

Dynamic Brands



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Datrek Launches 2 New Golf Bags for 2018 Season and TOP-LOK™ Attachment System on 4 Bags

Richmond, VA - Datrek Golf proudly announces their 2018 bag line featuring 2 new bags - the Trekker Stand Bag and the SGO Cart Bag. New colorways are also introduced in the redesigned Go Lite Hybrid Stand Bag, Lite Rider II Cart Bag and DG Lite II Cart Bag. "We are excited to introduce our new bag line, the Trekker being a true "carry bag" and the remaining 4 models now include our innovative attachment system, TOP-LOK™ Technology," said Pat Gallagher, Dynamic Brands Product Manager. TOP-LOK™ Technology was introduced earlier this year by Bag Boy on their carts and golf bags. Datrek Golf is a brand under the Dynamic Brands portfolio of premium brands, along with Bag Boy.



"TOP-LOK™ Technology is a patented bag-to-cart attachment system designed to securely lock a Bag Boy or Datrek bag onto a Bag Boy push cart preventing the bag from twisting or turning, eliminating the need for cart straps," said Gallagher. "We created a secure attachment that was lacking in the traditional brackets and straps method. The benefit with TOP-LOK™ is your bag will no longer twist and turn, requiring readjustment in the middle of your round," explained Pat Gallagher.



The NEW **Trekker** Stand Bag, created for the golfer who not only walks, but carries their bag and needs a comfortable yet fully functional golf bag. Weighing in at only 3 lbs., the Trekker has 5 total pockets and is made with ultra-lightweight nylon material in a variety of modern colors. The bag top has 4-way full-length individual dividers and an integrated soft-grip lift-assist handle. Carry features also include padded hip protection, ergonomic double shoulder straps and an insulated cooler sleeve designed at just the right angle to grab a drink while carrying the bag. Comes in 8 colorways and sells for \$159.95 at pro shops and retailers nationwide.

The NEW **SGO** Cart Bag (for Short Game Organizer) is a full-feature cart bag designed with the short-game clubs in mind. A 15-way top combines a full-length Individual Divider System (IDS) with 4 rubberized Short Game Organizer (SGO) dividers, making the most frequently used clubs easily accessible with long-term durability. The SGO is equipped with 2 soft-grip lift-assist handles, 12 total pockets, including a neoprene, fleece-lined internal organization pocket. Additional specialty pockets include 2 full-size garment pockets with an I GOTCHA® Ball Retriever sleeve and an oversized insulated cooler pocket. The SGO also includes new TOP-LOK™ Technology, a patented bag-to-cart attachment system designed to work with Bag Boy push carts. Available in 5 colorways and sells for \$179.95 at pro shops and retailers nationwide.



The **Go Lite Hybrid** Stand Bag, combining the functionality of a cart bag with the portability of a stand bag, introduces a streamlined new design for 2018. The Go Lite Hybrid was built for carrying, riding or walking with a push cart. The 14-way organizer top with full-length Individual Divider System (IDS) and easy-grip handle are designed for on-course convenience. Double shoulder straps and padded hip protection make the bag comfortable to carry. 6 total pockets include an oversized, insulated cooler pocket and full-size garment pocket. The Go Lite Hybrid this year now includes new TOP-LOK™ Technology, a patented bag-to-cart attachment system designed to work with Bag Boy push carts. Available in 10 colorways and sells for \$149.95 at pro shops and retailers nationwide.

The **Lite Rider II** Cart Bag, the #1 selling Datrek bag 3 years running, introduces 4 new colorways for 2018; royal/turquoise/white, navy/silver/white, red/white/blue and purple/pink/white. The Lite Rider II features a 15-way organizer top with full-length Individual Divider System (IDS). Soft-grip lift-assist handles are integrated into the bag top along with a rubberized putter well. 7 total zippered pockets including an oversized insulated cooler pocket. The Lite Rider II this year now includes new TOP-LOK™ Technology, a patented bag-to-cart attachment system designed to work with Bag Boy push carts. Available in 9 colorways and sells for \$159.95 at pro shops and retailers nationwide.



The **DG Lite II** Cart Bag, one of the lightest cart bags on the market at only 4.2 lbs., will offer 3 new colorways in the spring of 2018, black/charcoal/pink, black/charcoal/turquoise and navy/red/white. The 15-way organizer top is equipped with full-length Individual Divider System (IDS), soft-grip lift assist handles and a rubberized putter well, making the DG Lite II feature-rich at an affordable price. 7 total zippered pockets include an oversized insulated cooler pocket. The DG Lite II this year now includes new TOP-LOK™ Technology, a patented bag-to-cart attachment system designed to work with Bag Boy push carts. Available in 8 total colorways, 5 available now and 3 available in the spring of 2018. Sells for \$139.95 at pro shops and retailers nationwide.

The 2018 Dynamic Brands collection of golf carts, bags, travel covers and accessories, which includes Datrek, will be on display at the PGA Merchandise Show, booth #2643 in the Golf Products section along the main aisle. For additional information, or to set up an appointment to go over the line during the 2018 PGA Merchandise Show, contact Datrek Golf at 800.955.2269 or jparham@dynamicbrands.com.

About Datrek Golf

Datrek Golf offers innovative and contemporary golf gear enhancing the on-course golf experience. With over 38 years in the sporting goods industry, Datrek creates quality golf gear, expertly designed for today's golfer. Datrek products provide functionality and convenience with modern designs and colors at all price points, while also combining the full-length Individual Divider System (IDS) into lightweight bags. For more information on Datrek visit www.datrek.com or follow on Facebook at www.facebook.com/datrekgolf.

About Dynamic Brands

Founded in 2004, Dynamic Brands is the parent company for a portfolio of premium brand name companies committed to the development of innovative, quality products and outstanding customer service in the golf and travel industries. Golf and travel products offered through Bag Boy®, Burton®, Datrek®, Devant Sport Towels®, IGOTCHA®, Pivotal®, Riksha®, SEARCH'N RESCUE® and Sir Christopher Hatton® brands include walking carts, golf bags, travel covers, innovative luggage, custom image dye and embroidered golf towels, ball retrievers and other golf accessories. Dynamic Brands' products are marketed in more than 50 countries worldwide. For more information, please visit www.dynamicbrands.com.

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