



For Immediate Release:

**DIVOTS SPORTSWEAR MARKS RECORD 47th TRIP
TO PGA MERCHANDISE SHOW**

*Company Will Debut 2024 Collections for Divots, Byron Nelson
and Carnoustie Sportswear Brands in Booth #5372*

Peachtree Corners, GA – Divots Sportswear will mark its 47th consecutive trip to the PGA Merchandise Show when it debuts its 2024 apparel collection at the Orange County Convention Center, January 23-26 in Booth #5372.

A portion of the Divots booth will also be utilized to showcase new apparel offerings from the 2024 Byron Nelson and Carnoustie Sportswear collections.

One of the oldest private golf apparel companies in the U.S., Divots has been recognized for decades for providing quality men’s and lady’s golf apparel and consummate customer service to green-grass golf shops, golf outings, corporate functions and special events. Divots is also the largest private label supplier in the industry.

Carnoustie Sportswear has built a reputation for elegant styling, appealing color palettes and the best workmanship in the industry. The company’s Carnoustie-Tech golf shirts for men uses the best micro-poly available and blends this material with generous amounts of Lycra for just the right amount of stretch and wearability.

Among Byron Nelson Sportswear’s expanded new offerings for 2024 is a unique printed fabric golf shirt, whose poly/spandex blend offers four-way stretch, moisture wicking and UV protection, all with a great fit and styling. Available in white/green grass and white/navy. MSRP \$79.

For more information about Divots Sportswear call 800.847.3467 or visit online at www.divots.com.

ABOUT DIVOTS SPORTSWEAR

Divots Sportswear Company offers an extensive line of men’s and ladies’ golf apparel and specialty products geared to meeting a range of price points, with quick turnaround on a wide selection of in-stock items. Divots also owns and operates state-of-the-art, on-site embroidery machines that are used to create custom shirts, logos, and private labels. Divots has been a Vendor Partner Member of the **Association of Golf Merchandisers** since 1997.

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