Founded in 1995 in a garage in Mattapoissett, Massachusetts, AHEAD has since evolved into a leading provider of headwear, apparel, and accessories to the golf market. Our original inspiration was to add creative ornamentation to what was otherwise a very traditional and conservative product—golf headwear. Not only was this a smashing success but we paved the way for more creative and unique headwear in golf for years to come. We are still leading that charge across multiple product categories and today our products can also be found in the corporate, resort, and collegiate markets—as well as numerous professional golf events and at www.aheadusashop.com. We are continually exploring new and innovative ways to help our customers bring their logos to life. As a part New Wave Group out of Sweden since 2011, and with a culture focused on backing up great innovation with great service, AHEAD is poised to keep going strong. So as we reflect on 25 great years and look forward to the next 25 we thank our wonderful associates and the many loyal friends and customers that have supported us throughout the years.

CORPORATE SOCIAL RESPONSIBILITY
AHEAD, LLC is committed to a platform corporate responsibility, striving for business solutions that integrate financial responsibility with long term social and environmental perspectives. AHEAD is also committed to ensuring fair working conditions in our supply chain and is a member of FLA.

LICENSES & AFFILIATIONS

AHEAD USA - WORLD HEADQUARTERS
Come Visit Us!
AHEAD, LLC  270 SAMUEL BARNET BLVD  NEW BEDFORD, MA 02745
W: AHEADWEB.COM  P: 800 282 2246  F: 508 985 3048

ORNAMENTATION - MIX IT UP
Nobody has more ways than AHEAD to help you present your logo in so many eye catching, and innovative ways. With variety like this, people will jump to buy souvenirs when they come to visit you... and show them something different again next time!
True Navy, Red & Carbon

Spring 2020 Men’s Fashion Collection

DAYTON
FA45-4101 True Navy

KEMPTON
FA63-3000 Red

LANDERS
FA62-1000 White

OLYMPIA
AJ16-4101 True Navy / White

FAIRWAY
QD62-1 Red

RESERVE
FA60-4101 True Navy

MARATHON
AE21-3000 Red

BALDWIN
AM15-4101 True Navy

* Pants and shoes courtesy of FootJoy
True Navy, Red & Carbon

**Q052 FAIRWAY** $49.00
100% POLYESTER
-4101 TRUE NAVY (3X)
-3001 RED (3X)

**Q016 BOURNE** $59.00
100% POLYESTER
-4101 TRUE NAVY (3X)

**PA00 RESERVE** $68.00
98% POLYESTER / 2% SPANDEX
-4101 TRUE NAVY

**AM15 BALDWIN** $74.00
92% POLYESTER / 8% SPANDEX
-4101 TRUE NAVY (3X)

**AE21 MARATHON** $60.00
95% POLYESTER / 5% SPANDEX
-3001 RED (3X)
-1001 WHITE

**FA62 LANDERS** $64.00
96% POLYESTER / 4% SPANDEX
-4101 TRUE NAVY

**FA45 DAYTON** $64.00
95% POLYESTER / 5% SPANDEX
-4101 TRUE NAVY

**AJ16 OLYMPIA** $76.00
92% POLYESTER / 8% SPANDEX
-4101 TRUE NAVY / WHITE (3X)

**FA63 KEMPSON** $68.00
96% POLYESTER / 4% SPANDEX
-3000 RED

**AE06 BERKSHIRE** $70.00
88% POLYESTER / 12% SPANDEX PEACHED
-4101 TRUE NAVY / WHITE (3X)
-1000 WHITE / TRUE NAVY (3X)

**AM07 SHERWOOD** $72.00
92% POLYESTER / 8% SPANDEX
-4101 TRUE NAVY / RED (3X)

**AJ10 IRONWOOD** $68.00
100% POLYESTER KNIT FLEECE
-0400 CARBON (3X)

All styles come in sizes 3X. Selected styles / colors are also available in size 3X where noted.
Fairway, Steel & Buzz

