

# AME &

2018 PRODUCT GUIDE





# MADE IN THE USA

## AM&E IS PROUD TO BE PART OF THE PGA RETIREMENT PLUS PROGRAM



We believe that the health of the golf industry connects firmly to the success of the men and women who make up the PGA of America. If you are a participant, please contact your AM&E Sales Representative or customer service at 800-528-6480 to learn more about the benefits that we are offering and to obtain a registration form.

*The PGA name, logos, and marks are a trademark of The Professional Golfers' Association of America.*



**Our mission is as simple as golf is challenging: We support your brand on head covers and golf accessories through creative designs, quality construction, and personal service.**

AM&E's vision is to become the world's preferred head cover and golf accessory manufacturer and to take our Made in the USA products to golfers around the world.

Jack Gaffney began manufacturing custom head covers in his garage in 1969, creating unique golf products with a focus on quality and innovation. Now in our fifth decade of business, AM&E is still a Gaffney family operation, with Travis Gaffney, Jack's son, carrying on the legacy as the president and "chief innovator". What began in the family garage now operates in a 20,000-square-foot state-of-the-art manufacturing facility in Tempe, Arizona. The scale of the business has changed, and the reputation has grown to international renown, but the commitment to quality and innovation have been unwavering.

With this edition of AM&E's Product Guide, you will find a wide selection of the finest head covers, putter covers and golf accessories available. Our goal is to aid and support you in selecting and personalizing high quality AM&E golf accessories that will generate sales for your shop, commemorate your event, and always elegantly showcase your brand in a manner that leaves a lasting and positive impression.

We pride ourselves on our personal service, so please do not hesitate to contact us directly with any questions or to place an order. We genuinely look forward to hearing from you.

Sincerely,  
The Gaffneys and the entire AM&E Family  
**1-800-528-6480** | [sales@amegolf.net](mailto:sales@amegolf.net)

YANKEE GENUINE LEATHER

## 1) CHOOSE A STYLE

Yankee Standard  
Yankee "X"  
Yankee Slash



**YANKEE STANDARD**  
YDX-500 (DRIVER)  
YFX-500 (FAIRWAY)  
YH-500 (HYBRID)



**YANKEE SLASH**  
YDS-500 (DRIVER)  
YFS-500 (FAIRWAY)  
YHS-500 (HYBRID)



### YANKEE "X"

YDX-500 (DRIVER)  
YFX-500 (FAIRWAY)  
YHX-500 (HYBRID)

### FEATURES

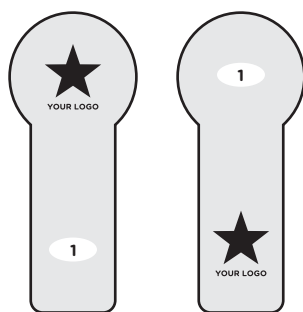
- Fade-resistant, hand-selected genuine leather
- 2" gathered back panel for secure fit
- Faux sheep StetchFur® liner protects and adjusts to club head

## 2) CHOOSE A COLOR: GENUINE LEATHER



## 3) CHOOSE A LAYOUT OPTION

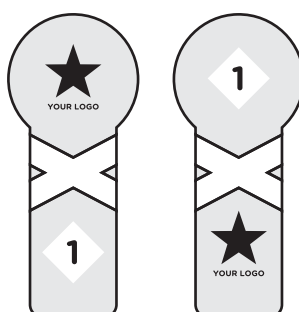
### YANKEE STANDARD



L1 L2

Your Logo  
Number in Oval

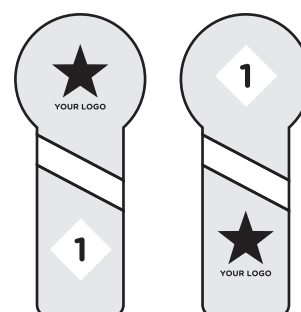
### YANKEE "X"



L1 L2

Your Logo  
"X" accent  
in black or white  
Number in Diamond

### YANKEE SLASH



L1 L2

Your Logo  
Slash accent  
in black or white  
Number in Diamond

## ACCENTS

### CUSTOMIZATION

We don't mass produce anything. Each of our products is custom crafted to your specifications, so you get exactly the product you want in the style and color you want. To order your custom Yankee genuine leather head covers or other products, call your sales rep or our customer service line.

