

Titleist[®]
#1 ball in golf.[®]

2019 GOLF BALL CATALOG



The Most Trusted Ball in Golf

In golf and in business, it's wise to choose a strong partner. At the game's highest levels, superior product performance is what matters most.

That's why, week in and week out, more of the world's best players trust the Tour-proven performance and consistency of Titleist golf balls.

These are also the reasons why more of the world's most prominent clubs and corporations choose to associate their brand image with Titleist, the golf ball performance and quality leader.





Jordan **Spieth**



Justin **Thomas**



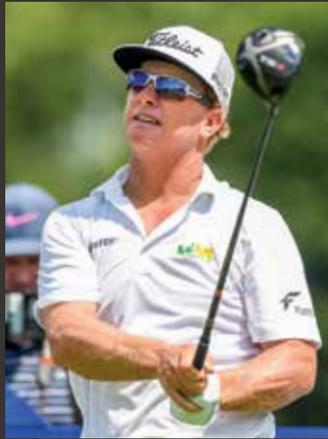
Adam **Scott**



Cameron **Smith**



Georgia **Hall**



Charley **Hoffman**



Kevin **Kisner**



David **Toms**



Bubba **Watson**



Rafa **Cabrera Bello**



Paul **Casey**



Bernhard **Langer**



Henrik **Stenson**



Tommy **Fleetwood**



Webb **Simpson**



Ariya **Jutanugarn**

WORLDWIDE BALL COUNTS AND WINS

Around the globe, Tour players insist on Titleist for low scores and leadership standings.

Titleist

Nearest Competitor

| | | |
|---|------------|-----|
| #1 WORLDWIDE BALL COUNT | 73% | 10% |
| #1 WORLDWIDE WINS | 70% | 11% |
| PGA Tour Ball Count | 72% | 11% |
| European Tour Ball Count | 72% | 11% |
| LPGA Tour Ball Count | 80% | 7% |
| Web.com Tour Ball Count | 72% | 12% |
| PGA Tour Champions Ball Count | 75% | 11% |
| Asian Tour Ball Count | 72% | 12% |
| PGA Tour Australasia Ball Count | 82% | 6% |
| China Tour Ball Count | 81% | 9% |
| Japan Golf Tour Ball Count | 58% | 23% |
| Korean PGA Tour Ball Count | 73% | 14% |
| Mackenzie Tour - PGA Tour Canada Ball Count | 64% | 12% |
| OneAsia Tour Ball Count | 72% | 12% |
| PGA Tour Latinoamérica Ball Count | 67% | 13% |
| South African Tour Ball Count | 80% | 17% |
| U.S. Amateur Championship Ball Count | 76% | 14% |
| U.S. Women's Amateur Championship Ball Count | 87% | 5% |
| NCAA Men's Division I Championship Ball Count | 73% | 19% |
| NCAA Women's Division I Championship Ball Count | 94% | 5% |
| U.S. Junior Amateur Championship Ball Count | 70% | 28% |
| U.S. Girls' Junior Championship Ball Count | 73% | 17% |

Source: Darrell Survey, Northmountain International, Sports Marketing Surveys, LTD. Based upon results through 12/31/2018.



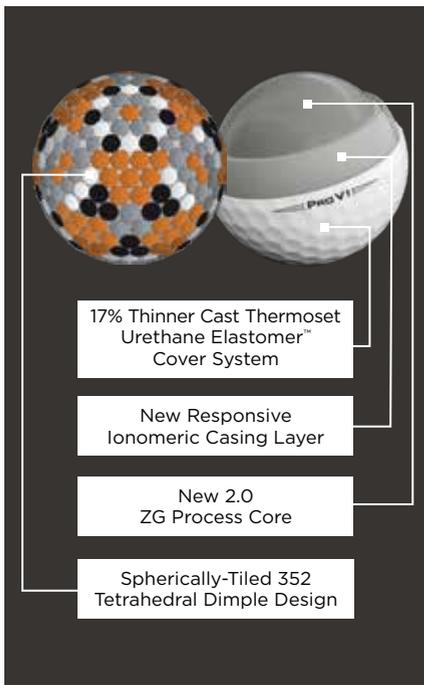
Golf Ball Models

Titleist is committed to meeting and exceeding the expectations of golfers worldwide by designing and producing golf balls of superior performance and quality that provide golfers with a competitive advantage.

From the most played and best-selling Titleist Pro V1 and Pro V1x, to the soft premium performance AVX, the high performance Tour Soft, the explosive Velocity and soft feeling DT TruSoft, Titleist offers category leading golf balls in each segment of the market to satisfy preference options like color, feel and price.

We also offer the Pinnacle line of golf balls. The high-powered Rush golf ball is built for pure distance while the low compression Soft is built for distance with an extremely soft feel.



