



BALLS IN THE HOLE TO EXHIBIT AT 2025 PGA SHOW IN ORLANDO, FL, JANUARY 21 - 24

San Juan, Puerto Rico (December 4, 2024) – Balls In The Hole (BITH), the Puerto Rican golf apparel brand that has quickly become a favorite for its tropical-inspired designs and custom offerings, is excited to showcase its unique collection at the 2025 PGA Show at Booth #4288. Since its launch in 2023, BITH has introduced a fresh, vibrant aesthetic to golf apparel, merging performance and style in pieces that stand out both on and off the course.

Endless Summer Inspiration Meets Customization

BITH's designs are inspired by Puerto Rico's perpetual summer weather, capturing the island's vibrant culture and warmth, even in the heart of winter. Known for creating custom collections, BITH outfits groups, coaches, and golf course employees with personalized uniforms, seamlessly incorporating client logos into their signature designs. Their custom pieces are also popular at tournaments, offering friends and groups a personalized look that enhances the spirit of competition.

BITH made a memorable debut at the PGA Tour Puerto Rico Open store last year with custom hats featuring the tournament logo. For 2025, the brand is expanding its offerings to include custom polos, hats, and ball markers—perfect keepsakes that celebrate the island's unique golf culture.

Highlighting Best-Selling Polos and Signature BITH Hats

At the PGA Show, BITH will feature its best-selling polos, including the updated TPCL GREEN POLO with its iconic banana leaf design, the PALMS POLO with vibrant tropical motifs, and bold new releases like THE PAINT and Shadow Flower models. These designs reflect the brand's commitment to tropical-inspired style and versatile performance.

BITH's signature hats, their best-sellers, will also take center stage. Known for their stylish flair and practical design—each hat is made to float in water—these hats combine quality with functionality. Standout designs such as the BOGEY, BABY PINK, and BABY BLU hats will be available for attendees to explore.

To celebrate their participation in the PGA Show, BITH will offer special pricing and exclusive giveaways, making it the perfect opportunity to experience the brand's unique offerings firsthand.

Looking Ahead: New Collections and Accessories

2025 marks an exciting year for BITH, with plans to launch women's and junior clothing lines, further expanding its reach to golfers of all ages. Additionally, the brand is introducing new accessories to complement their collections, enhancing their product range with fresh, practical additions.

This year will also see the return of the BITH Invitational tournament, with its second edition promising to bring together players and fans in a celebration of the sport and the brand's unique vision.

Meet Us at Booth #4288

Attendees of the PGA Show are invited to visit Booth #4288 to explore BITH's collections and learn more about their unique approach to golf apparel. For media and marketing inquiries, the on-site contact is Leonardo Aquino, while visitors can also meet and chat with brand partners Ferdinand and Omar to hear firsthand about the story and vision behind Balls In The Hole.

About Balls In The Hole

Balls In The Hole is a Puerto Rican golf apparel brand blending tropical aesthetics with functional performance. Founded by engineers and friends Omar, Leonardo, and Ferdinand, BITH designs clothing and accessories inspired by Puerto Rico's year-round summer and vibrant culture. Known for their best-selling signature hats and custom pieces, BITH offers unique products available exclusively through their online store and in select local retailers in Puerto Rico. Explore their collections at www.ballsinthehole.com.

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