

GLENMUIR
1891

Ryder Cup Shirt Supplier Glenmuir Tees Off On TV

Glenmuir, market leader in performance golf clothing and golf inspired leisurewear, has launched its first ever TV advertising campaign, to support its classic golfing brand and some 1200 golf professional outlets across the UK, Ireland and continental Europe. Part of the Bolton-based Ruia textiles group, the Lanark



company has a market heritage dating back to 1891 and has designed and supplied official shirts and knitwear to the European Ryder Cup Team since 1987, as well as sponsoring the PGA's Club Professional Championship. The £100,000 TV test campaign, booked, scripted and produced by Lancashire advertising agency David Gent Creative, runs on Sky Sports, Golf TV and other satellite channels during June and August, taking in the US Open, European Tour Golf and other highly targeted programming.

The 30" live action commercial was filmed by production studio White Noise at the legendary De Vere Belfry, home to the Brabazon Course that has hosted four Ryder Cup matches, and features the venue's golf pro shop, itself a prominent Glenmuir distributor. In addition to professional actors, young professionals from the on-site PGA National Academy appeared in the commercial, lending a certain authenticity to golf swings. Underlining the brand's proud Scottish heritage, the voice over was provided by Glaswegian football player turned actor and casting director, Des Hamilton, who appeared in Channel 4's acclaimed 'The Book Group'.

The TV advert showcased styles from the current Glenmuir clothing collection, including the Mark men's polo in dark blue with white pencil stripe, white Taunton shirt with fashionable three-colour feeder stripe, men's easycare Russell trousers in stone and dark navy, Portrush cotton quarter-zip sweater, ladies Saffron shaped open-sleeved shirt, Tring sleeveless slipover and Lintlaw crease-resistant trousers. All feature the performance styling, quality of construction and technical innovation, such as moisture-wicking sun block fabric and the trademarked Perfect Collar, that are hallmarks of the much-admired Glenmuir label.

Established over a hundred years and still located in its original home of Lanark, Glenmuir is acknowledged as the leading European apparel brand in the club, corporate and event merchandising sector. It offers a comprehensive embroidery programme to golfers and organisers through hundreds of appointed golf professional shops, backing this with an efficient stock delivery service and continually-updated seasonal collections of shirts, knitwear, trousers, outerwear, hosiery and headwear for both men and women.

The firm's strong grass roots association with the game of golf is underpinned by a close partnership with the Professional Golfers Association, supporting both the PGA Cup Team and the premier professionals tournament, the Glenmuir Club Professional Championship. It is a Preferred Supplier to the European Ryder Cup Team, a relationship that continues with the 2006 event, and offers an extensive range of Ryder Cup merchandise. It also backed 2001 Ryder Captain Sam Torrence, as well as his predecessor Mark James, and currently assists such up-and-coming names as Paul Broadhurst and Sam Little.

Glenmuir now enjoys the financial and administrative backing of the Ruia Group, whose activities cover the import, supply and distribution of household textiles, clothing and hosiery, supplying some of the UK's foremost retail, hospitality and healthcare organisations. Among its manufacturing and marketing interests is Sir Steve Redgrave's newly-created sports and leisure wear label, Five Gold, and the group is channelling considerable resources into growing the long-established Glenmuir brand.

"We already have excellent distribution and a superb reputation for product quality and are now looking to maximise awareness of the Glenmuir name, hence our venture into television marketing," says Colin Mee, MD of Glenmuir. "By running a precisely targeted campaign, which focuses on the US Open and other top, multichannel golfing coverage, we're looking to raise the brand profile and generate extra customer traffic for our stockists. Our agency, DGC, has adopted a hands-on approach, taking in everything from creative ideas and liaising with The Belfry, to media buying and post-production, and we're confident of a positive outcome."

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