



AHEAD's Fixture Division Completes Major Projects at N.C.'s Pinehurst Resort, Georgia's Reynolds Lake Oconee



The Preserve Course at Reynolds Lake Oconee Pro Shop

NEW BEDFORD, Mass. (May 31, 2017) – Pinehurst Resort recently opened the doors on its first-ever off-site branded retail location, and is grateful in hindsight it turned to a longtime vendor partner—AHEAD—to ensure the fixtures, counters, displays, and lighting matched the classy, unique look of the new store. Located on Broad Street in the Southern Pines (N.C.) Historic District, The Vault is aptly named since the original structure was initially home to a bank and more recently a fine jewelry store.

“Randy Mello and his crew at AHEAD were miracle workers,” said Laura Robinson, Director of Retail, Pinehurst Resort. “After being in this business for 20 years, this is the best fixture package I have ever seen. The lighting, quality and attention to detail were incredible, and it was amazing to see how much thought went into the design and seamless installation by the AHEAD team.”

Mello, Fixture and Millshop Manager for AHEAD, said the job brought its own unique challenges because the original bank vault remained intact and was ultimately incorporated into the 1,200-square-foot store’s merchandise area in addition to its name.

“The Vault was a fun and interesting challenge, to say the least,” Mello said. “The space is very unique as it had some great architectural details such as the vault, of course, and original detailed trim throughout. The new fixtures are designed to enhance these details, rather than distract from them. The store is

a shop-friendly area with wall units and a custom-designed glass cabinet to display crystal and high-end items. Overall the space has great flow, is well lit, and provides great flexibility for merchandising.”

The Vault’s offerings will include golf apparel, accessories and headwear, including products from AHEAD, for which the company has carved out an impressive reputation in the golf industry. It’s only in the past three years that AHEAD’s Fixture Division has evolved into an integral part of providing full-scale retail display solutions for its customers.

Just prior to tackling The Vault, Mello and his team finished a full-scale remodel of the 900-square-foot pro shop at The Preserve Course at Reynolds Lake Oconee in Greensboro, Ga. The project included building a dedicated headwear unit featuring a backlit Reynolds logo, as well as natural walnut tables, custom column wrap fixtures, floor fixtures, and custom milled slat-wall with integrated lighting.

“I have renovated more than several shops in my career but working with AHEAD was nothing less than perfect,” said Caroline Basarab-Dennison, Director of Retail, Reynolds Lake Oconee. “Randy and his staff offered the highest quality of craftsmanship while building our fixtures. Randy also provided ideas to enhance the overall look of our shop. The fixtures are easy to work with and it allows my staff to create innovative displays.”

Basarab-Dennison said her team had a tight time frame to finish the project, and AHEAD’s work was completed in advance of the deadline. “I would gladly recommend them to any of my fellow peers in the golf business,” she added.

The AHEAD Fixtures Division team consists of craftsmen who all originated in the boat building industry near the company’s corporate headquarters in New Bedford, Mass., and bring that same level of workmanship to the AHEAD-produced fixtures.

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 Jack Nicklaus and ANNIKA wear AHEAD exclusively.

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