

SQAIRZ makes trade-floor debut at the 70th Annual PGA Show

WINDHAM, NH - SQAIRZ, the golf shoe company seeing incredible growth through their focus on performance and comfort, is excited to make their trade-floor debut at this year's PGA Show from January 24-27 in Orlando, Florida.

While this is their third year attending the PGA Show, this will be the first time that SQAIRZ is bringing their game changing footwear to a floor booth. Their floor attendance corresponds with the introduction of their Right Fit program, a new no-inventory offering to pro shops and similar facilities. Additionally, SQAIRZ will debut new Men's & Women's styles and colors during the show.



In addition to bringing their brand to the floor, SQAIRZ will also be participating in Demo Day on January 24 from 8:00am-5:00pm at Orange County National Golf Center. Their Demo Day offering includes a shoe try-on and fitting, and video swing analysis from OnForm, as well as the opportunity to hit on V1 pressure mats. Men's & Women's SQAIRZ shoes will be available for purchase at Demo Day to ship to customers with an exclusive Demo Day discount.



"SQAIRZ has seen incredible and sustained growth over the last three years," says Bob Winskowicz, founder & CEO of SQAIRZ. "It felt like the right time to debut our offering on the PGA trade floor this year, and to further extend our reach beyond a successful direct-to-consumer offering. We are excited to create new relationships with pro shops through our Right Fit program. Working with partners from across the industry and beyond, we look forward to continuing to change the game for golfers worldwide."

About SQAIRZ

We've long believed that golf shoes should be more than mere accessories, they are the foundation of every swing and should be drivers of true performance. The vision for SQAIRZ started on a New England driving range, where a pair of square-toed dress shoes spurred a visual realization. It continued through years of research into ground force reaction, biomechanics and foot movement. It has culminated in award-winning shoes, now played on Tour, that will help every golfer hit more accurate and powerful shots. SQAIRZ is inspired by developing shoes that will change the shape of your game.

To join us in changing the game from the ground up, visit sqairz.com or connect with us on Instagram, Facebook, Twitter, and YouTube.

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