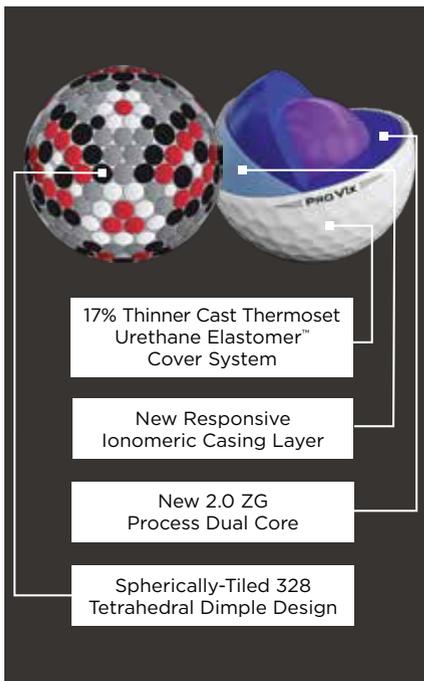


PRO V1® | NEW

For golfers looking to shoot their best scores, the Pro V1 golf ball provides total performance from tee to green with penetrating flight and very soft feel.

White golf balls are available in play numbers 1-4, 5-8 and all the same play number 00, 1-99.

NEW - High optic yellow golf balls are available in play numbers 1-4.



PRO V1X® | NEW

For golfers looking to shoot their best scores, the Pro V1x golf ball provides total performance from tee to green with high trajectory and soft feel.

White golf balls are available in play numbers 1-4, 5-8 and all the same play number 00, 1-99.

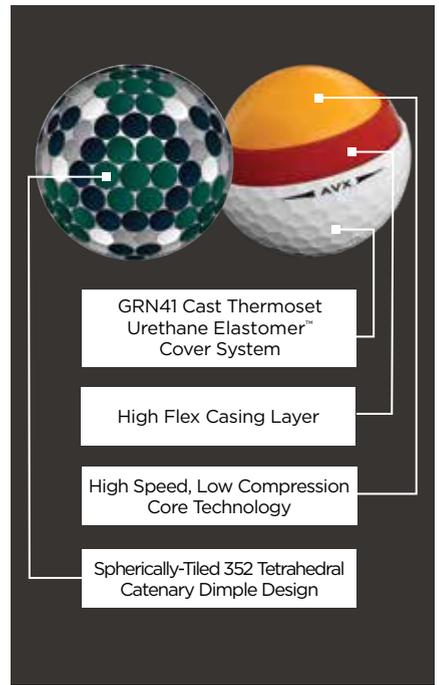
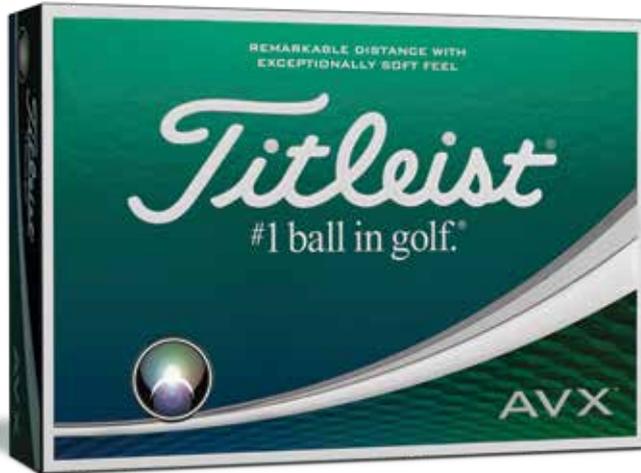
NEW - High optic yellow golf balls are available in play numbers 1-4.



AVX™

AVX is a premium performance golf ball for golfers who prioritize distance and extremely soft feel with a piercing, low ball flight.

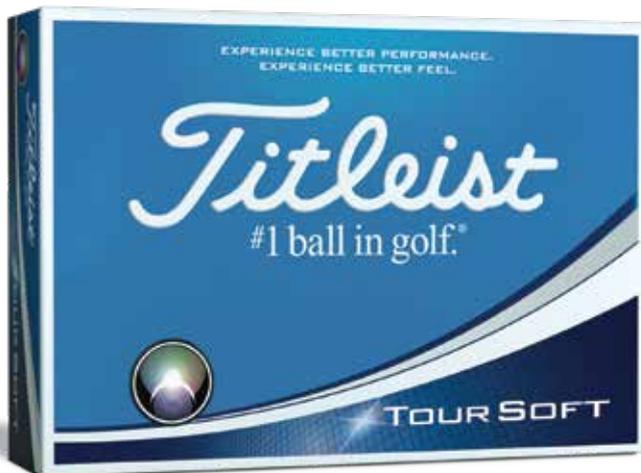
Available in white and high optic yellow.



TOUR SOFT

For golfers demanding better feel, the Tour Soft golf ball delivers category leading soft feel and a better performance experience.

Available in white and high optic yellow.

