



VICE GOLF



VICE GOLF

CLUB LAUNCH 2024

EMBRACE YOUR VICE.
[VICEGOLF.COM](https://vicegolf.com)

HIO

LABS

Vice[®]
GOLF

VICE GOLF
X HIO

KEY FACTS

HIO FITTING DATA

- HIO was **founded in 2009**, and is now the **biggest fitting studio in Europe**. HQ is based in Munich at 1600sq meters
- Since 2010, HIO has been collecting every piece of **launch monitor and biomechanical data** from their clients
- Every day **thousands of data from amateur players are collected** for the new era of product development
- **Multiple apps** were developed to introduce the **most advanced fitting algorithm** and a **unique club building process** at the same time

WHAT DOES THIS MEAN FOR DEVELOPING/FITTING GOLF CLUBS & BALLS?

- Different types of golfers need different types of products. We know exactly how to **help the average golfer** to become a **better player**
- Offering models for specific needs is the **new era of product development** at Vice Golf
- **Every club** sold by Vice Golf will be **custom built** by hand, at a **fraction of the price** of traditional golf brands

Why and How golf clubs?



HOW

- Two German powerhouses put their knowledge of material science, online marketing, data etc. together to build a different kind of golf brand
- 15 years experience in golf club fitting and development at HIO Fitting
- Every club we sell will be fully customized online and afterwards hand built to the highest standards in germany
- Due to millions of data points from all kind of golfers we know what really helps to improve the game of each player type

WHY

- Too many clubs are developed with and for tour players and scratch golfer without fully understanding the needs of the everyday golfer
- Cool looking and easy to play clubs are rare, too rare
- Existing online fitting experience lacks of trust, customizing options, individual preferences
- VICE Golf wanna become the most disrupting, full assortment golf brand in the world



"We developed clubs with and for everyday Golfer"

Player Types Examples

BEGINNER - BEN

Ben has been playing golf for less than 2 years but enjoys playing on a regular, weekly basis. They still struggle with consistency, especially when it comes to impact quality and therefore distance control. Ben's golf bag doesn't contain the maximum 14 clubs but still carries a standard selection of woods, irons, wedges, and a putter. Due to his inexperience, Ben is not yet looking for specific spin outcomes around the green but still looks for a satisfying sound and soft feel when putting. Even though Ben is not looking to play off scratch any time soon, he still wants to improve his game and gain a level of consistency that allows him to develop.

FAST - FREDDY

Freddy is seen as the long-hitter amongst his golfing friends. However, on one hole he can bomb the fairway, but on the next, he is left needing a mulligan because his shot missed the fairway by miles. His high swing speed means he fights against a high ball flight which is hard to control, especially in windy conditions. But when he tries to reduce his swing speed, the rhythm of his swing is affected. While he could do with reducing his backspin, backspin is still beneficial to him as it helps keep his ball flight straight. Freddy may not take regular lessons, but would benefit from more consistency in his game, and would like to convert some distance into control, but still hit those big drives when needed.

AVERAGE - ANDY

Andy is a well-seasoned golfer who fell in love with the game a few years ago. Unfortunately, he doesn't have the time to play as regularly as he'd like to, but due to years of experience, he is confident on the course and maintains a respectable level of consistency. For Andy, everything from Par to Double Bogey is seen as a normal score, depending on the day. When playing, his biggest limitations are his ball dispersion patterns, and reaching the green in regulation. Overall, there is no stand-out part of his game, but no major floor either.

WILD - WAYNE

Wayne Wild is the type of player you are afraid of during match play; you never know if he'll sink a birdie or languish with a triple bogey. His swing needs more practice to improve consistency, but he is either not a big fan of or has no time for lessons. Finding the sweet spot is a particular problem for Wayne, which also means that hitting the right distance is difficult for him. His lack of consistency means there is no distinct pattern of ball flight or trajectory that can be expected from his shots. Wayne has a lot of ideas on how to hit a good shot but should avoid overthinking and concentrate on routines. Alignment aids would also be something Wayne should try out.