### NUMBERING

OLD ENGLISH (for all styles except "Standard")

1234567 X H

SERIF (for "Standard" style circled number)

1234567 X H

# VICTOR

## 1) CHOOSE A STYLE

- Victor Slash
- Victor Standard
- Victor "V"
- Victor Vintage
- Victor Club
- Victor Badge



### VICTOR SLASH

VDS-100 (DRIVER)  
VFS-100 (FAIRWAY)  
VHS-100 (HYBRID)

### FEATURES

- Promessa Ultraleather™ holds its color, has a subtle pebbled texture and is very durable
- 2" gathered back panel creates a secure fit
- Faux sheep StetchFur® liner protects and adjusts to club head



### VICTOR STANDARD

VD-100 (DRIVER)  
VF-100 (FAIRWAY)  
VH-100 (HYBRID)



### VICTOR "V"

VDV-100 (DRIVER)  
VVF-100 (FAIRWAY)  
VHV-100 (HYBRID)



### VICTOR VINTAGE

VDI-100 (DRIVER)  
VFI-100 (FAIRWAY)  
VHI-100 (HYBRID)



### VICTOR CLUB

VDC-100 (DRIVER)  
VFC-100 (FAIRWAY)  
VHC-100 (HYBRID)



### VICTOR BADGE

VDB-100 (DRIVER)  
VFB-100 (FAIRWAY)  
VHB-100 (HYBRID)

## 2) CHOOSE A COLOR: PROMESSA® ULTRALEATHER™



## 3) CHOOSE A LAYOUT OPTION

STANDARD	SLASH, "V", VINTAGE	CLUB	BADGE
<p>L1</p> <p>L2</p> <p>Your Logo Number in Oval</p>	<p>L1</p> <p>L2</p> <p>Your Logo Slash or "V" accent in black or white Number in Diamond</p>	<p>L1</p> <p>L2</p> <p>Your Logo Embroidered double stripe in club colors Number Uncontained</p>	<p>L1</p> <p>Your Club Icon embroidered in Diamond Black or white slash Number Uncontained</p>

## ACCENTS

### CUSTOMIZATION

We don't mass produce anything. Each of our products is custom crafted to your specifications, so you get exactly the product you want in the style and color you want. To order your custom Victor head covers or other products, call your sales rep or our customer service line.

### NUMBERING

OLD ENGLISH (for all styles except "Standard")

1234567 X H

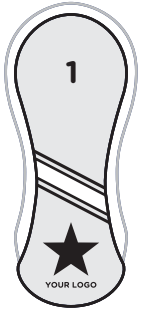
SERIF (for "Standard" style)

1234567 X H

# REVERB™ PREMIER

## 1) CHOOSE A LAYOUT

Top Number  
Bottom Number



REVERB PREMIER  
TOP NUMBER



REVERB PREMIER  
BOTTOM NUMBER



### REVERB™ PREMIER BOTTOM NUMBER

RDP-201 (DRIVER)  
RFP-201 (FAIRWAY)  
RHP-201 (HYBRID)

STRETCH  
FUR®  
PATENT 6095214  
PATENT D650027

### REVERB™ PREMIER SDP-201

## FEATURES

- Embroidered two-tone number with matching accent stripes
- 3-panel patented design for the perfect fit
- Patented fish mouth entry for easy on and off
- Faux sheep StetchFur® liner protects and adjusts to club head



## 2) CHOOSE A MATERIAL & COLOR

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### ULTRALEATHER™ PLUS



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**ULTRALEATHER™** Neon colors also available. See full swatch library in the back of this product guide.



### PELTON



## ACCENTS

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### CUSTOMIZATION

Embroidered accent stripe and number may be any thread color of your choosing.

We don't mass produce anything. Each of our products is custom crafted to your specifications, so you get exactly the product you want in the style and color you want. To order your custom Reverb Premier head covers or other products, call your sales rep or our customer service line.

