



AHEAD to Debut GraphixWeld – New Ornamentation Technique – As Part of Fall '16 Apparel Collections

Company will introduce new lines at PGA Merchandise Show in Orlando



NEW BEDFORD, Mass. (Jan. 20, 2016) – When AHEAD introduces its Fall 2016 apparel collections for its AHEAD and Kate Lord brands at the PGA Merchandise Show later this month, it also will debut a new ornamentation technique, GraphixWeld™.

According to Chuck Lord, AHEAD chief creative officer, GraphixWeld enables AHEAD to create satin finish, smooth, flat graphics, which are “fused” to the garment’s fabric. In addition, the technique will allow for unique new placement locations such as collar tips, back of collar, side panels and backbone.

“Each graphic will be color coordinated to every item on the order,” Lord said, “and will feature striking details like technical, patterned backgrounds and gradient colors to complement technical outerwear and performance polo shirts.”

Additional GraphixWeld customer benefits, Lord noted, are that minimum orders need not be large in size, and turnaround time will be quick.

AHEAD Men’s Collection – Fall '16

The newest color combination for the AHEAD men’s line is marlin, steel and keylime, and extends

throughout the latest offerings for Fall '16. As part of the men's outerwear collection, AHEAD will be introducing a new two-tone fleece half-zip pullover, full-zip vest and windjacket, and textured fleece half-zip pullover. An array of new performance polo shirts are also part of the Fall '16 lineup, all featuring myriad ornamentation options.

Kate Lord Women's Collection – Fall '16

Kate Lord will be introducing two new collections for Fall '16: iris, capri and black, as well as coral, navy and goldfinch. The collection will be debuting two longer tunic length polos, coordinating new performance polos, full-zip knit jackets, full-zip sweaters, half-zip pullovers, terry-zip hoodies, as well as four new styles of pull-on skorts. All the new Kate Lord pieces work just as well off the golf course as on it, Lord noted.

Headwear – Fall '16

Long renowned for its headwear, AHEAD will be introducing a new performance, mid-fit Reverse Waffle cap that will be available in six colors and features moisture wicking fabric inside. Sporty, fashionable unisex visors also will be featured for Fall '16, as will casual cotton caps from AHEAD's new line, AHEAD Supply Company.

The AHEAD and Kate Lord apparel collections, new headwear items, plus the debut of the AHEAD Supply Company apparel, will be in booth 4757 at the PGA Merchandise Show at the Orange County Convention Center in Orlando, Jan. 27-29.

For additional information on 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 more than 20 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 and Brittany Lincicome. Golf legends Arnold Palmer, Jack Nicklaus, and ANNIKA wear AHEAD exclusively.

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