SHORT - SAMMY

Sammy is a passionate golfer who maintains a high level of consistency throughout their play and very rarely worries about losing their ball. However, while their short game is controlled and accurate, their long game lacks distance due to their slower swing speed and inefficient ball flight trajectory. This means they struggle to reach the greens in regulation on long par 4s and 5s, leaving them scrambling to make par. Realistically, they are not able to increase their distance and swing speed with athleticism but will benefit from increased distance by optimizing backspin with the correct ball choice.

SCRATCH - STEVEN

Steven is well known in his areas for being one of the best among the amateurs. He can play for par easily, recovering from a bogey with a birdie return on the next. He looks for a mix between distance and control but also needs a lot of feedback from the ball. High spin in the short game is crucial for his game, and on long shots, he needs to be able to shape the ball according to the course in front of him. This means Steven must find the perfect ball model for his game; one that he can consistently play with.

INTRODUCING

WUNDERKIND

/ˈvʊndəˌkɪnd/ :a person who achieves
great success when relatively young.

What's so special about Vice?



- **The clubs have been developed using millions of data points from amateur players at all levels, collected by HIO Labs.** With around 15 years of experience in analyzing cutting-edge technologies, HIO Labs has gathered comprehensive information about golfers and their equipment.
- **All clubs are engineered and designed from scratch by Vice Golf** and were produced using factories that have been manufacturing golf clubs for over 60 years. Our development process started over 7 years ago and has ended up with game changing products.
- **Cheaper, but not cheap.** Vice Golf tries to deliver premium materials, fully customized and hand-built clubs, for approximately 75% of the price point of a comparable big OEM product in the market. Price-Value-Champion!