### NUMBERING

SERIF (for "Premier" style)

**12345679HX**

# REVERB™ RACER

## 1) LAYOUT



REVERB RACER  
BOTTOM NUMBER



### REVERB™ RACER BOTTOM NUMBER

RDA-302 (DRIVER)  
RFA-302 (FAIRWAY)  
FHA-302 (HYBRID)

**STRETCH  
FUR®**  
PATENT 6095214  
PATENT D650027

### FEATURES

- 3-panel patented design for the perfect fit
- Patented fish mouth entry for easy on and off
- Faux sheep StetchFur® liner protects and adjusts to club head

## 2) CHOOSE A MATERIAL & COLOR

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### ULTRALEATHER™ PLUS



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**ULTRALEATHER™** Neon colors also available. See full swatch library in the back of this product guide.



### PELTON



## ACCENTS

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### CUSTOMIZATION

We don't mass produce anything. Each of our products is custom crafted to your specifications, so you get exactly the product you want in the style and color you want. To order your custom Reverb Racer head covers or other products, call your sales rep or our customer service line.

### NUMBERING

SANS SERIF (for "Racer" style)

**12345679HX**

# REVERB™ STANDARD

## 1) CHOOSE A LAYOUT

Top Number  
Bottom Number



REVERB STANDARD  
TOP NUMBER



REVERB STANDARD  
BOTTOM NUMBER



### REVERB™ STANDARD BOTTOM NUMBER

RD-300 (DRIVER) | RF-300 (FAIRWAY) | RH-300 (HYBRID)

### FEATURES

- AM&E's original headcover design
- 3-panel patented design for the perfect fit
- Patented fish mouth entry for easy on and off
- Faux sheep StetchFur® liner protects and adjusts to club head

STRETCH  
FUR®  
PATENT 6095214  
PATENT D650027

## 2) CHOOSE A MATERIAL & COLOR

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### ULTRALEATHER™ PLUS



### ULTRALEATHER™ Neon colors also available. See full swatch library in the back of this product guide.



### PELTON



## ACCENTS

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### CUSTOMIZATION

Embroidered number may be any thread color of your choosing.

We don't mass produce anything. Each of our products is custom crafted to your specifications, so you get exactly the product you want in the style and color you want. To order your custom Reverb Standard head covers or other products, call your sales rep or our customer service line.

### NUMBERING

More numbers are available. Contact customer service for details.



# UNIVERSAL LARGE MALLET



## UNIVERSAL LARGE MALLET

UML-302



### FEATURES

- Innovative and functional design (Design Patent Pending)
- Slide closure accommodates right-handed, left-handed, and center-shafted putters (Utility Patent Pending)
- Fits most large mallet putters



## 1) CHOOSE A MATERIAL & COLOR

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### ULTRALEATHER™ PLUS



WHITE  
200



BLACK  
201



FLINT  
205



ICE  
216



OCEAN  
203



PEAR  
208



PLUM  
214



MELON  
213



BERRY  
202



FIRE  
210

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**ULTRALEATHER™** Neon colors also available. See full swatch library in the back of this product guide.



WHITE  
300



BLACK  
301



GRAY  
305



STEER HIDE  
320



LASSO  
307



BEIGE  
306



ORANGE  
310



KELLY  
308



FOREST  
304



NAVY  
303



BURGUNDY  
309



RED  
302



SASSY  
312

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### PELTON



WHITE  
600



BLACK  
601



CHARCOAL  
620



ESPRESSO  
607



NAVY  
603



RED  
602

# STANDARD & SNAP-FIT™

## STANDARD HOOK & LOOP CLOSURE

SD-210 (STANDARD)

## MID-MALLET HOOK & LOOP CLOSURE

MA-210  
(MID MALLET STANDARD)



## STANDARD SNAP-FIT™ MAGNETIC CLOSURE

SF-303 (SNAP-FIT™ STANDARD)

## MID-MALLET SNAP-FIT™ MAGNETIC CLOSURE

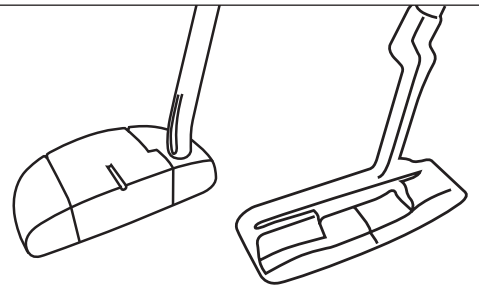
SM-303 (SNAP-FIT™ MID MALLET STANDARD)



