



**ALWAYS IN PLAY™**



# Premiumisation



Key categories used every day by golfers:

## Golf



Market Gap

Premiumisation

Premiumisation



Drivers



Putters



Headcovers



Towels

# ALL-WEATHER

PLAYERS TOWEL & RAIN HOOD COMBO



Top-Selling  
Tee Gift

3

## ALWAYS IN PLAY™



### ALWAYS IN PLAY - RAIN OR SHINE

Whether it's a casual weekend round with friends or the final round of the club championship, STORM TOWEL is built tough to perform under all playing conditions. Use the plush cotton terry towel inner side to wipe grooves clean after you flush your approach into a tucked pin. Then simply detach the marine-grade stainless-steel carabiner latch from your bag and use STORM TOWEL to clean your ball as you stare down that testy 4-footer for bird.

When the skies threaten, just flop STORM TOWEL over the top of your bag for instant protection for your clubs from a sudden down-pour or a steady all-day rain, shielded by its durable rip-stop nylon shell with polyurethane undercoating for maximum water resistance. No snaps or zippers to fuss with, and fully machine-washable. Simple and easy.

### USE WITH ANY GOLF BAG



BLK/WHT

ST101

# Multi-Layer Construction

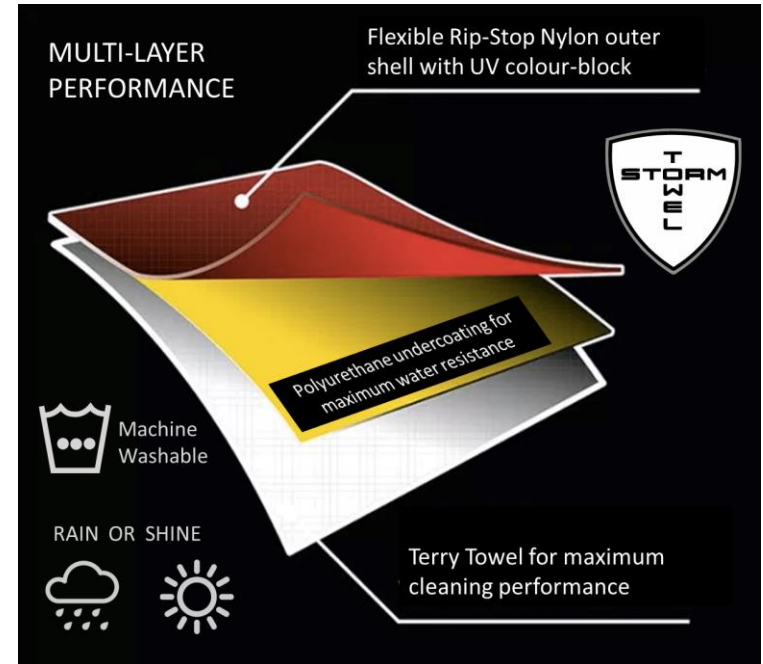


## PLAYER'S TOWEL | RAIN HOOD

### Dual-Purpose MULTI-LAYER PERFORMANCE

- ◆ Rip-Stop Nylon Outer Shell with polyurethane under-layer
- ◆ Plush Cotton Terry-towel layer for re-enforced durability and maximum scrub
- ◆ TRIPLE-stitch seaming for maximum strength
- ◆ Marine-grade stainless steel grommet for toughness
- ◆ Ultra-strong marine-grade stainless steel carabiner latch

### Distinctive Embroidery & Customization



Machine wash – Cold Water (towel-side out)  
Dryer – Low Heat

# Premium Materials



Cotton Terry Towel to wipe grooves  
clean after a crisp approach into a tight pin



Super-strong marine-grade stainless steel components  
for maximum durability in all playing conditions



Quadruple-stitched using UV-protected threads, one  
set on the inside and one set on the outside.

*"STORM TOWEL is elevating the golf towel category in a meaningful way, adding significantly more quality, function and durability to a relatively commoditized category. Having worked on several category transformations with notable brands throughout my career, this category is clearly one that is ripe for elevation, and we're ready to help with that".*

Dave Stewart  
President  
Hathway Stewart Enterprises Ltd.