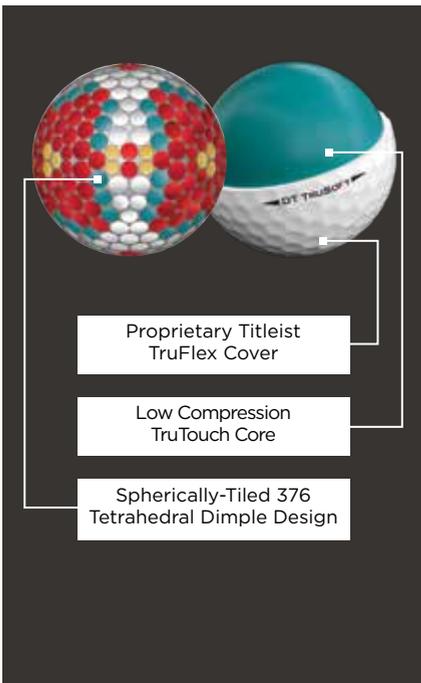
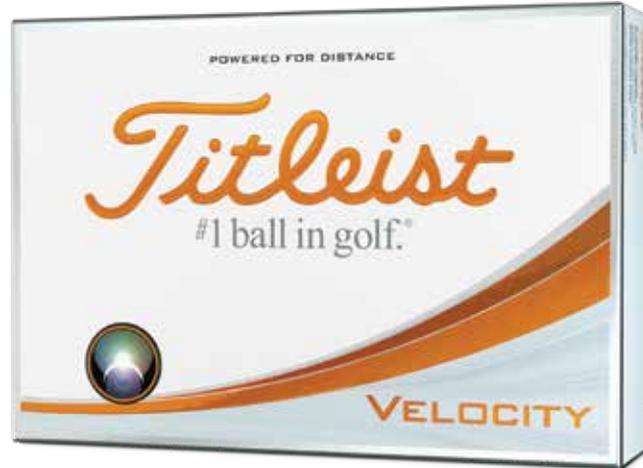




VELOCITY™

The Velocity golf ball is designed with extremely low spin to maximize distance on every shot in the bag.

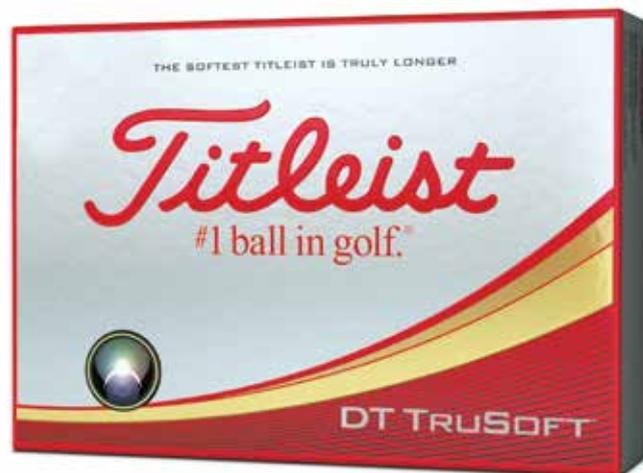
Available in white, VISI-white (play numbers 00, 22, 77, 99), orange and pink.



DT TRUSOFT™

The DT TruSoft golf ball, the softest feeling Titleist, delivers all-around performance with trusted quality and consistency.

Available in white and high optic yellow.

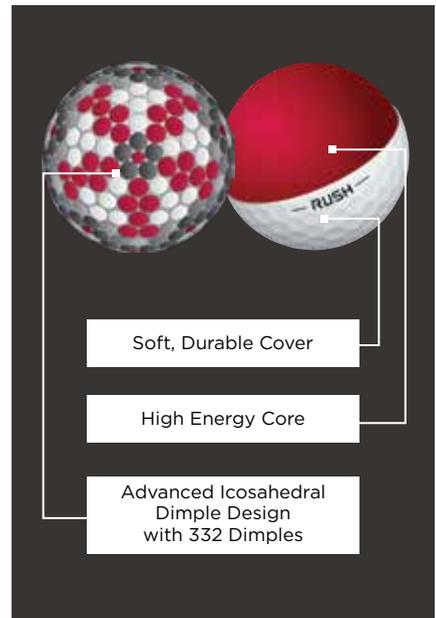


RUSH

The Pinnacle® Rush golf ball is designed to deliver extraordinary distance helping golfers of all abilities hit the ball longer.

Pinnacle Rush 15-ball packs are available for both stock and custom white or yellow golf balls.

Pinnacle Rush dozens are available for custom only with white or yellow golf balls.

