



For Immediate Release:

**DIVOTS SPORTSWEAR MARKS RECORD 46th TRIP
TO PGA MERCHANDISE SHOW**

*Company Will Debut 2023 Collections for Divots, Byron Nelson
and Carnoustie Sportswear Brands in Booth #5772*

Peachtree Corners, GA – Divots Sportswear will mark its 46th consecutive trip to the PGA Merchandise Show when it debuts its 2023 apparel collection at the Orange County Convention Center, January 24-27 in Booth #5772.

A portion of the Divots booth will also be utilized to showcase new apparel offerings from the 2023 Byron Nelson and Carnoustie Sportswear collections.

Remarkably, the three companies each had record sales activity during the midst of Covid, with increases of up to 20% in apparel sales. Much of the increase came in the private label category, which historically garners the highest profit margins for the seller.

Said Divots President Bob Friedman, “We are naturally thrilled with the sales activity over the last several years, but owe it all to the golf shop staffs across the country that persevered through unprecedented and trying times. They are the true heroes of the golf industry.”

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.

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 2023 is a lightweight wind- and water-resistant jacket with a sleek, 4-way stretch fabric. The jacket pockets are zipped and include a left bicep pocket, all crafted in a subtle accent color.

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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