

# PGA Show – Orlando, Florida

## Bigger, bolder, brighter – the golfing boom continues



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REFLECTING the health and popularity of golf and the industry in general, the 72nd staging of the PGA Show was bigger, bolder and seemingly brighter in 2025 in showcasing a wide range of golf related products and services.

More than 33,000 golf industry professionals from the 50 US states and 94 countries came together to meet with more than 1,100 participating brands, with the PGA Show the largest since 2009, pointing to a highly optimistic outlook for the US \$102 billion golf industry.

Held in late January, the PGA Show, which is unchallenged as golf's longest running and largest global gathering, was held for the 39th year at Orlando's Orange County Convention Center

The majority of the major equipment brands were on display, including Titleist/ FootJoy, PING, Callaway, Srixon and Mizuno, an array of simulators and the latest technology was prominent, while golfing tourism to places like Ireland, Scotland and Southeast Asia was heavily promoted to the US and to international visitors to the PGA Show.

Shoes brands, bags, hats, golf carts, Australian company MGI with its latest electric buggies, there were training and practice aids, fitness products, and nick-nacks featuring everything imaginable for home, the course and your golf bag, featuring a collection of items few had previously thought about.

There was also a section for the innovators and inventors, those with imagination and a creative mind looking to introduce their offerings to the industry and to break into the lucrative golfing market.

Then there was clothing and apparel. A complete section of the convention centre dedicated to showcasing the recognised golfing brands, a variety of sportswear and fashion labels, the 'never heard of before' and the start-ups. Not every pro shop has

drivers, iron and wedges on the shelves, however they all have racks of clothing and apparel, that fact echoed by the number of companies and clothing labels looking to break into or dominate the golfing apparel and leisure wear market.

Before the main show floor opened its doors on Wednesday, the always highly anticipated Demo Day took place. Held on Tuesday of PGA Show week, the Demo Day is where attendees and industry types can hit, chip, putt and test the new products, with the rain and unseasonably cold Orlando weather doing little to dampen the enthusiasm.

And Inside Golf was there, talking and interviewing industry professionals, company representatives, while checking out the latest and greatest golfing equipment.

On the following pages is a snapshot of some of the new offerings and 2025 products, this month featuring FootJoy, Srixon, Titleist and PING, in previewing what Inside Golf readers and golfers in general can look forward to seeing in golf stores or pro shops.



■ The new and revamped HyperFlex shoe from FootJoy.

### FootJoy unveils the revamped Hyper-Flex

Amongst the extensive array of new FootJoy products on display at the PGA Show was the FootJoy **HyperFlex**, a shoe FootJoy believe is pushing the limits of innovation to meet the demands of modern golfers.

With swing speeds getting faster and the athleticism of elite golfers reaching new heights, FootJoy believe their latest offering of HyperFlex to be groundbreaking.

"The update to our HyperFlex franchise is the story of the season for us," Dan Buonomo, Product Line Manager Footwear for FootJoy, told Inside Golf.

"Golfers are athletes more than ever, and we wanted to create a shoe that not only delivers on performance but also nails that athletic aesthetic," he added.

The reimagined OptiFlex outsole design enhances primary traction elements with strategically placed soft spikes and ribs, providing exceptional grip, preventing slips and ensuring a stable foundation for high-torque swings, even on wet golf courses.

Similarly, the flexible ribs adapt to uneven terrain, allowing golfers to maintain balance and control in challenging conditions.

For structural support, the shoe introduces a TPU PowerPlate and a revolutionary cage system integrated into the lacing structure.

"This cage not only supports but also ensures a snug fit, keeping your foot stable throughout the swing," Buonomo explained.

The TPU PowerPlate, crafted from advanced thermal materials, minimises torsion and maximises energy transfer, while the HyperFlex doesn't sacrifice comfort for technology, boasting a full-length StratoFoam midsole—a first for FootJoy—that delivers unparalleled

cushioning, an innovation not only providing exceptional comfort.

Additionally, the shift from a "booty-style" ankle collar to a more traditional tongue-and-lacing system broadens the shoe's appeal, especially for golfers with higher insteps, while the HyperKnit upper looks like a standard mesh, but it's coated with a TPU film for durability and easy cleaning.

"We wanted to ensure golfers can confidently wear white shoes round after round," Buonomo noted.

Finally, the HyperFlex Carbon, designed for elite players with swing speeds north of 120 mph, features a carbon-fibre plate for enhanced stability and a moulded heel clip for added lock-in, with this shoe guaranteeing maximum power transfer and precise control—attributes FootJoy believe are essential for top-tier performance.



### It's all about 'ZX' and 'I' for Srixon

Attracting plenty of attention and positive reviews at their impressive stand at the Orange County Convention Centre was Srixon, a company which lifted the bar once more with the release of a line-up of exciting new products for 2025.

Advanced technology and a stunning clean look in the new driver and fairway metal range, complements the impressive sleek aesthetics and design in the new iron offering.

The drivers and fairway woods feature a new thin-face technology, while Srixon's new forging process has produced irons with a softer feel and enhanced performance.

