



# AHEAD of the Game

*Specialist custom golf apparel and headwear manufacturer arrives in Asia*

**A**cknowledged as one of the world's leading manufacturers of golf apparel, headwear and golfing accessories, AHEAD's arrival in the region spells great news for event managers and corporate buyers looking for a superior quality and range of branded merchandise.

Although the company's own fine series of self-branded products, which are endorsed by some of golf's most notable names including the "big three" of Jack Nicklaus, Arnold Palmer and Gary Player, are widely available in the retail market, it is AHEAD's wealth of unique customization options that has made the Massachusetts-based company the number one designer of branded headwear and apparel in the United States.

As Dominique Boulet of Impact Golf Management Group, which distributes the brand in Hong Kong, Macau and China, explains. "Over the years, AHEAD has worked with a huge number of golf clubs, event governing bodies and corporations to produce quality logo'd merchandise tailored to specific requirements. The wide range of products and attention to detail is what separates AHEAD from other manufacturers."

Primarily known as a cap and visor designer (the company produces 82% of the branded headwear market in the United States), AHEAD diversified into apparel six years ago—and with instant success. In 2004, Retief Goosen won the US Open wearing Ahead clothing and now apparel accounts for approximately 30% of sales.

"The apparel side of the business has really taken off, and again it's all

about choice and quality," says Boulet. "From the latest performance fabrics to traditional cotton and knitwear, all of which is available in an extraordinary number of styles and colours, the AHEAD range has something for everyone."

*AHEAD products are distributed in Hong Kong, Macau and China by Impact Golf Management Group. For more information, email [info@impacgolf.com.hk](mailto:info@impacgolf.com.hk) or call (852) 25417452.*