PATENT D624619S  
PATENT D624980S  
PATENT D624618S

## FEATURES

- AM&E's design is the industry standard
- Hook & Loop closure secures cover to shaft
- Patented Snap-Fit™ magnetic closure is quiet and efficient — magnets will not shift or tear through material
- Both closure styles available in standard or mid-mallet size





## 1) CHOOSE A MATERIAL & COLOR

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### ULTRALEATHER™ PLUS



### ULTRALEATHER™ Neon colors also available. See full swatch library in the back of this product guide.



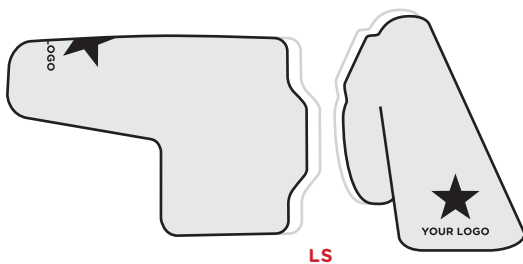
### PELTON



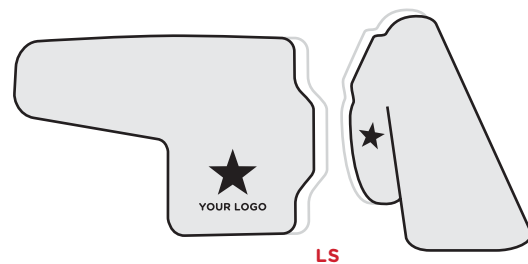
## 2) CHOOSE A LAYOUT OPTION

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### YOUR LOGO ON TOP



### YOUR LOGO ON SIDE



# DISPLAY

**4-TIER,  
12-PRONG**  
DUT



**3-TIER,  
9-PRONG**  
DUN



**2-TIER,  
6-PRONG**  
DUS



## INCREASE SALES AND ENSURE SELL-THROUGH OF YOUR AM&E PRODUCT WITH OUR DISPLAY

- 4-tier, 12-prong unit is perfect for showing a set of 3 head covers and a matching putter cover
- 3-tier, 9-prong unit is ideal for presenting head covers and/or putter covers
- 2-tier, 6-prong unit is an excellent way to showcase putter covers



# SHOE BAG



**STANDARD SHOE BAG**

SB-602



**VINTAGE SHOE BAG**

SBY-603

## FEATURES

- Durable Peloton construction
- Drawstring closure with convenient carry handles
- Acrylic fur liner and nylon divider offer maximum protection

## PELTON



WHITE  
600

BLACK  
601

CHARCOAL  
620

ESPRESSO  
607

NAVY  
603

RED  
602

# POUCHES & BAGS



**TWO-TONE DRAWSTRING BAG**  
(5.5" x 8")  
DBT-300



**VINTAGE DRAWSTRING BAG**  
(5.5" x 8")  
DBI-301

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## DRAWSTRING BAG

- AM&E's drawstring bag embodies quality and functionality
- Drawstring closure with fleece lining and an inner pocket
- Available in Ultraleather™, Ultraleather™ Plus and Promessa™

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## NEW! BAG TAG

- Available in Ultraleather™, the ideal material for look and function
- Easy-to-use D-ring fastener
- Perfect size to hang on golf bag, luggage or briefcase

