



## news to know

### Greg Norman Collection

is enhancing its tournament program with the new Tournament Bag, an alternative to boxed packaging that furthers the company's incentives and support for golf shops in conjunction with tournaments.



"This program is a great idea for tournaments because the golf bag provides flexibility when giving away several items," says Marie Siani, golf shop manager/buyer for Trump National Golf Club in Bedminster, N.J. "I especially like the fact that the bag can be embroidered with a corporate logo because it helps to promote

*continued on page 96*

the company even after the event."

As part of the initial launch for the program, Greg Norman Collection will double Golf Retirement Plus™ contributions with a tournament order of 72 units or more placed by June 30.

Made of micro suede, the Tournament Bag holds two apparel items and can serve as a functional shoe bag after the event. Apparel items available through the Greg Norman Collection tournament program include PlayDry pique polos, PlayDry performance polos and mocks, birdseye patterned mocks, PlayDry performance

multicolor stripe polos, a Weather Essentials full-zip wind jacket, short- and long-sleeve corded PlayDry Weather-knits, and PlayDry water-resist twill caps.

In addition, the selection includes the Ultimate Greg Norman textured ottoman, made of double-mercerized high-quality cotton that resists fading, shrinkage, pilling and wrinkles, and the Ultimate Greg Norman fine stripe polo, a style that's also available for women with an added key-hole collar neck.

More information on Greg Norman Collection's Tournament Program is available at [www.shark.com/gnctournament/](http://www.shark.com/gnctournament/). ■



**GREG NORMAN**