Spring 2020 Men’s Fashion Collection

RESERVE
FA60-4520 Steel

MARATHON
AE21-5955 Fairway

CONTENDER
AE33-7752 Buzz

DORADO
FA20-4520 Steel

MAYWOOD
FA67-1000 White

CONTENDER
AE33-5955 Fairway

BERKSHIRE
AE06-452Y Steel / Buzz

GATEVIEW
FA65-5955 Fairway

* Pants and shoes courtesy of FootJoy
Fairway, Steel & Buzz

**QG02 | FAIRWAY**  $49.00
100% POLYESTER
-4520 STEEL (3X)

**QG76 | BOURNE**  $59.00
100% POLYESTER
-4520 STEEL (3X)
-5955 FAIRWAY

**FA60 | RESERVE**  $58.00
96% POLYESTER / 4% SPANDEX
-4520 STEEL

**AE16 | BERKSHIRE**  $70.00
88% POLYESTER / 12% SPANDEX
-4520 STEEL / BUZZ

**AE21 | MARATHON**  $60.00
95% POLYESTER / 5% SPANDEX
-5933 FAIRWAY (3X)

**AE33 | CONTENDER**  $60.00
95% POLYESTER / 10% TENCEL / 5% SPANDEX
-5933 FAIRWAY
-7732 BUZZ

**AE35 | HYANNIS**  $56.00
51% COTTON / 49% POLYESTER
-5933 FAIRWAY

**AM16 | LUXE**  $76.00
52% COTTON / 45% POLYESTER / 3% SPANDEX
-0100 CARBON / BLACK (3X)

**FA67 | MAYWOOD**  $64.00
96% POLYESTER / 4% SPANDEX
-1000 WHITE

**FA20 | DUNEDO**  $64.00
91% POLYESTER / 9% SPANDEX TERRY
-4520 STEEL

**FA65 | GATEVIEW**  $68.00
94% POLYESTER / 6% SPANDEX
-5955 FAIRWAY

*ALL STYLES COME IN SIZES S-3X. SELECTED STYLE / COLORS ARE ALSO AVAILABLE IN SIZE 3X WHERE NOTED.*
**Denim, Carbon & Black**

**Spring 2020 Men’s Fashion Collection**

**MARATHON**  
AE21-4430 Denim

**CONTENDER**  
AE33-4430 Denim

**MIRANDO**  
FA71-1000 White

**BERKSHIRE**  
AE06-4430 Denim / Steel

**PENDELTON**  
FA36-4430 Denim

**GATEVIEW**  
FA65-4430 Denim

**RESERVE**  
FA60-4430 Denim

**LUXE**  
AM16-0400 Carbon

*Pants and shoes courtesy of FootJoy
Essentials

AHEAD’s on-course core apparel collection is built of styles & colors that will last for a few seasons, while also helping to support the seasonal fashion color stories.

1. The Contender - AE33
2. The Hyannis - AE35
3. The Bourne - QD76
4. The Fairway - QD62
5. The Hyannis - AE35
6. The Fairway - QD62
7. The Fairway - QD62
8. The Contender - AE33
### Essentials

#### FAIRWAY

QD62: 100% POLYESTER

![Color Options](image1)

- $1\text{ RED}$
- $9110 \text{ CONCORD}$
- $3922 \text{ CAYENNE}$
- $7430 \text{ SUNFLOWER}$
- $5955 \text{ FAIRWAY}$
- $1 \text{ LAPS}$
- $4430 \text{ DENIM}$
- $4661 \text{ AMLT}$
- $9 \text{ WHITE}$

**Price:** $49.00

#### BOURNE

QD76: 100% POLYESTER

![Color Options](image2)

- $4870 \text{ LAPS}$
- $4520 \text{ STEEL}$
- $3922 \text{ CAYENNE}$
- $5955 \text{ FAIRWAY}$
- $4430 \text{ DENIM}$
- $4001 \text{ TRUE NAVY}$
- $9 \text{ WHITE}$

**Price:** $59.00

#### CONTENDER

AE33: 85% POLYESTER / 10% TENCEL / 5% SPANDEX

![Color Options](image3)

- $5955 \text{ FAIRWAY}$
- $4430 \text{ DENIM}$
- $6673 \text{ TROPICANA}$
- $7752 \text{ BUZZ}$
- $4000 \text{ CARBON}$