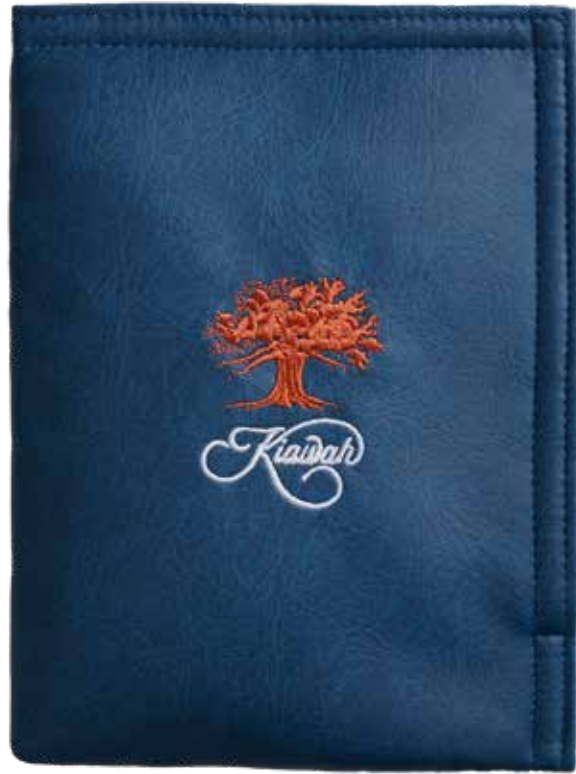
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## VALUABLES POUCH

- Available in Ultraleather™ and nylon, both with soft fur liner
- Easy-access Hook & Loop closure
- Large enough to hold cell phone, glasses, watch, keys



**BAG TAG**  
(3.25" x 4.25")  
BT-302



**VALUABLES POUCH**  
(6.5" x 9")  
VA-203

**PROMESSA® ULTRALEATHER™**



**ULTRALEATHER™ PLUS**



**ULTRALEATHER™**



# MICROFIBER TOWELS



**SPORT**  
(16" x 40")  
MS-800

**OPEN FOLD**  
(16" x 24")  
MO-800

**CLASSIC**  
(16" x 24")  
MC-800

## FEATURES

- Inspired by tour players and caddies
- Choose from 9 towel colors and 11 border colors

## FABRIC COLORS



## CUSTOM TRIM COLORS



# HYDRO GRIP TOWELS



**SPORT**  
(16" x 40")  
MS-901

**CLASSIC**  
(16" x 24")  
MC-901

**OPEN FOLD**  
(16" x 24")  
MO-901

## FEATURES

- Super absorbent, lightweight, premium microfibers
- Weave is designed for optimal logo presentation
- Choose from 8 colors accented by 11 border colors

## FABRIC COLORS



WHITE 900	BLACK 901	GRAY 905	NAVY 903	ROYAL BLUE 911	TEAL 916	PINK 913	RED 902
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## CUSTOM TRIM COLORS



RED	ORANGE	YELLOW	GREEN	BLUE	PURPLE	PINK	NEON GREEN	BLACK	SILVER	WHITE
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# PERSONALIZATION



## Personalization takes each AM&E product to the next level

Products can be personalized at the individual level or at the event level, where every golfer at a member/guest event, for example, receives a product customized with the club's colors, logo, and event name and date. Our standard personalization options include a variety of fonts and material choices, and we're happy to accommodate custom requests, as well.



FONT STYLES

Full Block

Old English

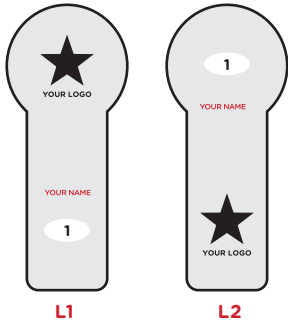
Block Script

Brush Script

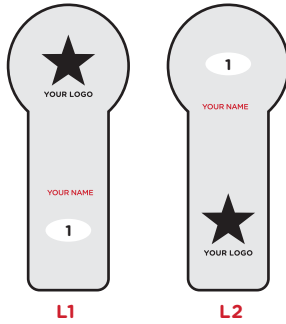
MONOGRAM STYLES



Yankee Standard



Victor Standard



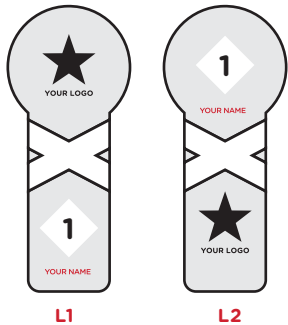
Reverb Premier



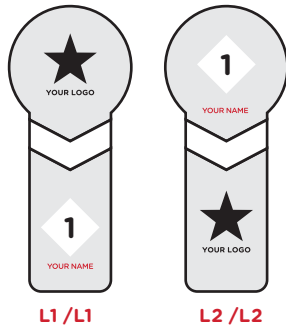
Large Mallet



Yankee "X"



