



AHEAD Introduces ChromaPlate™ Technique

New process allows fast turnaround, small minimum orders on logoed accessory items



NEW BEDFORD, Mass. (Aug. 26, 2015) – Touting a fast turnaround time, plus the ability to accept small minimum orders, AHEAD this week formally introduced ChromaPlate™, a new technique that allows the company to apply full-color custom graphics to metal accessory items.

According to Chuck Lord, AHEAD’s chief creative officer, the proprietary technique will be especially attractive to companies or golf courses that are staging golf tournaments or events who require a fast turnaround on items such as bag tags, divot repair tools, poker chips and money clips, all adorned with a course or event logo.

“There are several benefits customers gain with ChromaPlate™,” Lord added. “We can turn around these custom accessories orders very quickly, and for small minimum orders. The technique works well with intricate logos, logos with gradients or blends, and small text... all with unlimited colors. All of this has created custom accessory opportunities for our buyers that didn’t previously exist. In addition, we are able to assemble it all in great looking, fully customized, metal tins that will likely end up on people’s desks and shelves for years to come.”

Since the company introduced its accessories line in 2001, Lord said the response from customers has grown significantly over the years. The concept for ChromaPlate™, he noted, was developed based in response to customer

need and request.

Examples of how ChromaPlate™ has been used to date are available by downloading the AHEAD Accessories Spring 2016 Catalog — aheadweb.com/accessories.

For additional information access the 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 wear AHEAD exclusively.

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