**Price:** $60.00

#### MARATHON

AE21: 95% POLYESTER / 5% SPANDEX

![Color Options](image4)

- $3000 \text{ WHITE/RED/TRUE NAVY}$
- $4430 \text{ WHITE/DENIM/STEEL}$
- $5955 \text{ WHITE/FAIRWAY/STEEL}$

**Price:** $60.00

#### HYANNIS

AE35: 51% COTTON / 49% POLYESTER

![Color Options](image5)

- $5955 \text{ FAIRWAY}$
- $4430 \text{ DENIM}$
- $6673 \text{ TROPICANA}$

**Price:** $56.00

#### WESTFORD

AE03: 100% SPIN DYE POLYESTER

![Color Options](image6)

- $3000 \text{ RED}$
- $4490 \text{ TOUR BLUE}$
- $4000 \text{ NAVY}$

**Price:** $32.00

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All styles come in sizes S-3XL. Selected styles/color are also available in size 3XL where noted.
**Midlayer**

1. **ADVANTAGE**
   - AJ15: 88% POLYESTER / 12% SPANDEX
   - Color Options: BLACK, CARBON, TRUE NAVY, PORT
   - Price: $74.00

2. **BERKSHIRE**
   - AE06: 88% POLYESTER / 12% SPANDEX PEACHED TERRY
   - Color Options: BLACK / WHITE / TRUE NAVY / STEEL / LAPIS / CAPRI
   - Price: $70.00

3. **OLYMPIA**
   - AJ16: 92% POLYESTER / 8% SPANDEX
   - Color Options: TRUE NAVY / WHITE / BLACK / LAPIS / CARBON
   - Price: $76.00

All styles come in sizes S to 3X. Selected style / colors are also available in size 3X where noted.
Midlayer

1. SHERWOOD
   AM07: 92% POLYESTER / 8% SPANDTEX FRENCH TERRY
   4300 STEEL / WHITE
   0100 BLACK / LAPIS
   4101 TRUE NAVY / RED
   3904 PORT / CARBON
   $72.00

2. MORRISON
   AM09: 96% POLYESTER / 4% SPANDTEX BRUSHED JERSEY
   4101 TRUE NAVY
   0100 BLACK
   $68.00

3. CHAMBERS
   AM08: 100% POLYESTER
   4000 TRUE NAVY
   0100 BLACK
   0400 CARBON
   $68.00

4. EASTWOOD
   AJ01: 98% POLYESTER / 2% COTTON
   0400 CARBON / STEEL
   0100 BLACK / CARBON
   4101 TRUE NAVY / CARBON
   $68.00

5. SARATOGA
   AJ07: 100% POLYESTER
   4101 TRUE NAVY
   0100 BLACK
   0400 CARBON HEATHER
   $76.00

6. LUXE
   AM16: 52% COTTON / 45% POLYESTER / 3% SPANDTEX
   4400 DENIM / BLACK
   0100 CARBON / BLACK
   0400 CARBON / HEATHER
   $76.00

7. MONTGOMERY
   AM06: 100% POLYESTER
   0400 CARBON
   4101 TRUE NAVY
   0100 BLACK
   $76.00

8. IRONWOOD
   AJ10: 100% POLYESTER KNIT FLEECE
   0100 BLACK
   4101 CARBON
   $68.00

ALL STYLES COME IN SIZES S-2X. SELECTED STYLE / COLORS ARE ALSO AVAILABLE IN SIZE 3X WHERE NOTED.
Outerwear

1. CHESHIRE
   AE13: 100% MICRO POLYESTER
   - 4000 NAVY
   - 0100 BLACK
   $72.00

2. SUMMIT
   OD15: 100% POLYESTER
   - 0400 CARBON / TRUE NAVY / WHITE
   - 4101 TRUE NAVY / RED / WHITE
   - 0100 BLACK / CARBON / WHITE
   - 1000 WHITE / TRUE NAVY / CARBON
   $76.00

