



## **AHEAD Supply Company Expands in Second Year to Feature New Women's Collection, More Men's Offerings**

*Company's GraphixWeld Ornamentation Technique Another Success Story in Debut Season*



**NEW BEDFORD, Mass.** (Jan. 10, 2017) – Fresh off its successful launch in early 2016, AHEAD will be introducing its first-ever AHEAD Supply Company collection for women, as well as new men's and Kate Lord collections for Summer/Fall 2017 at the PGA Merchandise Show in Orlando, Fla., at month's end.

AHEAD Supply Company is AHEAD's newest apparel line that caters to a more relaxed feel and look with items that provide a great backdrop for the company's creative ornamentation, for which it has long been renowned.

The women's collection speaks to the same cotton rich, casual lifestyle looks that made the men's offering so successful in just its first year. The full zip Cameron and crew neck Alexandria, both in poly/rayon/spandex, are designed to be those "go-to" comfort items that a woman will reach for after work or on the weekend, said Scott Stone, National Sales Manager, AHEAD. He added they can be paired back to the Addy skirt to run errands in style or take on vacation. The long sleeve Adeline stripe incorporates a heathered stripe detail, while the Carlyle polo in Pomegranate and Sailor can be worn on or off the course.

AHEAD Supply Company new men's collections include:

- Tiller, a cotton/modal blend in two stripe patterns that incorporate the colors of the line; and

- Compass, a casual cotton/poly blend polo with a “fresh attitude” that utilizes a birds-eye fabrication to take it both on or off the course.

“Indeed, our AHEAD Supply Company line speaks to a more casual look with a color assortment that is vibrant yet relaxed,” Stone said. “But what really drives this product is the ornamentation, from specific threads that complement the cotton rich fabrications to jersey appliques.”

In addition to AHEAD Supply Company, AHEAD also debuted GraphixWeld a year ago, a new ornamentation technique. GraphixWeld enables AHEAD to create satin finish, smooth, flat graphics that are “fused” to the garment’s fabric. Chuck Lord, Chief Creative Officer for AHEAD, said the technique, which allows for unique new placement locations, “continues to redefine logo applications for big and small shops alike. They are being used in a multitude of ways, from left-chest logos to back spine treatments to collar tips and more.”

At the PGA Merchandise Show, Stone said AHEAD also will be introducing new packaging updates for its Accessories line, including a new microfiber towel, as well as new styles for its popular Headwear line for both men and women alike.

All of AHEAD’s Summer/Fall 2017 apparel lines, headwear and accessories, will be featured in booth 4757 at the PGA Merchandise Show at the Orange County Convention Center, Jan. 24-27.

For additional information on AHEAD, visit its website at [www.Aheadweb.com](http://www.Aheadweb.com).

**About AHEAD** | [www.aheadweb.com](http://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 Jack Nicklaus and ANNIKA wear AHEAD exclusively.

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