

On par



A game that began in the 15th century with shepherds hitting rocks on the naturally varying landscape of the Scottish highlands has evolved into a sophisticated sport that's not to be overlooked by the promotional products industry.

The golf course is often a backdrop for serious talks concerning business deals and agreements. As a game of business, it has inspired many in the corporate world to take up golfing as a hobby, just in case they find themselves as an invited guest to the next company golf outing.

Promotional opportunities abound in the world of golf products, and as any avid player will tell you, a golfer needs a lot of accessories to play the game. Golf balls, tees, club cleaners, towels and apparel are just the tip of the iceberg. Charity events, corporate golf outings or tournaments, and travel and tourism are all ways to break into the golf market.

Let this showcase be your personal caddy, doing the legwork of finding the perfect products to launch a successful golfing campaign.

— By Jill Malcolm

GO FOR THE GREEN WITH CLASSIC AND UNIQUE GOLF PRODUCTS.



1. TEE OFF.

Golf tee pack includes hardwood golf tees with a shiny finish. Available in 4-, 5-, 10- and 15-tee packs. From Impact Action Golf Company, asi/62269, 800-577-7786.

2. FLY FAR.

Golf ball features five-layer construction that allows optimum performance in feel, spin, control, launch and distance. From Pro Am Golf, asi/79657, 800-746-5383.

3. MR. FIX-IT.

Golf multi-tool features divot repair tool, ball marker, mini knife and bottle opener. Available in durable glass-nylon composite material. From Gold Bond Inc., asi/57653, 423-842-5844.



4. TEE UP.

Golf tee holder attaches to golf bag and comes with eight wooden tees and two ball markers. Refillable, with a variety of color choices to match logo colors. From Payge International Inc., asi/76567, 866-796-6667.

5. BE PREPARED.

Golf necessities kit includes grip solution, sun wipes, sunscreen, insect repellent, golf tees and drink mix. From Minimus, asi/71357, 805-480-1415.

6. POWER UP.

Metallic-color sports bottle is contoured, with a tapered base to fit auto cup holders. Features push-pull cap. From Garyline, asi/55990, 800-227-4279.



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