forms on the surface when the wedge is exposed to moisture that naturally occurs in the air and turf.

To prevent the rusting process from starting before the wedge is put into use, the head is "oil quenched." That entails, in the final steps of production, subjecting the clubhead to a heat treatment that changes the clubhead-color to a rich, lustrous bronze. Next, the head is quenched in high-grade oil, leaving a thin, protective coating of oil on the surface. This oil finish is designed to wear away quickly via normal use of the wedge, giving way to the natural, gradual formation of rust on the surface.

### Rust delivers additional spin

Rust gives our Dual-Draft Grooves a performance edge in three ways:

- 1) If a wedge is not plated with chrome or any other metal, the untouched grooves remain in a clean, perfectly milled state, resulting in sharper edges that grip and "hold" the ball more effectively at impact.
- 2) The absence of chrome on an unplated groove leaves more room in the center and bottom of the groove, creating a larger space into which debris and moisture are channeled at impact.

- 3) Rust, which forms over time, acts as a micro-abrasive coating that improves the groove's gripping power, producing more spin.

Combined, the three factors above collaborate to dramatically increase the Fe<sub>2</sub>O<sub>3</sub> wedge's power to create backspin.

### Rust reduces glare

The glare of light off the broad face of a chrome plated wedge can be either a conscious or subconscious distraction. As an Fe<sub>2</sub>O<sub>3</sub> wedge builds rust it darkens, diffusing light instead of reflecting it, thereby eliminating glare.

### Preferred by the finest players in the world

Approximately 65 to 75% of professional golfers play unfinished wedges. Dozens of Tour pros asked TaylorMade to make an unfinished RAC wedge, and the result is our new line of Fe<sub>2</sub>O<sub>3</sub> wedges.

### Fe<sub>2</sub>O<sub>3</sub> shares the same technology as our original RAC Wedges

Like the original RAC Wedges, Fe<sub>2</sub>O<sub>3</sub> wedges feature:

- 1) RAC Feel Pockets engineered to channel vibration to strategic areas of the clubhead to deliver positive, pleasing feel.
- 2) Precision-milled Dual-Draft Modified U Grooves and precision-milled clubface for consistent spin from shot to shot.
- 3) Individually contoured soles honed to handle any and every type of lie and course condition.