

7 February, 2018

Appraisal of Honma's New Premium 2018 -BERES- model

**-BERES IS-06 Iron-
Golf Digest -2018 HOT LIST-
Awarded a Gold Medal !**

HONMA GOLF CO., LTD. (Head office: Roppongi Hills Mori Tower 35F, 6-10-1 Roppongi, Minato-ku, Tokyo; representative director & president: Yasuki Ito) has been awarded a gold medal in the Golf Digest -2018 HOT LIST- with Honma's NEW 2018 premium BERES IS-06 irons.

This is Honma Golf's first gold medal in the HOT LIST, after receiving silver medals for their -TOUR WORLD TW737 series- in the 2017 HOT LIST.

-BERES- is premium brand mainly designed senior players, as well as players with moderate swing speeds.

The IS-06- model is the fifth generation of Honma's BERES series. The IS-06 series follows the same design concept of previous BERES models but has surpassed each of the previous models in technology and performance. Honma Golf is well-known globally as a premium brand. The IS-06 iron's head structure, technology on the sole, slots and shaft function deliver significant improvement in carry distance performance and clubhead stability.

These new BERES IS-06 irons represent an outstanding achievement for Honma Golf.

Golf Digest's -HOT LIST- evaluates golf equipment in the four critical areas of "Performance", "Innovation", "Look/Sound/Feel", and "Demand".

The BERES IS-06 model received the following marks:

- **Performance: ★ × 5 (Full marks)**
- **Innovation: ★ × 4.5**
- **Look/Sound/Feel: ★ × 4.5**
- **Demand: ★ × 1.5**



BERES IS-06