Retail Innovation Shout Out: Nike Golf Introduces Modern Muscle Technology

by Molly MacNeil

Although the game of golf originated in the 15th century, Nike Golf continues to accelerate in new product innovations. Nike recently unveiled the new Vapor Iron family with Modern Muscle technology.

Focusing on the voice of the customer, or as Nike refers to it as voice of the “athlete” was a top priority. Nike used their research center, the Oven, to partner with Tiger Woods to gather detailed insights on his swing and clubs. The team noticed that the wear pattern was directly on the center of the club face, not towards the heel where the majority of the club's weight is carried. The Oven team began by drilling holes towards the toe of his irons and filling it with a weighted tungsten plug. An approach that changed the club's center of gravity or CG, offering an enhanced hit for Woods.

Nike branded this new technology "Modern Muscle" because it achieves the same adjustment in center of gravity, but does so through geometry instead of a tungsten plug. This updated design method pushes weight to the toe of the club, shifting the center of gravity to the middle of the club face. Nike learned that the face-centered CG is right where it needs to be for optimum performance, precision, stability and ball speed.

This innovation has already seen victory when Rory McIlroy used the prototype Vapor Pro Combo 2-iron (MM Proto) and won the 2014 Open Championship. Nike continues to have success by teaming up with athletes and creating innovative solutions. The Nike Vapor Irons will be available October 31, 2014.


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