3. DANVILLE
   AE16: FRONT: 93% NYLON / 10% POLYESTER  BACK: 93% POLYESTER / 7% SPANDEX
   - 0400 CARBON
   - 4101 TRUE NAVY
   - 0100 BLACK
   $76.00

4. ATHENS
   AE17: 100% MICRO POLYESTER
   - 0400 CARBON / CARBON / MATTE METALLIC SILVER TRIM
   - 4870 LAPIS / CARBON / MATTE METALLIC SILVER TRIM
   - 0100 BLACK / CARBON / MATTE METALLIC SILVER TRIM
   - 4101 TRUE NAVY / CARBON / MATTE METALLIC SILVER TRIM
   $70.00

All styles come in sizes S-5X. Selected style/color options also available in size 3X where noted.
1. **CONVENTRY**
   - AE15: FRONT: 90% NYLON / 10% POLYESTER  BACK: 93% POLYESTER / 7% SPANDEX
   - Sizes: -0400 CARBON / -0100 BLACK
   - Price: $70.00

2. **FITCHBURG**
   - MOD1: 100% POLYESTER
   - Colors: -0101 TRUE NAVY / CARBON / -0400 CARBON / BLACK / -0100 BLACK / CARBON
   - Price: $64.00

3. **CAMPBELL**
   - AM01: 100% POLYESTER
   - Colors: -0101 TRUE NAVY / CARBON / -0400 CARBON / BLACK / -0100 BLACK / CARBON / -3594 POLO / CARBON
   - Price: $72.00

4. **LEVEILLE**
   - AM04: 100% POLYESTER
   - Colors: -0100 BLACK / -4101 TRUE NAVY
   - Price: $76.00

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**ALL STYLES COME IN SIZES S-2X. SELECTED STYLE / COLORS ARE ALSO AVAILABLE IN SIZE 2X WHERE NOTED.**
**T-Shirts**

**1 INSTANT CLASSIC**
TS57: 50% POLYESTER / 25% COTTON / 25% RAYON

$27.00

- 4220 BEACON BLUE
- 6340 NEWPORT ORANGE
- 5340 MEADOW
- 3400 MAUVE
- 5700 CACTUS
- 4330 LAGOON
- 1202 VANILLA BEAN
- 3560 CANVAS RED
- 4410 TRUE ROYAL
- 4520 STEEL BLUE
- 0800 SMOKE
- 0770 STORM
- 1911 WHITE FLECK
- 5530 MINT

**2 GENERATION TEE**
GT10: 60/40 COTTON / POLYESTER PRE-SHRUNK JERSEY

$27.00

- 0100 PAINT IT BLACK
- 4530 BLUE SLIDE SHOES
- 4430 POLY WASH PINEWOOD BLUE
- 3770 RUBY TUESDAY
- 0180 TOUCH OF GREY

**3 FORECASTLE**
AS38: 100% COMBED COTTON

$26.00

- 3660 DK POMEGRANATE
- 5950 OLIVE
- 6420 CANTALOPE
- 4920 STERLING
- 1000 WHITE
- 0150 COAL
- 401 TRUE NAVY

- 3955 FAIRWAY

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All styles come in sizes S-2X. Selected style / colors are also available in size 2X where noted.
Youth T-Shirts

1
MILLS YOUTH TEE
FY01: 100% RING SPUN COMBED COTTON
(S: 6-7 / M: 8-9 / L:10-12 / XL:13-16)
$18.00
-4 RED
-380 DAHLIA
-1 WHITE
-3 NAVY
-2 OXFORD
-5 CAROLINA BLUE

Men’s Shorts

2
MASHPEE
PSB4: 95% POLYESTER / 5% SPANDEX SOLID WOVEN
$63.00
-1 WHITE
-2 STONE
-2300 KHAKI
-3 NAVY
-0790 PLATINUM
-4 BLACK

3
THE STERN
AC10: 100% COTTON
$63.00
-2235 LINEN
-4555 REGENT

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PLEASE NOTE: The sizes listed below are for body measurements, not garment measurements.

MEN’S FIT GUIDE

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CHEST/WAIST: Measure the fullest part & across the shoulder blades
WAIST: Measure around the natural waistline