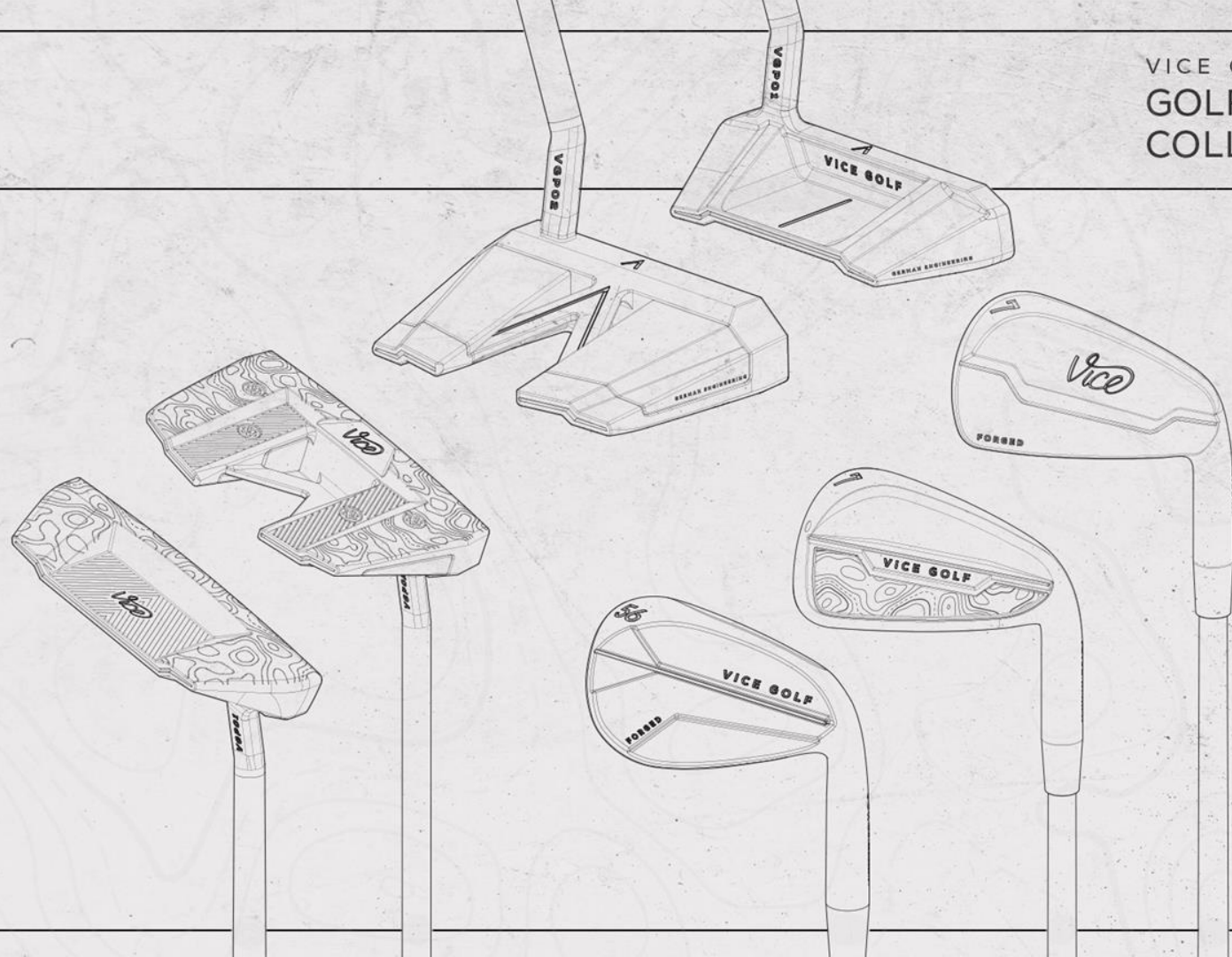


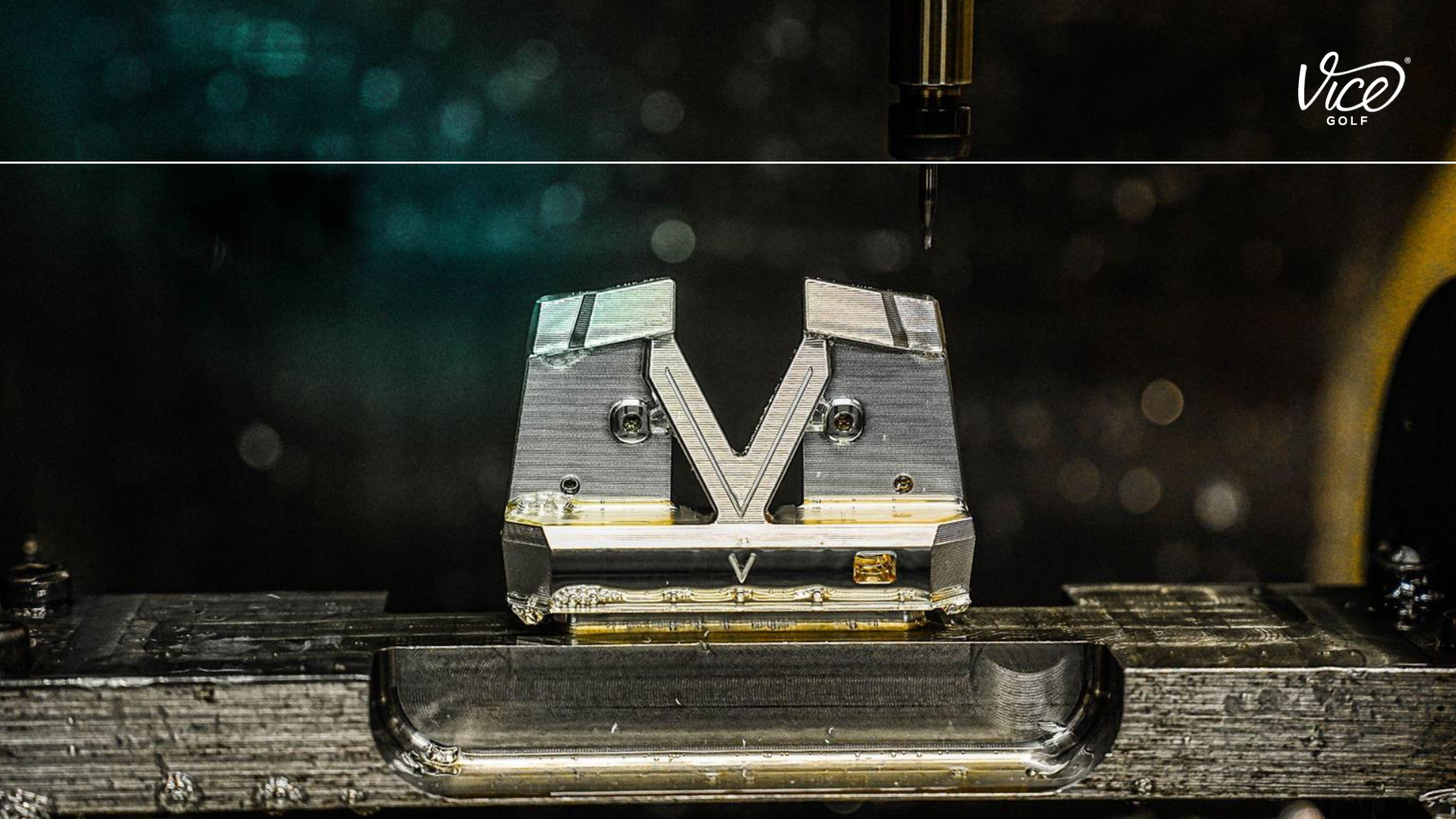
What's so special about Vice golf clubs?

