

Golf News for Friday, February 13, 2009 | [Business](#)

Imperial Headwear reports good results at PGA Merchandise Show

DENVER -- Imperial Headwear (www.imperialheadwear.com), the leading golf manufacturer of premium quality, active headwear, announces surprisingly good results from last month's PGA Merchandise Show.

Although show attendance was down, Imperial performed above average at this year's show. The announcement of a partnership with the New Era Cap Company, combined with a larger and newly-improved booth drew buyers to the booth. Imperial's "Art Cart", a customized golf cart equipped with dedicated apparel design artists, was a show stopper. Curiosity regarding Imperial's innovation and leadership in the green and performance categories also fueled activity.

"We went to the show this year with diminished expectations, but we were pleasantly surprised that buyers saw the benefit in what we have to offer," said Rick White, President and CEO of Imperial Headwear. "It's a challenging time for the golf industry, but the show offered a glimpse of hope for manufacturers and merchants alike. Since January we have opened over 50 new accounts. We look forward to a strong spring sales season."

Imperial anticipates robust sales through summer with the addition of the New Era ball marker cap, and Major League Baseball, NBA, NHL, collegiate and Minor League Baseball licenses affiliated with that partnership.

About Imperial Headwear

Founded in 1916, Imperial Headwear is the leading manufacturer and marketer of premium quality, active lifestyle headwear for the golf, tennis, resort, outdoor, collegiate, military px, corporate, and select private label markets. Renowned for its superior customer service and artwork customization capabilities, Imperial offers its clients premium quality products using the most innovative digital design, logo and embroidery technologies. Imperial recently acquired Washington-based Watership Trading Company to expand its product offerings to include high performance wind and sun protection hats for the outdoor and sports markets. For more information about Imperial Headwear, visit www.ImperialHeadwear.com or call (800) 950-1916.

Media Contact:

Jody Bennigsdorf
Imperial Headwear
303.597.0206, ext. 3119
JBennigsdorf@Imperialheadwear.com

Richard White
Imperial Headwear
303.597.0206, ext. 3190
Rwhite@Imperialheadwear.com

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