

Are You Ready for the Storm?



TORONTO (October 3, 2018)—Hathway Stewart, the Canadian distributor of Jones golf bags, introduces STORM TOWEL™: the next innovation in functional performance gear for golf.

STORM TOWEL is ready to perform no matter what conditions the day may throw at you. Whether it's a casual weekend round with friends or the final round of the club championship, STORM TOWEL's multi-layer construction is built tough for convenience and durability under all playing conditions.

Its thick 550gsm 100% cotton terry towel inner-side is used to wipe grooves clean after you flush that mid-iron into a tucked pin.

Next, simply detach the super-strong 132lbs-rated marine-grade stainless-steel carabiner latch from your bag and use STORM TOWEL to clean your ball as you stare down that testy 4-footer for bird.

When the skies threaten, just flop STORM TOWEL over the top of your bag for instant protection for clubs from a sudden down-pour or a steady all-day rain. Shielded by its durable rip-stop nylon shell with waterproof polyurethane undercoating, STORM TOWEL has no snaps or zippers to fuss with. It's simple, easy, and is designed for use with all golf bags.

Tired of hanging spare gloves under your umbrella to keep them dry? STORM TOWEL solves that by providing a protective inner storage chamber, cloaking gloves under its waterproof shell.

“Don’t worry about breakable plastic clips either, because there are none,” advises Dave Stewart, President of Hathway Stewart Enterprises. “Fully machine-washable, STORM TOWEL is made tough with marine-grade stainless steel components, and is heartily reinforced with UV-protected double-stitch seams by experienced Canadian industrial sewers. It comes with all the quality, performance and durability you would expect for its \$100 retail price point”, remarks Stewart.

“STORM TOWEL is going to elevate the golf towel category in a meaningful way”, asserts Stewart, “Adding significantly more quality, function, durability and retail profit to a relatively commoditized category”. “Having worked on several category transformations with notable brands throughout my career, this category is clearly one that is ripe for premiumization, and we’re ready to help with that”.

STORM TOWEL is not just designed for performance; it looks great too. Available in a variety of colours, STORM TOWEL looks fantastic with any golf bag, and can be customized with embroidery or decorated with digital heat transfer technology, allowing country clubs to customize their offering for their golf shop.

The Hathway Stewart sales force is currently pre-booking orders for distributing STORM TOWEL to golf shops across Canada for Spring 2019, with an early limited-release planned for Christmas 2018 for golfers seeking that perfect practical gift for the golfer in their family who already has “everything”.

HATHWAY STEWART Enterprises Ltd. (www.hathway-stewart.com)
Based near Toronto, Hathway Stewart is a Canadian distributor of distinguished brands, serving the professional golf market. Staffed with a team of trusted independent sales professionals with over 100 years of combined experience and distributing from a modern 3PL facility in the 401 corridor just west of Toronto, we service all Canadian markets from Victoria to Halifax.

For hi-res logo and images, email david@hathway-stewart.com