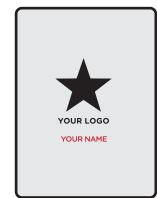
Victor Slash, "V", Vintage, Club



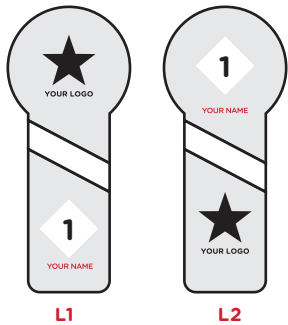
Reverb Racer



Valuables Pouch



Yankee Slash



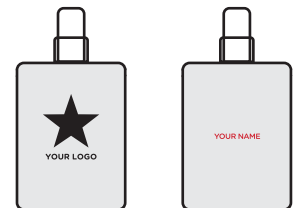
Victor Badge



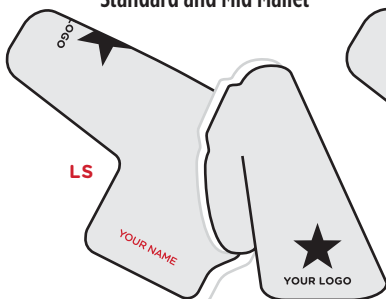
Reverb Standard



Bag Tag



Standard and Mid Mallet



Drawstring Bag



Shoe Bag



# CUSTOM LAYOUTS

## SCATTERED LOGO COVER

Showcase your brand by making it stand out in this scattered design



## SIGNATURE HOLE COVER

One of our most attractive designs, this layout captures the beauty of your most celebrated hole through stunning embroidery on almost any of our products

## CLUBHOUSE COVER

Reproduce and highlight the distinctive architecture from your clubhouse or a monument that is unique to your property



## FULL COVERAGE COVER

Utilize the entire surface by putting bold, oversized graphics, textured stitching, or custom logos on multiple locations. This application is what AM&E is known for.

Minimums apply to all custom layouts



## DO YOU HAVE AN UPCOMING EVENT?

- Deliver an impressive player gift, within budget and on time
- No event is too large, too small, or too soon
- Making things happen is our forte
- Call us at **800-528-6480** or your local AM&E Sales Representative