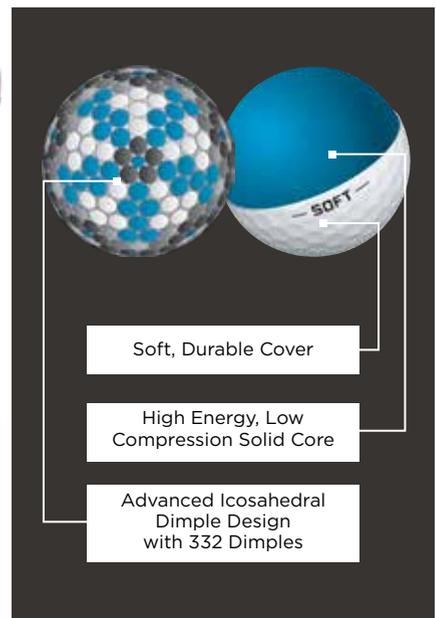


SOFT

The Pinnacle Soft golf ball is designed to be an incredibly soft, low compression golf ball to give golfers an extremely soft feel and help them hit the ball longer.

Pinnacle Soft 15-ball packs are available for both stock and custom with white golf balls/black play number, white golf balls/pink play number and pink golf balls/black play number.

Pinnacle Soft dozens are available for custom only with white golf balls/black play number.





CUSTOM
IMPRINTING

Custom Imprinting

Freedom of expression.

Bright or bold. Simple or elegant.

Classic or intricate.

From block lettering personalization,
to 5-color logos, to prize-winning
photographs, let your
imagination run wild.

At Titleist, you can be confident that
your custom logo project
will receive the creative support
and exacting color reproduction
your brand deserves.





PERSONALIZATION

- Block lettering in ALL CAPS on one pole of the golf ball
- Maximum 17 characters per line - up to 3 lines
- Imprint colors: **BLACK, BLUE, RED, GREEN** or **PINK**

| | |
|-----------|------------------------|
| Minimum | 1 dozen |
| Lead-Time | 5 business days |



DOUBLE PERSONALIZATION

- Block lettering in ALL CAPS on two poles of the golf ball
- Maximum 17 characters per line - up to 3 lines
- Imprint colors: **BLACK, BLUE, RED, GREEN** or **PINK**, same color on both poles

| | |
|-----------|------------------------|
| Minimum | 1 dozen |
| Lead-Time | 7 business days |



LOGO

- Print up to 5 PMS colors
- Up to 7/8" color logo on one pole of the golf ball

| | |
|-----------|--|
| Minimum | 12 dozen |
| Lead-Time | 5 business days from artwork approval |



DOUBLE LOGO

- Print up to 5 PMS colors on both poles
- Up to 7/8" color logo on both poles of the golf ball

| | |
|-----------|--|
| Minimum | 12 dozen |
| Lead-Time | 7 business days from artwork approval |



LOGO & PERSONALIZATION

- Color logo on one pole of the golf ball
- Personalization on the opposite pole of the golf ball

| | |
|-----------|--|
| Minimum | 12 dozen |
| Lead-Time | 7 business days from artwork approval |



PHOTOGRAPH

- Photograph is imprinted using 4-color process inks
- 7/8" color photograph on one pole of the golf ball
- High resolution, 300 ppi artwork required

| | |
|-----------|--|
| Minimum | 12 dozen |
| Lead-Time | 5 business days from artwork approval |

CUSTOM GOLF BALL GUIDELINES

KEY POINTS

- Supplying PMS (Pantone® Matching System) colors is preferred for accuracy.
- Artwork received without PMS colors will be set up to match supplied image.
- Long lines of text or text printed in light colors will not reproduce well. We suggest using dark colors and removing or stacking long text for best appearance.
- Printing capabilities are limited to 5 colors, however, we can manipulate artwork to generate multiple colors using half-tones, gradients and CMYK process inks.
- Logos/imprints on non-white golf balls are recommended in black ink.

FILE TYPES ACCEPTED

Preferred ▪ .ai ▪ .pdf ▪ .eps
 Also accepted ▪ .jpeg ▪ .bmp

PERSONALIZATION GUIDELINES

- Color Options **BLACK**, **BLUE** (PMS 287), **RED** (PMS 186), **GREEN** (PMS 350) OR **PINK** (PMS 232)
- Font **ITC KABEL DEMI**
- Text Maximum of 3 lines of text, 17 characters per line
- Print Size Personalization length will determine character size.
 Short messaging will result in larger letters.
 Long messaging will result in smaller letters.
The printing of any message is at Titleist's discretion.

REMINDERS

Maximum logo size is 7/8", approximately the size of a quarter.

Minimum quantity Logo order - 12 dozen per ball type;
 Personalization - 1 dozen

Approximate lead-time for a proof is 24-48 hours.

Production lead-time begins from date of art/credit approval.

Photographs must be 300 ppi (pixels per inch).

LOGO POSITIONS

Standard

ACL

North -Double- South



Aligns with ball type

Aligns with Titleist

Aligns on North and South poles

LOGO SIZES

Here's a quick guide to help you visualize the correct size of your logo on a golf ball, up to 7/8" maximum.

