



AHEAD Turns 20

From its Humble Beginnings in '95, Company Emerges as One of Today's Top Brands for Headwear, Apparel, Accessories



NEW BEDFORD, Mass. (April 23, 2015) – [AHEAD](#) is celebrating its 20th anniversary this year with both a nod to its humble beginnings and an appreciation of how it has dramatically grown and evolved to fortify its reputation as one of the country's top brands for headwear, apparel and accessories for the green grass, resort, collegiate, and corporate markets.

AHEAD debuted in founder Ken Schwartz's garage in the tiny coastal town of Mattapoisett, Mass., just 10 miles from where the company is located today in the New Bedford Business Park. AHEAD was acquired by New Wave Group AB in 2011 and has since launched two new divisions – corporate and collegiate – to complement its already strong base in golf.

"I am very proud of this company and of the associates we have working at AHEAD," said Anne Broholm, who was appointed CEO in June 2012. "We have a great history and an even brighter future. We are doing great things and we look forward to the next 20 years."

The first employee Schwartz hired at AHEAD was Chuck Lord, who was brought aboard in 1995 and is still with the company today. Widely credited as a creative force behind the company, Lord served as director of art design and earlier this year was named chief creative officer. AHEAD's Senior Designer Matt Thomas has also been with the company since 1995. Today, AHEAD remains a key employer in the New Bedford, MA region and is actively involved in the local business community.

Known for its quality products and superior ornamentation, AHEAD is a key supplier of headwear to the golf/resort industry and their products have been prominently on display at golf's major championships.

Last year, AHEAD became the primary headwear provider of The Open Championship for three years, adding to established partnerships already enjoyed with the USGA, PGA of America and Ryder Cup.

Just three years into its existence, Arnold Palmer and Jack Nicklaus both chose AHEAD — the first products ever endorsed by either player. The relationships with the two golfing legends continue today, as it does with another legend, Annika Sorenstam, who dominated the LPGA Tour with 10 major victories in the span of 11 years beginning in 1995. Active players representing AHEAD headwear are Martin Kaymer, Jim Furyk, Retief Goosen, Steve Stricker and Luke Donald on the PGA Tour, and Brittany Lincicome on the LPGA Tour.

In addition to headwear, AHEAD is a multi-dimensional brand that also features apparel and accessories for the markets it services.

For additional information about AHEAD, visit its website at www.Aheadweb.com.

About AHEAD | www.aheadweb.com

Founded in 1995, AHEAD is a multi-dimensional brand with a proven track record of success distributing headwear, apparel, and accessories to the green grass, resort and corporate markets. Its single focus of providing quality products, with innovative, high-quality design, and merchandising concepts has led to 19 years of continued growth and expansion. AHEAD is a leading supplier of headwear to the USGA, PGA of America, Ryder Cup and numerous PGA Tour events in addition to more than 5,000 green grass and resort shops throughout the world. Among active professional golfers who wear AHEAD gear on the course are Jim Furyk, Sean O’Hair and Brittany Lincicome. Golf legends Arnold Palmer, Jack Nicklaus, and Annika Sorenstam wear AHEAD exclusively.

###

Media Contact:

Karen Moraghan

Hunter Public Relations

kmoraghan@hunter-pr.com

908/963-6013