



GALVIN TOPS SURVEY AMONG REGULAR GOLFERS

An independent nationwide survey of more than 1,300 regular golfers has confirmed that Galvin Green is by far the most popular choice of waterproofs on the market and the brand is set to benefit from sales of rainsuits at twice the level of its nearest rival.

The survey*, conducted on the internet among golfers playing an average of more than 30 rounds a year, puts Galvin Green well ahead in terms of purchase intentions this year. When asked which brand of waterproofs they intend to buy, more than 45% of golfers named Galvin Green, while 21% opted for Sunderland and 15% for ProQuip.

Galvin, which remains the only brand using GORE-TEX® waterproof fabric throughout its entire rainwear range, has seen its share of the UK market expand significantly in recent years. "This survey shows that serious golfers appreciate the exceptional performance of the garments as well as the distinctive styling and colours," said Mike Johnson-Hill, Managing Director of Galvin Green UK. "They continue to make the brand stronger, even during difficult trading conditions."

Two-thirds of respondents hold a handicap under 20 and play most often in cold and windy conditions. They rate performance as the most important factor in buying new golf clothing, while many (48%) saw the price as only 'fairly important' as long as the garment performs well. Interestingly, they also see the brand name as either 'very important' (49%) or 'fairly important' (45%).

The majority (43%) prefer simple and elegant golf clothing, although another 15% regard themselves as trend-setters. The vast majority (69%) always look for hi-tech fabrics in new outfits and more than half (51%) seek out the brand name.



Galvin Green GORE-TEX® Paclite® Shell Jacket AIR and trousers AUGUST.

Their prime source of information about new golf clothing comes from golf magazines (84%) and Pro Shops (76%), but online is increasingly evident (64%), although less likely for purchases.

For nearest Galvin Green stockist details, call 01932 503330 or visit the website at www.galvingreen.com.

* Online research involving 1,337 golfers conducted by National Club Golfer in July 2009.

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