



## **Burton Debuts Two New Stand Bags**

### **The Premium Lightweight Stand Bags Feature An Integrated Handle For Easy Lifting And A Cart Friendly Bottom**

RICHMOND, Va., Dec. 4, 2011- Burton, a company that is known for its premium quality golf bags has extended its line in 2012 with the company's entry into the lightweight stand bag market. Designed for players who enjoy walking but would also like a bag that fits well on a cart, Burton introduces two stand bags – the Pro and Player. Both stand bags feature a lift handle integrated into the bag top for ease of picking up and setting down the bag and a cart friendly stable flex bottom that fits in both riding carts and push carts.

The Burton Pro and Player stand bags are designed for customization. Burton's award-winning custom embroidery department offers quick turnaround service with embroidery available on the ball, apparel and accessory pocket. Personalization is also offered.

"It is very important that a stand bag hold up under all the stress of carrying a bag," said Craig Ramsbottom, President Dynamic Brands Golf Division. "We test our bags throughout the design and manufacturing process to ensure quality, durability and performance. From there we add distinct Burton features such as YKK zippers and heavy duty nylon to guarantee the best stand bag on the market. Golfers will be pleased with the performance of the new Pro and Player stand bags."

The **Pro stand bag** is the ultimate full feature bag, providing golfers with comfort, organization and convenience qualities:

- Seven-way mesh top with full-length dividers to keep clubs organized
- Durable vinyl lift handle integrated into the bag top for an easy pick up point
- Seven pockets for ample storage, including an insulated beverage pocket and velour lined valuables pocket.
- Made of long-lasting 840D nylon fabric accented with vinyl touch points
- Easy to adjust dual shoulder strap and foam hip pad for walking comfort
- Cart friendly flex bottom to fit into all riding carts and push carts
- Leg lock system secures legs during cart use

In addition, the Pro stand bag has all the high quality, premium features that golfers expect from Burton, such as custom YKK zippers and custom Burton lining. Other features include a Velcro glove holder, umbrella holder, towel ring and matching rainhood. The Pro stand bag weighs just 5.5 lbs and is available in five colors – green/black, silver/black, navy/black, red/black, and black/black. The suggested retail is \$219.95.

The **Player stand bag** is the perfect lightweight bag weighing only 4.5 lbs and packed with plenty of features to make walking the course enjoyable:

- Five-way mesh top with full dividers to keep clubs organized
- Durable vinyl lift handle integrated into the bag top for easy pick up point
- Five pockets for plenty of storage space, including an insulated beverage pocket, and a scorecard, pen and pencil slot inside accessory pocket.
- Made of 840D nylon fabric
- Dual shoulder adjustable strap for balance while walking
- Foam hip pad for walking comfort
- Cart friendly flex bottom to fit into all riding carts and push carts
- Leg lock system secures legs during cart use

Like all Burton golf bags, the Player bag has custom Burton YKK zippers, Velcro glove holder, umbrella holder, towel ring, custom Burton lining and matching rainhood.

The Player stand bag is available in six colors — navy/navy, silver/black, hunter green/black, red/black, white/black and black/black. The suggested retail is \$189.95

### **About Burton**

Founded in 1907 by T.C. Burton, the Burton name in golf has become synonymous with quality and workmanship for more than a century. Known for using the best materials on the market and paying attention to the utmost details, Burton is one of the premier golf bag companies today. Burton is owned by Dynamic Brands, located in Richmond, Va. Also in the Dynamic Brands portfolio are BagBoy®, Datrek®, Devant® and Sir Christopher Hatton®. For information on Burton visit [www.burtongolf.com](http://www.burtongolf.com) or follow us on facebook <http://www.facebook.com/BurtonGolf> . Burton is the official merchandiser of the 2012 Ryder Cup.

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