



2016's PGA Merchandise show has come and gone; once again the winner was 2UNDR.



"Saying the 2UNDR booth was busy would be an understatement... ...for the entire show!"
beams Director of Sales Jack Curry.

40,000+ industry members from 74 countries around the globe, and golf's leading underwear brand was the center of attention for this year's PGA Show; and for good reason, there was a lot to talk about.

"2014's show was our official US launch with [2UNDR](#). We were a small booth intending to get as many industry eyes on the brand and to introduce a new category to the golf market," 2UNDR's President and co-owner Dave Williams explains. "In 2015, we showed that we weren't just back with a larger booth, but more importantly our patented Joey Pouch offering grew in available styles and colours. This year proved to be even better than we had imagined; almost overnight the industry embraced an entirely new category and profit-builder for their shops."



Golf Spotlight 2016 - PGA Show Day 3



New for 2UNDR in 2016:

- The **Day Shift's** 'vacation-inspired' summer patterns
- Two new collections;
 - **Gear Shift's** 'Joey kangaroo' CAMO line-up
 - **Swing Shift's** STRIPES designs
- Red, White & Blue 3-pack, with proceeds going to the *Folds of Honor Foundation*.

- "Pink Ribbon" colorway - proceeds going to *The Breast Cancer Research Foundation*.
- "Blue Ribbon" colorway - proceeds going to *Dana Farber Institute's Jimmy Fund* and *Vancouver Prostate Centre's Step into Action*.

2UNDR maintains their momentum gain, continuing to set the bar for men's underwear in the golf market, a 'game-changer' for players and industry, plus drive new incremental sales through pro shops across the country.

Score Golf's Rick Young votes 2UNDR as one of the top brands from the PGA Merchandise Show.

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– It was a good week for Canadian golf companies too. Along with the aforementioned simulators, the 2UNDR booth never stopped over the three show days. Performance underwear for guys has become a relatively new category in the industry but 2UNDR is the frontrunner. In terms of comfort, the company's patented Joey Pouch keeps every guy's assets perfectly in place. Having finally got a chance to try 2UNDR, I can attest there really is nothing out there like it. Hail Joey.