

Run a Flash Sale Campaign and Boost Revenue
REACH OVER 100,000 GOLFERS



THE GOLF WIRE

POWERED BY **GOLF WEEK**

MORE NEWS
 » Golfweek.com
 » ApparelWire.com
 » The Toy Box
 » TurfNet.com

Wednesday, October 23, 2013

Datrek Introduces Carry Lite Stand Bag; Eight-Way Mesh Top With IDS System

RICHMOND, Va., October 22, 2013 - Datrek, one of the premier choices in organizer golf bags, announced today the introduction of the Carry Lite stand bag. The sleek design of the Carry Lite stand bag features an eight-way mesh padded top with an IDS System (Individual Divider System), plenty of storage space and a handle integrated into the top.

"The Carry Lite stand bag is perfect for the golfer looking for a multipurpose stand bag; light enough to carry yet adaptable to use on a push cart," said Craig Ramsbottom, President, Dynamic Brands. "The Carry Lite was designed with several features that make walking and carrying clubs easier like the organizer top with Datrek's IDS System and an integrated handle for easy lifting."

Datrek has earned several awards over the years for its innovative designs in golf bags and the Carry Lite stand bag continues this tradition with its golfer-friendly features and sporty style. Made of durable nylon material, the Carry Lite features an eight-way mesh padded top with full-length individual dividers and an ergonomic handle integrated into the top. There is ample storage room with five pockets including a large apparel pocket, fleece-lined valuables pocket, an accessory pocket, insulated beverage sleeve and an oversized ball pocket. The Carry Lite has a padded double shoulder strap and hip pad to make walking and carrying easy and comfortable. The bag weighs only five pounds.



An additional feature of the Carry Lite stand bag is a cart-friendly base adaptable for push carts and riding carts. Also for the golfer's convenience the stand bag has a towel ring, Velcro® glove holder and umbrella holder.

The Carry Lite stand bag is available in four color patterns - black/charcoal, red/black/silver, white/black/charcoal and royal/black/silver. The suggested retail is \$119.95.

The Carry Lite stand bag complements the popular GO-LITE stand bag that features a 14-way organizer top. The GO-LITE continues in the line for 2014 with the addition of two new color patterns - red/black/silver and navy/black/silver. The suggested retail for the GO-LITE is \$149.95.

About Datrek

Datrek has been an industry leader for premium golf products for more than 25 years. The company is known for its innovative golf bags and accessories and superior customer service. Dynamic Brands is the parent company of Datrek and is located in Richmond, Va. Also in the Dynamic Brands, www.dynamicbrands.com, portfolio are Burton®, Bag Boy®, Devant® and Sir Christopher Hatton®. For information on Datrek visit www.datrek.com or follow us on facebook at www.facebook.com/DatrekGolf.

Contact:

Jackie Beck, jackiebeck00@hotmail.com, 860.304.3643

[Home](#) | [Sign Up](#) | [Unsubscribe](#) | [Packages](#) | [FAQ](#) | [Contact Us](#) | [Archive](#)

© 2013 Golfweek.com. All Rights Reserved.
[Editorial Policy](#)