○ 1/8

○ 1/4

○ 3/8

○ 7/16

○ 1/2

○ 9/16

○ 5/8

○ 21/32

○ 11/16

○ 3/4

○ 13/16

○ 7/8

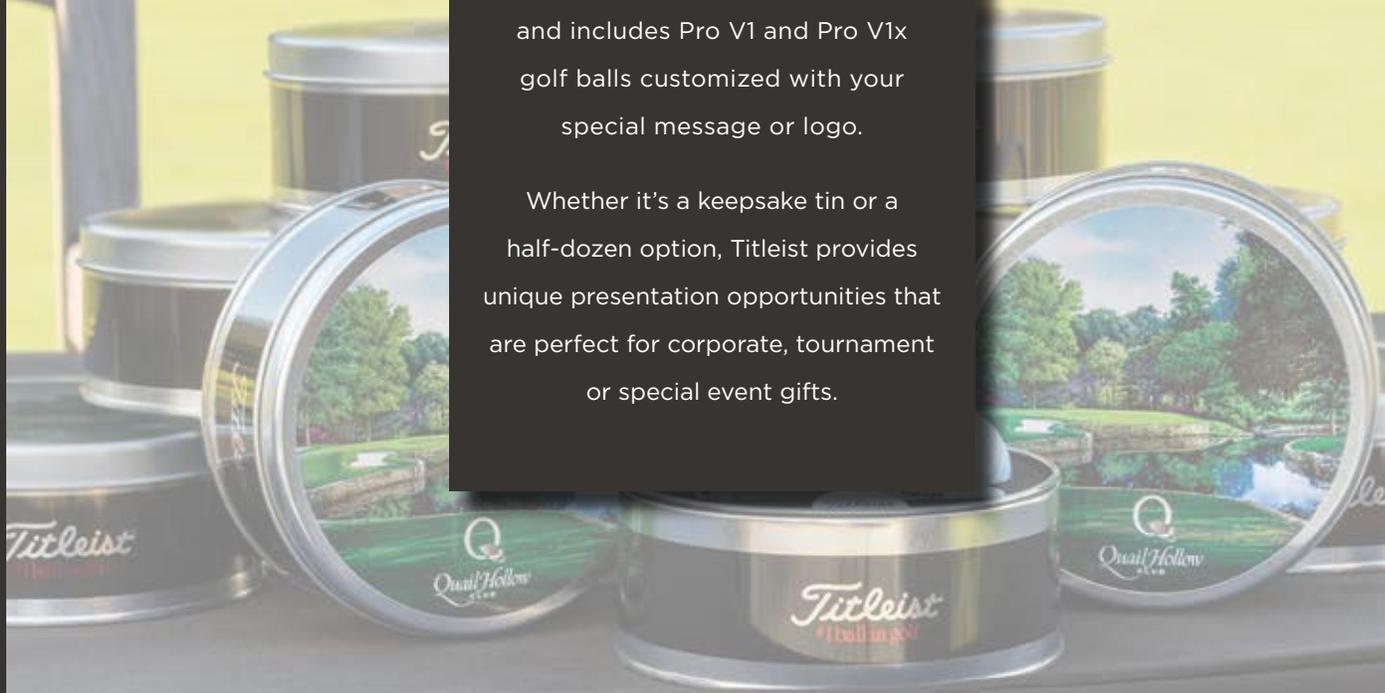


Pro V1® Collection

Titleist Pro V1 and Pro V1x golf balls, the #1 ball in golf and the #1 gift in golf, are available in distinctive gift packages for your upcoming event.

The Titleist Pro V1 Collection features an array of packaging options and includes Pro V1 and Pro V1x golf balls customized with your special message or logo.

Whether it's a keepsake tin or a half-dozen option, Titleist provides unique presentation opportunities that are perfect for corporate, tournament or special event gifts.



TITLEIST® PRO V1® AND PRO V1x® HALF-DOZENS

The Pro V1 and Pro V1x half-dozens are the perfect option for corporate, tournament or special event gifts.

- Customize golf balls with a special message, corporate logo or event logo



| | | |
|-----------|--|----------------------------------|
| Minimum | Personalization | 2 half-dozens (1 dozen) |
| | Logo | 24 half-dozens (12 dozen) |
| Lead-Time | 5 business days from artwork approval | |

TITLEIST PRO V1 AND PRO V1x VALUABLES POUCH

A great gift for keeping your valuables protected both on and off the course, this valuables pouch features a clip to attach to your golf bag or duffel.

- Includes one or two 3-ball sleeves of custom golf balls.
Available with Pro V1 or Pro V1x golf balls



| | | |
|-----------|---|------------------------------|
| Minimum | 2 Sleeves | 24 pouches (12 dozen) |
| | 1 Sleeve | 48 pouches (12 dozen) |
| Lead-Time | 10 business days from artwork approval | |

TITLEIST® PRO V1® AND PRO V1x®

TIN

A unique gift that doubles as a keepsake to hold your valuables.

