



PGA of Denmark and Galvin Green extend cooperation agreement

PGA of Denmark and Swedish golf clothing brand Galvin Green have extended their cooperation agreement of the last three years for a further three-year period to the end of 2015.

The agreement is in the form of sponsorship, whereby Galvin Green provides financial support to PGA of Denmark and offers PGA's members golf clothing packages emblazoned with logo at very favourable prices.

"Our cooperation with Galvin Green has proven extremely satisfactory and we are very pleased to have reached agreement on extending it for a further three years," says Alvah Routledge, chairman of PGA of Denmark. "Our members have welcomed the package offers we have received, as it is very important that we are properly attired when we are out training in all kinds of weather for up to 12 hours a day."

Galvin Green is also pleased that the close cooperation with PGA of Denmark is to continue for a further three years. Simon Denwers, sales manager with Galvin Green in Denmark, adds: "The cooperation with PGA has been a great success for Galvin Green, so extending it for another three years was clearly the right way forward. We have garnered tremendous goodwill from this cooperation and have succeeded in reaching the regular golfers through the professional trainers.

"At the same time, it has increased Galvin Green's visibility on the market and now almost all PGA trainers are wearing our golfwear. We have made tremendous inroads into the Danish market in recent years, due in very large part to our cooperation with PGA."

Galvin Green is Scandinavia's leading producer of high-quality performance wear for golf players. The company has its headquarters in Sweden, where dedicated golf players design clothing for golf players. The company has held ISO 9001 certification since 1997.

PGA of Denmark celebrates its 40th anniversary later this year. It is the professional golfers' association and has approximately 320 members, including both professional golf trainers and tour professionals.

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