



OVERVIEW: AHEAD is best known for its premier headwear collections that feature original approaches to logo embroidery options. Based in New Bedford, Mass., the company operates four distinct business units.

BUSINESS UNITS: AHEAD Headgear
Men's Apparel
Accessories
Kate Lord™ Collection of women's hats, apparel and accessories

PROS THAT WEAR AHEAD: Jim Furyk
Retief Goosen
Brittany Lincicome
Jack Nicklaus

AFFILIATIONS: AHEAD is a supporting partner of PGA Golf Retirement Plus, a licensee of the USGA, PGA of America, PGA TOUR, The Open, ANNIKA Foundation, and the official headwear of the American Junior Golf Association (AJGA).

HISTORY: AHEAD was founded in 1995 by Ken Schwartz. Over the past 22 years, the company has been able to capitalize on the golf industry's desire for specialized high-quality graphics on headwear and garments and the brand-conscious nature of those who frequent golf shops.

OWNERSHIP: AHEAD was acquired in 2011 by New Wave Group, headquartered in Sweden but with significant interests in the United States.

New Wave Group AB is engaged on the design, acquisition and development of brands and products within the promotion, sports, gift and interior design sectors.

The sports and Leisure business area is engaged in the marketing of such sportswear brands as Cutter & Buck, Craft, Seger and Speedo in both the Nordic countries and the United States.

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MANAGEMENT:

Anne Broholm, Chief Executive Officer
Chuck Lord, Chief Creative Officer
Scott Stone, National Sales Manager
Jeff Waller, Senior Director, Global Business Development

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