- 3 Pro V1 or Pro V1x custom golf balls,
- 1 Titleist Sharpie® Mini (black),
- 1 Titleist Pro V1 ball marker
- and 5 Titleist tees



| | | |
|-----------|--------------|---|
| Minimum | Titleist Lid | 48 tins (12 dozen) |
| | Custom Lid | 96 tins (24 dozen) |
| Lead-Time | Titleist Lid | 10 business days from artwork approval |
| | Custom Lid | 15 business days from artwork approval |

TITLEIST PRO V1 AND PRO V1x

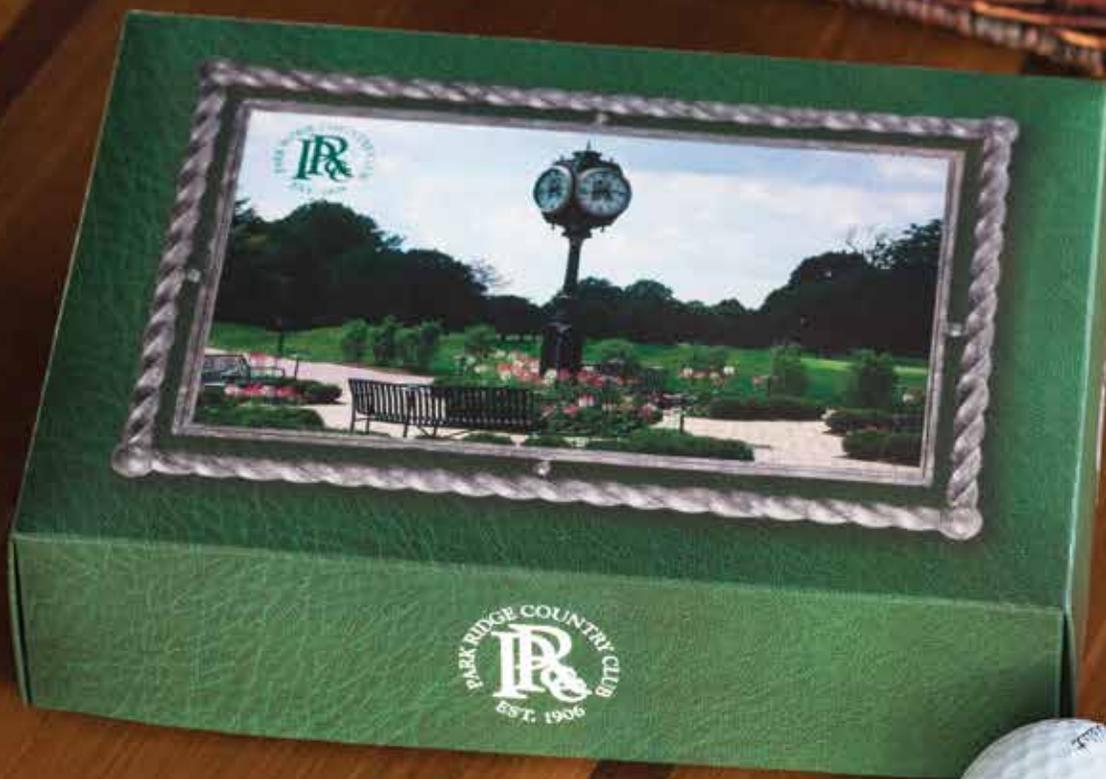
APPRECIATION BOX | NEW

Say thank you for a job well done, participation in an event or support of your organization.

- Available with 1 or 2, 3-ball sleeves of Pro V1 or Pro V1x custom golf balls.
- 1 customized note card: imprint area 2 3/4" x 1 1/2", black ink only on one side



| | |
|-----------|---|
| Minimum | 3 ball: 48 boxes (12 dozen) 6 ball: 48 boxes (24 dozen) |
| Lead-Time | 15 business days from artwork approval |



PACKAGE
BESTING YOUR BRAND AND ADAPTING
TO THE MARKET

PACKEDGE™
DOZENS



The gift of a dozen custom golf balls – as a thank you to customers, a tee prize for your next event, or a holiday gift for business associates or employees – is always welcome.

From custom dozen packaging to a simple and elegant custom wrap, custom golf balls can be personalized or branded with your company logo or business message.

Elevate the experience for your members and guests by featuring a classic clubhouse, signature hole or club logo when hosting an Invitational, Club Championship or significant milestone event.

CUSTOM BAND

| | |
|---------------|---|
| Minimum | 24 wraps (24 dozen) |
| Lead-Time | 15 business days from artwork approval |
| Color Options | black band with color logo |

CUSTOM DOZEN

| | |
|---------------|---|
| Minimum | 48 dozen |
| Lead-Time | 15 business days from artwork approval |
| Color Options | All PackEdge dozen templates |

HALF-DOZENS



Our half-dozen options are great for charity golf events. If you have a multi-day event, the half-dozen is a wonderful gift that can be handed out as a thank you at registration or as favors during the awards dinner.

Half-dozens are also perfect corporate gifts and promotional items. We have many unique offerings to help you achieve your marketing goals and show your appreciation.