# SEATTLE



# REDHAWKS

HATHWAY  
STEWART  
MADE IN CANADA



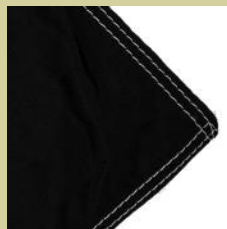
ST111  
ALL BLACK  
SPECIAL EDITION

## ALWAYS IN PLAY™





UV-Coated Triple Stitching



Super-strong Marine-Grade  
Stainless-Steel Components



RED/WHT  
ST104

NAVY/WHT  
ST103

WHT/WHT  
ST106

GRY/WHT  
ST102

BLK/WHT  
ST101

Outstanding Marketing Billboard

# ALL-WEATHER

ULTRA-LIGHT CUSTOM HEAD COVERS

ALWAYS  
IN PLAY™



8



by STORM TOWEL

8



Over 60% lighter  
than leather  
and synthetic  
headcovers

ALL WEATHER  
CUSTOM HEADCOVERS



by STORM TOWEL

LIGHT-WEIGHT

BUILT FOR GOLF REALITY

Multi-layer STORM COVER head covers are built tough for the realities of golf.

Constructed with STORM TOWEL™ fabrics, its water-resistant Rip-stop nylon shell with water-blocking polyurethane under-layer is made to hit the ground as you make the trek back to the tee deck on dew-laden mornings. And, when skies threaten, STORM COVER will shield against the onslaught of a sudden down-pour.

Meanwhile, the cotton terry towel inner side cloaks your most expensive clubs in softness to keep club heads looking new from round to round.

Moreover, no more wrestling with tight-necked covers. STORM COVER head covers slide on and off with ease, helping pace of play.

Triple-stitched with UV-protected thread, STORM COVER head covers are designed to withstand all the on-off cycles of a grinding round, regardless of the challenges the day may bring forth. Plus, they're fully machine washable...so no need to fear the ground!

3 SIZES

DRIVER | FAIRWAY | HYBRID

ONLY 69  
grams

WATER  
RESISTANT



CUSTOM DECORATE  
with flexible digital creative



# ALL-WEATHER

## WATER-BLOCKING VALUABLES POUCH

**ALWAYS  
IN PLAY™**



Protect valuables  
with the new  
**WATER-BLOCKING**  
Valuables Pouch for Golf



BLK/BLK  
SP111

WHT/WHT  
SP106



by STORM TOWEL

## Protection from the elements.

Multi-layer STORM POUCH adds extra protection for your valuables, whether rain or shine. The water resistant Rip-Stop nylon shell with polyurethane under-layer adds another barrier of protection when storing valuables in your golf bag, and the 100% cotton terry towel inner side cloaks your watch and mobile device in softness to protect as you travel across rugged terrain.

## Multiple Colour Offerings



BLK/WHT  
SP101

RED/WHT  
SP104

NVY/WHT  
SP103

GRY/WHT  
SP102





# CUSTOMIZATION



## HATHWAY STEWART

### CUSTOM DECORATION

IN-HOUSE CUSTOM DECORATION USING  
INDUSTRY-LEADING NORTH AMERICAN-MADE  
PRODUCTION EQUIPMENT & MATERIALS









Fraser Direct, 3PL Partner & Customs Broker

# About us



Based near Toronto, Hathway Stewart Enterprises Ltd. is a privately-owned Canadian wholesale distributor of distinguished brands, serving the professional golf market and beyond. As the exclusive Canadian distributor for Jones Sports Co. of Portland Oregon, we offer a flexible 3PL supply chain network providing efficient movement of goods throughout North America.

Staffed with a team of trusted independent sales professionals with well over 100 years of combined experience in the sports and consumer products industries, we service all markets of Canada and the continental USA.

With a 'hands-on' approach; professionalism, quality and personal care are hallmarks of our operations. Working with local craftsman partners, we offer tailored customization services with reasonable minimums, servicing the most esteemed brands and discerning operators in the professional golf market, and our EDI-enabled fulfillment supports electronic commerce with automated operators.



**ALWAYS  
IN PLAY™**



**HATHWAY  
STEWART**

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