- **Technological advancements in golf club development:** A perfect match of total weight/weight distribution/MOI, unique specs that differ compared to most competitors, and high-end materials that allow an exceptionally efficient energy transfer. After all that the result is a sleek-looking club that performs for the everyday golfer.
- **Custom-built and custom-designed:** All Vice clubs are hand-built in Munich by Vice Golf or by professional club fitters/clubmakers at the highest level. Not only specs but also colors and other options can be selected to truly make it “your club” (“the Vice Way”).



VICE GOLF 2024
GOLF CLUB
COLLECTION





WUNDERKIND

Vice[®]
GOLF

THE VICE
BLADE
PUTTER

VGP01

VGP01

BLADE
PUTTER

- 100% forged head with milled finish
- Super soft unfiltered feedback due to its special steel and production process
- Reinvented the classic blade shape: Optimised club face size and head weight for amateur golfers to improve playability
- Heavy head design with massive support on toe/heel section to maximize stability
- 'V' Shape Full depth grooves compliment the forged steel perfectly, giving a soft feeling from the club face along with reliable feedback
- Two alignment aids to square up the face at address and impact
- Available in matte black/fog grey finish with custom paint infill for alignment, logos and rear profile



Painting customization



VGP01

CUSTOMIZATION

| | | |
|----------------------|-----------------|-----------------|
| 1 Body Colour | 3 Rear Profiles | 5 Logo on Hosel |
| 2 2x Alignment Lines | 4 Logo on Sole | |



VGP01

TECH SPECS

| | |
|---|---|
| HEAD Loft - 2° Lie - 70° Weight - 390g Hosel - Half Offset Toe Hang - Mid | AVAILABLE GRIPS Vice Pistol 110g Vice Tour by P2 100g Vice React by P2 150g |
| AVAILABLE SHAFTS Weight: 140g vs. 120g Finish: chrome, brushed, black | PRICING MAP \$269.99 |