HALF-DOZEN

| | |
|---------------|---|
| Minimum | 48 half-dozen (24 dozen) |
| Lead-Time | 15 business days from artwork approval |
| Color Options | All PackEdge dozen templates |

1, 2, AND 3-BALL



Celebrate your next special event in style with a 1-ball box, 2 or 3-ball sleeve. These unique configurations are popular for charity events, promotional items, birthdays, graduations, weddings, bachelor or bachelorette parties and more.

1-BALL

| | |
|---------------|---|
| Minimum | 144 boxes (12 dozen) |
| Lead-Time | 15 business days from artwork approval |
| Color Options | Any color or template |

2-BALL

| | |
|---------------|---|
| Minimum | 144 sleeves (24 dozen) |
| Lead-Time | 15 business days from artwork approval |
| Color Options | Any color, Basic or Executive template |

3-BALL

| | |
|---------------|---|
| Minimum | 96 sleeves (24 dozen) |
| Lead-Time | 15 business days from artwork approval |
| Color Options | Any color, Basic or Executive template |

2-BALL BUSINESS CARD BOX

| | |
|---------------|---|
| Minimum | 144 sleeves (24 dozen) |
| Lead-Time | 15 business days from artwork approval |
| Color Options | Any color, Basic or Executive template |

TEMPLATE OPTIONS

TEXTURE

A classic look designed to perfectly frame your logo or picture.

- Matching custom sleeves feature your logo or photo on all four sides
- Photograph must be 300 ppi at 5" x 7"



COLOR OPTIONS



NATURAL

Natural elements adorn this handsome design to display your logo.

- Matching custom sleeves feature your logo on all four sides



COLOR OPTIONS



ESTATE

Elegant design with brilliant color pinstripe pattern accented with silver.

- Colors can be adjusted to closely match your club or company brand identity
- Design pattern and your logo repeated on sleeves



COLOR OPTIONS



BASIC

An understated, bold design makes your logo the focal point of the package.

- Colors can be adjusted to closely match your club or company brand identity
- Matching custom sleeves also feature your logo



COLOR OPTIONS



BOLD

Highlight your photograph in this bold, sleek design.

- Border color can be adjusted to closely match your club or company brand identity
- Photograph must be 300 ppi at 5" x 7"



COLOR OPTIONS



STREAMLINE

Combined with an opaque window frame, here's a sleek way to highlight your logo and photograph.

- Colors can be adjusted to closely match your club or company brand identity
- Photograph must be 300 ppi at 5" x 7"



COLOR OPTIONS



TEMPLATE OPTIONS

PRESTIGE

Create a simple, classic impression with this satin finish silver foil box.

- Coordinating sleeves feature your logo on all four sides
- Available in silver only



RUGGED

Showcase your brand with this sturdy design.

- Matching custom sleeves feature your logo or photo on all four sides
- Photograph must be 300 ppi at 5" x 7"



RIBBON

Your prize winning photograph accented with a jewel-toned ribbon.

- Ribbon color can be adjusted to closely match your club or company brand identity



COLOR OPTIONS



EXECUTIVE

Bright jewel tones surrounding the white marquee panel showcases your logo.

- The colors can be adjusted to closely match your club or company brand identity



COLOR OPTIONS



INVITATIONAL

A great commemoration of your event showcasing past winners, the history of the event and/or a special photograph.

- Colors can be adjusted to closely match your club or company brand identity
- Design pattern and your logo repeated on sleeves



COLOR OPTIONS



BAROQUE

Intricate patterned corners complimented with subtle colors to accent your logo.

- The colors can be adjusted to closely match your club or company brand identity
- Matching custom sleeves feature your logo on all sides



COLOR OPTIONS





TITLEIST®

1-BALL BOX

Individually boxed custom golf balls without the lead-time of a custom box.



| | | |
|-----------|--|-----------------------------|
| Minimum | Personalization | 12 boxes (1 dozen) |
| | Logo | 144 boxes (12 dozen) |
| Lead-Time | 5 business days from artwork approval | |

TITLEIST

2-BALL SLEEVE

Custom golf balls in a 2-ball sleeve without the lead-time of a custom box.



| | | |
|-----------|--|------------------------------|
| Minimum | Personalization | 6 sleeves (1 dozen) |
| | Logo | 72 sleeves (12 dozen) |
| Lead-Time | 5 business days from artwork approval | |

TITLEIST

2-BALL BUSINESS CARD BOX

Showcase your business card or company gift card.



| | | |
|-----------|--|----------------------------|
| Minimum | Personalization | 6 boxes (1 dozen) |
| | Logo | 72 boxes (12 dozen) |
| Lead-Time | 5 business days from artwork approval | |

TITLEIST

STAINLESS STEEL TRAVEL MUG

Take your favorite beverage with you to the course with this insulated Titleist stainless steel travel mug.

