



AHEAD Completes Extensive Remodel of Pro Shop at Mohegan Sun Golf Club



NEW BEDFORD, Mass. (April 27, 2016) – When the Pro Shop at Mohegan Sun Golf Club opened for the 2016 season, it was sporting a brand-new look thanks to a full renovation carried out by AHEAD’s Fixture Division.

Originally built in 1961, the 600-square-foot Pro Shop was in dire need of a facelift, according to Philip Krick, Jr., Vice President and Director of Golf Operations for the Baltic, Conn.-based resort.

“Over the years, our Pro Shop had grown out of alignment with the spectacular five-star resort here at Mohegan Sun,” Krick said. “We wanted it to be in line with the quality of the golf course itself. In the wake of the renovation, plus the addition of new inventory, we can confidently say it now reflects that.”

The renovation was completed in mid-March and involved all new fixtures, floor displays, integrated lighting, back-lit signage, and point-of-sale counters. According to Randy Mello, AHEAD’s Fixture and Millshop Manager, the “new” Pro Shop has a completely different vibe and feel.

“Phil really wanted to improve the image of the golf shop, and give it a lot more appeal throughout the store,” Mello said. “The new layout will make it much more inviting for customers and likely translate into a noticeable increase in sales for Mohegan Sun.”

“This part of AHEAD’s business, originally intended solely to provide standardized fixtures for AHEAD products, has evolved into an integral part of what we offer to our customers,” said Anne Broholm, AHEAD CEO. “Having our own in-house fixture facility lets us provide retail display solutions – from a simple accessories fixture to a full shop remodel – at a great value.”

A full-time team of craftsmen all originated in the boat building industry near AHEAD's corporate headquarters in New Bedford, Mass., and bring that same level of workmanship to the AHEAD-produced fixtures.

Krick said he was impressed working with Mello and the team at AHEAD. "They did a great job for us, and I really appreciate their attention to detail and commitment to quality."

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

About Mohegan Sun | www.mohegansungolfclub.com

Mohegan Sun, owned by the Mohegan Tribal Gaming Authority, is one of the largest, most spectacular entertainment, gaming, dining and shopping destinations in the United States. Situated on 185 acres along the Thames River in scenic southeastern Connecticut, Mohegan Sun is home to three unique casinos, a 34-story, 1,200 room luxury hotel, a world-class spa and golf course, over 75 shops, restaurants and bars as well as three award-winning entertainment venues including a 10,000-seat Arena. Mohegan Sun is within easy access of New York, Boston, Hartford and Providence and located 15 minutes from the museums, antique shops and waterfront of Mystic Country.

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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