

(/)

[Home \(/\)](#) [Search \(/search\)](#) [Business \(/tags/Business\)](#) [Courses \(/tags/Courses\)](#)

[Equipment \(/tags/Equipment\)](#) [Etcetera \(/tags/Etcetera\)](#) [Life & Style \(/tags/Life and Style\)](#)

[Media \(/tags/Media\)](#) [People \(/tags/People\)](#)  (<https://www.facebook.com/TheGolfWire>)

 (<https://twitter.com/TheGolfWire>)

Monday, February 09, 2015

Datrek Launches New Bags At 2015 PGA Merchandise Show

1

Richmond, Va., February 06, 2015 - Datrek, one of the premier choices in organizer golf bags, announced today the successful showing of three new golf bags; the Lite Rider, CB Lite and Go Lite Pro at the 2015 PGA Merchandise Show. The ultra-lightweight bags have a sleek design and 14-way divider tops to simplify organizing golf clubs.

The award winning Lite Rider cart bag is Datrek's top selling bag. Five new colors were introduced at the show to the already popular line. The Lite Rider received top honor in the Golf Digest Hot List and the expanded line includes a limited edition Digital Camo, two fashion colors and two ladies colors. This bag has a 14-way organizer top with full-length individual dividers, seven total pockets to provide ample storage and an oversized putter well. The Lite Rider is available in nine sporty colors for a suggested retail of \$179.95.

The NEW CB Lite cart bag is the lightest bag in Datrek's line weighing in at only 4.6 lbs. The organizer bag features a 14-way top with a rubber molded putter well and full-length individual dividers. The CB Lite has seven total pockets including two large apparel pockets and an insulated beverage sleeve. Two handles are integrated into the bag top for carrying convenience. The CB Lite is available in nine fashion colors for a suggested retail of \$159.95.

Datrek's most popular carry bag is the NEW Go Lite Pro hybrid stand bag. This organizer carry bag offers a 14-way top with full-length individual dividers and an ergonomic handle integrated into the bag top. The bag provides plenty of storage with five total pockets including an oversized ball pocket and a large fleece lined valuables pocket. Walking the course is easy with the ergonomic padded double shoulder strap and hip pad. The Go Lite Pro is available in ten fashion colors with a suggested retail of \$159.95.

About Datrek

Datrek has been an industry leader for premium golf products for more than 25 years. The company is known for its organizer 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 portfolio are Burton®, Bag Boy®, Pivotal®, Devant® and Sir Christopher Hatton®. For information on Datrek visit [datrek.com](http://www.datrek.com) (<http://www.datrek.com>) or follow on Facebook at [facebook.com/datrekgolf](http://www.facebook.com/datrekgolf) (<http://www.facebook.com/datrekgolf>).

Contact:

Lizzie Leasure, lleaseure@dynamicbrands.com
(<mailto:lleaseure@dynamicbrands.com>), 804-873-5468

[Home \(/\)](#) | [Today's Issue \(/current/\)](#) | [Sign up \(/subscribe/\)](#) | [Packages \(/packages/\)](#) |
[FAQ \(/faq/\)](#) | [Contact Us \(/contact/\)](#) |

© Turnstile Media Group. All rights reserved.

This document was created with Win2PDF available at <http://www.win2pdf.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.
This page will not be added after purchasing Win2PDF.