- Includes a sleeve of Titleist custom golf balls



| | |
|-----------|---|
| Minimum | 48 mugs (12 dozen) |
| Lead-Time | 10 business days from artwork approval |

TITLEIST

3-BALL TEE TUBE WITH STOCK TEES

This clear tube with a Titleist branded tin base showcases your logo and comes with five Titleist tees.

- Includes 3 custom Titleist golf balls and 5 Titleist tees



| | |
|-----------|--|
| Minimum | 48 tubes (12 dozen) |
| Lead-Time | 5 business days from artwork approval |

PINNACLE®

1-BALL BOX

Individually boxed custom golf balls without the lead-time of a custom box.



| | | |
|-----------|--|-----------------------------|
| Minimum | Personalization | 12 boxes (1 dozen) |
| | Logo | 144 boxes (12 dozen) |
| Lead-Time | 5 business days from artwork approval | |

PINNACLE

2-BALL SLEEVE

Custom golf balls in a 2-ball sleeve without the lead-time of a custom box.



| | | |
|-----------|--|------------------------------|
| Minimum | Personalization | 6 sleeves (1 dozen) |
| | Logo | 72 sleeves (12 dozen) |
| Lead-Time | 5 business days from artwork approval | |

PINNACLE

2-BALL BUSINESS CARD BOX

Highlight your business card on this die-cut lid.



| | | |
|-----------|--|----------------------------|
| Minimum | Personalization | 6 boxes (1 dozen) |
| | Logo | 72 boxes (12 dozen) |
| Lead-Time | 5 business days from artwork approval | |



LICENSED
GOLF BALLS

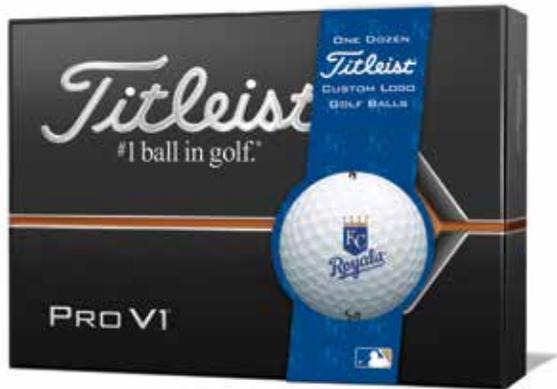
TITLEIST®

DOZEN WITH LICENSED BAND

Proudly showcase your favorite MLB team.

- Available with MLB logos as shown below
- Available on all white Titleist golf balls*

**Not available on Velocity double digit play number golf balls.*



| | |
|-----------|-------------------------|
| Minimum | 6 dozen per team |
| Lead-Time | 10 business days |

PINNACLE®

LICENSED JAR BALLS

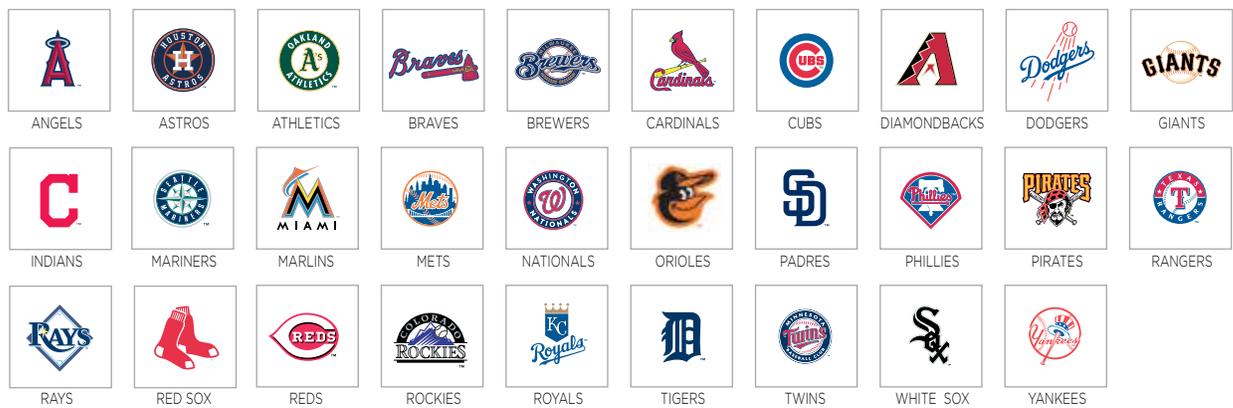
The perfect collectible to exhibit team pride.

- Available with MLB logos as shown below



| | |
|-----------|-------------------------|
| Minimum | 8 dozen per team |
| Lead-Time | 5 business days |

MLB TEAMS



ARMED FORCES



A close-up photograph of a white Titleist golf ball resting on a white plastic tee marker. The ball is positioned in the center of the frame, with its dimpled texture clearly visible. The tee marker is a simple, tapered white plastic spike that is partially buried in a patch of green grass. The background is a soft-focus green field with a line of dark trees in the distance under a pale sky. The lighting is bright and even, highlighting the texture of the ball and the grass.

Titleist

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Acushnet Company

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