ERC Soft 360 Fade Composite

Product Name: ERC Soft 360 Fade

Product One-liner: Our Longest Ball with Soft Feel and Greenside Control. Now in 360° Fade Technology.

Product Intro:

ERC Soft is our longest golf ball with soft feel, and for 2023 we’ve introduced technologies that promote a new level of complete performance. Leading with the cover, we’ve created an all-new GRIP Urethane Coating System that provides even more greenside spin. The unique cover is paired with an all-new HyperElastic SoftFast core that increase ball speed, while maintaining soft feel.

Now the ERC Soft 360 Fade is also available in our NEW 360° Fade Technology, with better alignment across the golf ball, and visible roll feedback on the putting green. These technologies properly complement each other, delivering soft feel through the bag, incredible distance with the driver, added spin for greenside control with your wedges, and advanced alignment from tee-to-green.

Features & Benefits

**NEW GRIP Urethane Coating for increased Greenside Spin**

This coating system features high-elongation paint for increased control on approach shots and short game shots.

**More Ball Speed & Soft Feel from NEW Hyper Elastic SoftFast Core**

Optimized for faster driver speed and soft feel around the green.

**Hybrid Cover Provides Exceptional Feel, Control and Spin + Long Distance**

The cover allows us to create a versatile, multi-material construction. This is how we combine maximized distance from high launch and low spin, with soft feel and durability.

**High Speed Mantle for Enhanced Ball Speed and Control**

Creates more efficient energy transfer between the layers for more ball speed and provides more wedge spin around the green.

**New 360 Fade Technology**

Our new 360° Fade Technology provides advanced alignment across the golf ball. It’s designed to help you choose the proper start line, and to promote visible roll feedback on the putting green.