## GENUINE LEATHER



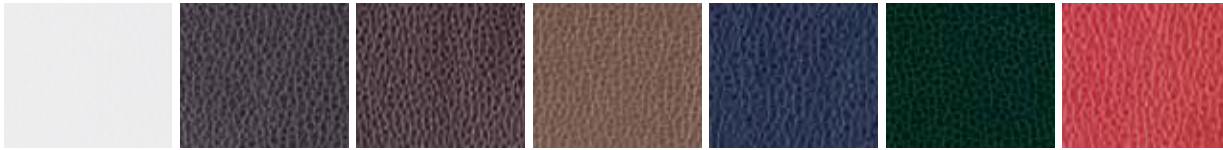
## ULTRALEATHER™ PLUS



## ULTRALEATHER™



**PROMESSA® ULTRALEATHER™**



SNOW  
100

EBONY  
101

CHOCOLATE  
107

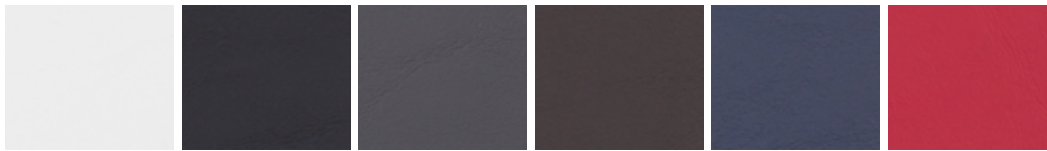
CIGAR  
106

MIDNIGHT  
103

HUNTER  
104

CHERRY  
102

**PELTON**



WHITE  
600

BLACK  
601

CHARCOAL  
620

ESPRESSO  
607

NAVY  
603

RED  
602

**WOVEN POLYESTER**



WHITE  
1000

BLACK  
1001

GRAY  
1005

BROWN  
1007

BEIGE  
1006

YELLOW  
1012

ORANGE  
1010



FOREST  
1004

TEAL  
1016

NAVY  
1003

ROYAL  
1011

PURPLE  
1014

BURGUNDY  
1009

RED  
1002

**STRETCHFUR®**



WHITE  
700

BLACK  
701

GRAY  
705

BEIGE  
706

SHEEP  
721

ORANGE  
710

YELLOW  
712



LIME  
715

FOREST  
704

NAVY  
703

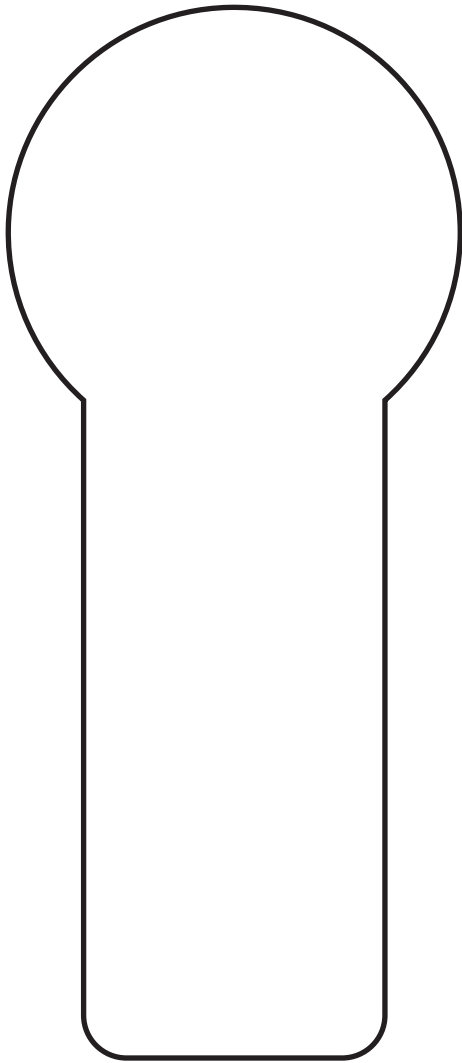
BURGUNDY  
709

RED  
702

PUNCH  
713

CHECKS  
722

# SKETCH YOUR IDEA



- YANKEE
- VICTOR



- REVERB™ PREMIER
- REVERB™ RACER
- REVERB™ STANDARD

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**AM&E HAS A CREATIVE AND EXPERIENCED ART TEAM TO HELP BRING YOUR VISION TO FRUITION – WE LOOK FORWARD TO MAKING YOUR IDEAS A REALITY!**  
**FAX YOUR SKETCH TO 800-554-7554**