The ZXi driver range features three models, the ZXi Max, the ZXi LS and the standard model ZXi.

"The 'I' is about the new I-Flex face and increasing the potential ball speed. It's our thinnest face ever," explained Dustin Brekke, representing Srixon-Cleveland at the PGA Show.



"The Max is maximum forgiveness, with an adjustable weight in the back," Brekke continued.

"In projecting the sweet spot a little bit higher it is high launching and for the player who needs to keep the ball in the air. It also has a draw bias.

"The ZXi LS is the low spin model. It looks similar but with a weight in the front and back, while the ZXi has a heel and toe weight and if you adjust the weights there can be 10-15 yards variation."

Srixon also released fairway woods and hybrids, with the ZXi name going through the range, again with the I Flex design and again looking to maximise ball speed.

"The big thing which is new to us is the loft and lie adjustability in the fairway woods and hybrid range," Brekke said.

As for the Srixon irons, the ZX 7 Series is aimed at the better player and focused on vibration control during impact to maximise feel, while the ZX 4 features a new forging technology that allows for a softer head material.

"It also has a reinforced hosel to keep it at durable level to where you're not going to lose loft and lie and its not going to bend," Brekke detailed.

The ZX 5 is a cavity back design, with a high strength face with a forged body, all combining to produce that traditional Srixon feel. Not surprisingly, Brekke revealed a large percentage of Srixon iron sets are custom ordered, with combos, primarily putting together the ZX 7 and ZX 5 series to make up a set, common.

"Srixon is a really good-looking iron," he added, A comment to which there was certainly no argument.



### PING keep evolving with new 440 range

As they do annually at the PGA Show, PING had a considerable presence and again their new releases caught the attention of attendees and industry reps.

As explained by Paul Wood, PING's VP of Engineering, continuing the momentum following the success of the previous 430 model was never going to be easy, however PING believe their new 440 range of drivers, fairway metals and hybrids and irons with also have a similar impact in the global golfing marketplace.

"The G430 did really well for us across the board, so it's really hard for us to back up a good win like that," Wood began. "You don't want to make huge change, but you need to keep evolving."

The PING design and innovation team went about trying to add a little more speed into the 440, a driver which is slightly shallower top to bottom, without sacrificing forgiveness, with Wood confident they have achieved their aim.

"In general, the 430 line is the most stable golf club, competitive in speed but where we really win the battle, with the 430 max 10K as a perfect example, you find the fairways and the bad hits go almost as far as the good hits.

"But if anything, we felt like the room to improve was to squeeze a little more top speed out of it. What we've done is to free up discretionary weight and then choose where to put it.

"We've chosen to put it mostly down and to bring the centre of mass down. It's easy to get it down and forward, it's hard to get it down and back.

"Down and forward is high speed, not very forgiving, down and back is high speed and super forgiving.

"So, we worked really hard, and we've been able to maintain forgiveness, but added speed at the same time. We've added a mile and half ball speed, without sacrificing forgiveness," Wood added.

In extending the new technology through to the 440 range of fairway woods and hybrids, PING have focussed on producing clubs to perform when hit off the tee, as well as off the fairway.



■ The Titleist PRO V 1 and Pro V 1X is a popular choice amongst tour professionals.

Also added to the range is a four-wood, a club he believes will be a popular addition to the arsenal of many golfers.

"A lot of people don't hit a three-wood high enough," Wood said. "Before now we knew people needed it, we just couldn't convince them to try it."

Also featured amongst PING's 2025 products offerings was the impressive 440 iron.

"It's as close to a player's iron as we can make it look, but with all the game improvement technology in there. We already seen it has a broad appeal.

PING also released nine new putters, including a Scottsdale line, and the BunkeR, a club specifically designed to help those who struggle to successfully extract their ball from the sand.

"A ton of people tell you being in a bunker is their worst nightmare. This will do the job. It's got 64 degrees of loft and the idea is you don't have to open it up," Wood said.

### The Titleist Pro V turns 25

Universally recognised as the most used ball on professional tours around the world, the Titleist Pro V has celebrated a special anniversary.

Originally launched in October of 2000 at the PGA Tour's Las Vegas event, the Pro V has turned 25, with Titleist marking the occasion with the unveiling of new Pro V 1 and Pro V 1X balls at the 2025 PGA Show.

"We had 47 players put the ball into play in Vegas, including the eventual winner Billy Andrade."

Steve Coan, representing Titleist at the PGA Show, said of the original launch a quarter of a century ago.

"And this is the 14th iteration of the Pro V 1. That's 14 generations of innovation, 14 generations of changes," Coan added.

Titleist traditionally ask their Tour players, men and women, club pros and elite amateurs for their opinion as to how they think the ball could be improved, with the feedback somewhat consistent across the board.

"Everyone wants a little more speed, a little more distance and they want a little more spin.

"The challenge was they only wanted spin on certain shots, the seven-iron through wedges, the scoring shots. They didn't want to change it at all in the driver," Coan explained.

