

Are You Ready for the Storm?



TORONTO —Hathway Stewart, the Canadian distributor of Jones golf bags, introduces **STORM TOWEL™**: The next innovation in all-weather functional performance gear for golf.

STORM TOWEL is ready to perform no matter what conditions the day may throw at you. Whether it's a casual weekend round with friends or the final round of the club championship, North American made **STORM TOWEL** is the new multi-layer player's towel and rain-hood combo that is built tough for convenience and durability under all playing conditions.

Its cotton terry towel inner-side is used to wipe grooves clean after you flush that wedge into a tucked pin.

Next, simply detach the super-strong marine-grade stainless-steel carabiner latch from your bag and use **STORM TOWEL** to clean your ball as you stare down that testy 4-footer for bird.

When the skies threaten, just flop **STORM TOWEL** over the top of your bag for instant protection for clubs from a sudden down-pour or a steady all-day rain. Shielded by its durable rip-stop nylon shell with water-blocking polyurethane undercoating, **STORM TOWEL** has no snaps or zippers to fuss with. It's simple, easy, and is designed for use with all golf bags.

"**STORM TOWEL** is made tough with marine-grade stainless steel components and is fully machine washable" advises Dave Stewart, President of Hathway Stewart Enterprises. "Furthermore, it's heartily reinforced with UV-protected triple-stitched seams, stitched by industrial stitching professionals in a small Canadian town once recognized as the largest producer of leather goods in the entire British empire. It

comes with all the quality, performance and durability you would expect for its premium retail price point”, remarks Stewart.

“With distribution at many of the top golf & country clubs across Canada, STORM TOWEL is elevating the Canadian golf towel category in a meaningful way, and now we’re excited to introduce the brand to the US market”, informs Stewart, “Adding significantly more quality, function, durability and retail profit to a relatively commoditized category”.

OUTSTANDING MARKETING BILLBOARD

STORM TOWEL is a marketer’s dream! Available in a variety of colours, STORM TOWEL can be customized with embroidery or Digital Heat Transfer (DHT) technology, making an impactful marketing billboard for country clubs, varsity teams and corporations to celebrate their brand. Plus, STORM TOWEL’s nylon shell repels water and dirt which means your brand is always showing clean.

ELIMINATE WEATHER WORRIES ON TOURNAMENT DAY

STORM TOWEL makes the perfect Tee Gift for any upscale corporate event. It's the playing accessory that every player needs, especially when that unwanted rain shower or storm comes blowing in.

Hathway Stewart is currently accepting orders for STORM TOWEL from golf shops, teams and corporate distributors across the continental USA for Spring and summer.

HATHWAY STEWART Enterprises Ltd. (www.hathway-stewart.com)
Based near Toronto, Hathway Stewart is a privately held Canadian-based distributor of distinguished brands, serving the professional golf market, the varsity teams market and the corporate teams market in Canada and the continental USA.

For hi-res logo and images, email david@hathway-stewart.com



Always in Play
☀️ ☔ ☁️

STORM TOWEL SPECIFICATIONS

- Rip-stop outer shell with polyurethane under-layer, available in 5 colours.
- 100% Cotton Terry-towel layer for re-enforced durability and maximum absorbency
- Industrial triple-stitch polyester UV-protected seaming for strength
- Marine-grade stainless steel grommet for toughness
- Marine-grade super-strong stainless steel carabiner latch
- Dimensions: 19.5" x 19.5" (49.5cm x 49.5cm)