



*For Immediate Release:*

**DIVOTS SPORTSWEAR MARKS RECORD 45<sup>th</sup> TRIP  
TO PGA MERCHANDISE SHOW**

*Company Will Debut 2022 Collections for Divots, Byron Nelson  
and Carnoustie Sportswear Brands in Booth #5772*

Peachtree Corners, GA – Divots Sportswear will mark its 45<sup>th</sup> consecutive trip to the PGA Merchandise Show when it debuts its 2022 apparel collection at the Orange County Convention Center later this month in Booth #5772. Divots kept its five-decades attendance streak alive by participating in the virtual PGA Show in 2021 that resulted out of an abundance of caution by the PGA of America during the height of the Covid pandemic.

A portion of the Divots booth will also be utilized to showcase new apparel offerings from the 2022 Byron Nelson and Carnoustie Sportswear collections.

Remarkably, the three companies each had a record sales year in 2021 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 last year, 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 2022 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](http://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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