



AHEAD to Launch New Collection of Apparel at PGA Merchandise Show

AHEAD Supply Co. debuts with 'attitude' and focus on creative ornamentation



NEW BEDFORD, Mass. (Jan. 14, 2016) – AHEAD will launch a new collection of apparel under the label, AHEAD Supply Company, at the PGA Merchandise Show later this month in Orlando.

With a slightly different “attitude,” AHEAD CEO Anne Broholm explained this collection represents a extension of our overall apparel offering, with a focus on creative ornamentation, for which the company has long been renowned. The items range from slub polos to relaxed overknits to casual T-shirts.

“While most of the collection is still golf appropriate, these items can easily be incorporated into the closets of non-golfers. We are confident this new collection will be warmly received by golf shops and resorts nationwide, giving them a great new way to present their logos,” Broholm said.

AHEAD Supply Company will feature some innovative new graphics and ornamentation techniques that will debut at the PGA Show, according to Chuck Lord, Chief Creative Officer. “This collection takes on a fresh, relaxed lifestyle approach to items that provide a great backdrop for these new techniques,” he added.

AHEAD Supply Company's offerings – striped and solid polos, T-shirts and pullovers – will have a more laid back, casual feel and be available in bright, sun-washed colors. A half-zip cotton pullover will debut in pomegranate, bermuda, ivory and sailor. Featured fabrications include liquid cotton/poly and cotton/modal slub jersey solids, and yarn dye stripes. Accent chain stitching, bar tacks, buttonholes and silver nickel buttons are featured throughout the collection.

The Ahead Supply Co main label is screen-printed on the inside back half-moon of each style, while the outside of each garment was purposely left open for decoration.

The AHEAD Supply Company, AHEAD and Kate Lord apparel collections, and new headwear items 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 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 and Brittany Lincicome. Golf legends Arnold Palmer, Jack Nicklaus, and ANNIKA wear AHEAD exclusively.

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