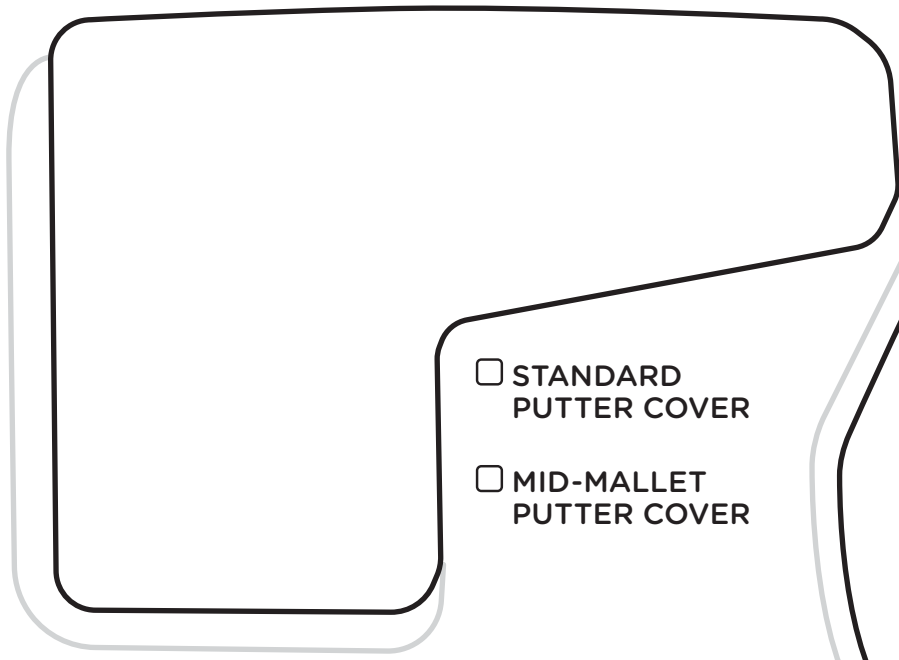
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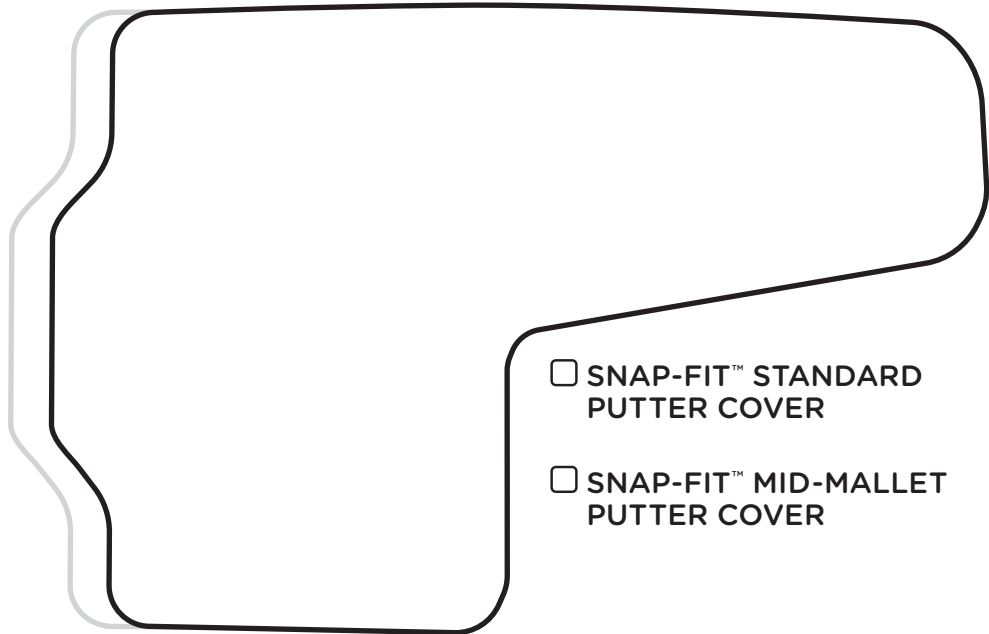


SIDE VIEW

- STANDARD PUTTER COVER
- MID-MALLET PUTTER COVER

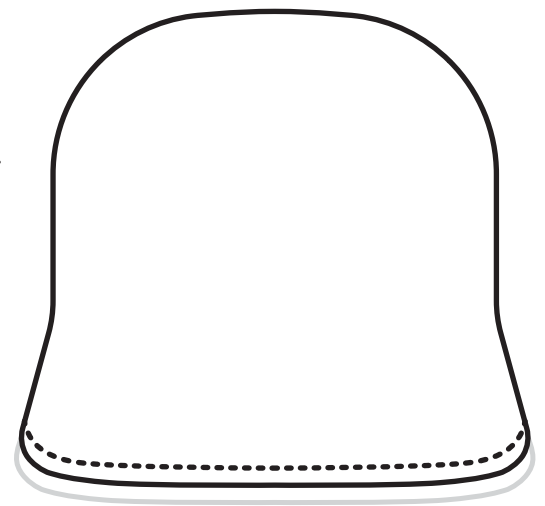


TOP VIEW



SIDE VIEW

- SNAP-FIT™ STANDARD PUTTER COVER
- SNAP-FIT™ MID-MALLET PUTTER COVER



LARGE MALLET

SKETCH YOUR IDEA



THE HIGHEST  
QUALITY  
SINCE 1969



MADE IN THE  
**USA**