



## **AHEAD Unveils Dramatically Redesigned Website**

*'Fresher, cleaner look' closely matches how company presents its brand at trade shows, in catalogs*

**NEW BEDFORD, Mass. (Feb. 21, 2018)** – One of the country's top brands for headwear, apparel and accessories for the green grass, resort, and corporate markets, [AHEAD](#), has unveiled a dramatic redesign of its website.

The primary objectives behind this effort were improved navigation, functionality and aesthetics, heightened brand identification, increased visibility for all consumer markets — golf, resort, team/collegiate, and corporate — and enhanced product education. For example, one new link under "Innovation" provides clear descriptions of AHEAD's headwear fitting system, designed to help consumers choose the best, custom fit for their caps.

"We feel like we accomplished our goals as the website now has a much fresher, cleaner look, which is precisely how we present the brand at trade shows and in our catalogs," said Chuck Lord, Chief Creative Officer, AHEAD. "This new layout better reflects who AHEAD is, more closely resembles the high quality of our products, and shows our creative capabilities. After all, one of our hallmarks as a company, now 23 years old, is creativity!"

In addition to adding a large number of new photographs, Lord said the website also now features an overview of the different markets served by the company, a breakdown of its unparalleled innovative techniques, and an accounting of its impressive and growing lineup of partnerships and affiliations. Plus, the site has an easy-to-find link to AHEAD's shop page, where consumers can purchase headwear. All of AHEAD's current catalogs also are easily available for downloading.

"The new website not only gives a good feel for our products but also the elements that make AHEAD unique. We have our own on-site woodshop, for example, which sets us apart from much of the competition," Lord said. "There also now is a section on 'tournament ideas' that illustrates all the ways we can help event organizers."

The “social media” link takes users to AHEAD’s [Facebook](#), [Instagram](#) and [Twitter](#) pages, and illustrates the numerous popular events in which the company participates, including the recent Westminster Dog Show in New York and the Waste Management Phoenix Open.

“Our redesign has been in the planning stages for quite some time,” Lord said, “and now that it’s live, we’re really pleased with the overall update. The site will continue to evolve, too, to show all the amazing items our talented staff keeps producing.”

For more information on AHEAD, visit [www.Aheadweb.com](http://www.Aheadweb.com).

**About AHEAD | [www.aheadweb.com](http://www.aheadweb.com)**

Founded in 1995, AHEAD is a multi-dimensional brand with a proven track record of success distributing headwear, apparel, and accessories to the green grass, resort and corporate markets. Its single focus of providing quality products, with innovative, high-quality design, and merchandising concepts has led to more than 20 years of continued growth and expansion. AHEAD is a leading supplier of headwear to the USGA, PGA of America, Ryder Cup and numerous PGA Tour events in addition to more than 5,000 green grass and resort shops throughout the world. Among active professional golfers who wear AHEAD gear on the course are Jim Furyk and Brittany Lincicome. Golf legends Jack Nicklaus and Annika Sorenstam wear AHEAD exclusively.

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