WUNDERKIND

Vice[®]
GOLF

THE VICE
MALLER
PUTTER

VGPO2



Key Facts



VGPO2

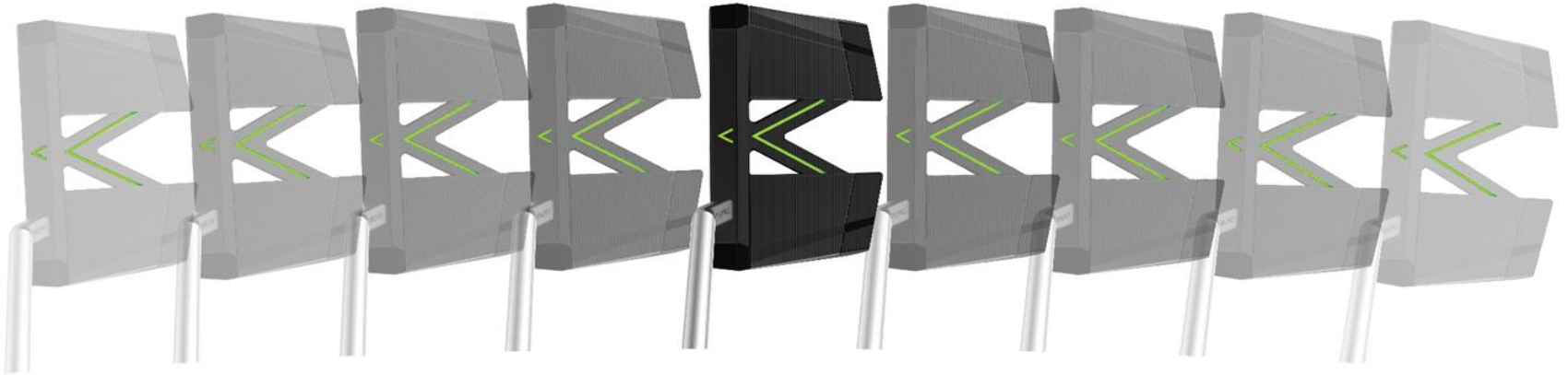
MALLET
PUTTER

- 100% 5 Axis CNC Milled for unprecedented accuracy 6 Hour per head CNC time
- Aluminium main body provides super soft feeling off the club face
- Steel wings for maximizing MOI and reduce face twist
- Heavier head design to reduce face rotation & increase stability
- Super easy to set up correctly due to its special shape
- Two 'V's for aligning the putter perfectly at address and help squaring up the face during the stroked
- Unique groove pattern results in unique responsive feedback
- Over 200 custom options with multiple head colors, wings and paint selection



VGPO2

MALLET
PUTTER



VGP02

TECH SPECS

HEAD

Loft - 2°, Lie - 70°
Hosel - Half Offset
Toe Hang - Low
Total Weight - 395g
- 150g alu body
- 102g wing pair
- 30g hosel

AVAILABLE GRIPS

Vice Pistol 110g
Vice Tour by P2 100g
Vice React by P2 150g

AVAILABLE SHAFTS

Weight: 140g vs. 120g
Finish: chrome, brushed, black

PRICING

MAP
\$319.99



VGPO2

CUSTOMIZATION

| | |
|---|--------------------|
| 1 | Body Colour |
| 2 | Wing Colour |
| 3 | 2x Alignment Lines |
| 4 | Rear Profiles |
| 5 | Logo on Sole |
| 6 | Logo on Hosel |



Body and wing color



WINGS

BLACK

RAW

FOG GRAY

DARK BLUE

RAINBOW PURPLE

RAINBOW GOLD

RAINBOW DARK GREEN

RAINBOW BLUE

MAIN BODY

BLACK

SPACE GREY

SILVER



WUNDERKIND

Vice[®]
GOLF

THE VICE
FORGED
WEDGE



VGW01

Key Facts



VGW01

WEDGE

- 3x forged head and fully milled finish
- Super precise feedback due to extremely soft carbon steel
- Full face grooves to get more consistent spin rates and increase visual comfort
- Adjusted bounce through the set to match multiple shot types and course conditions
- Versatile toe/heel grinds to improve turf interaction significantly
- Lighter head weight design to perfectly balance shaft preferences of most golfers
- Matte satin finish to reduce reflections combined with multiple custom paint options



Customization



VGW01

TECH SPECS

| | |
|---|--|
| AVAILABLE IN 50° - 10° <i>Standard toe/heel relief</i> 56° - 13° <i>x1.5 toe/heel relief</i> 60° - 8° <i>x2 toe/heel relief</i> | AVAILABLE GRIPS Vice multi color rubber Std.+Mid Lamkin UTX Cord Std. + Mid |
| AVAILABLE SHAFTS Steel: 90/105/125 Graphite: 45/60/75/95 | PRICING MAP \$149.99 |



Extra Toe and Heel Relief improves versatility in combination with our bounce options

VGW01

TECH SPECS

| VGW01 | Loft | Head Weight | Lie | Offset | Bounce |
|-------|------|-------------|-------|--------|--------|
| 50° | 50° | 292g | 64.5° | 1.1mm | 10° |
| 56° | 56° | 296g | 64.5° | 0.7mm | 13° |
| 60° | 60° | 300g | 64.5° | 0.5mm | 8° |

*all heads come with a inner hosel diameter of .370 to match parallel shafts

Vice[®]
GOLF

WUNDERKIND

THE VICE
FORGED
PLAYERS
IRON

VGI01



Key Facts - Forged Players Iron

VGI01

IRON
(4-PW)

- 3x forged head + milled finish
- 2 piece hollow body construction to create one of the hottest face in golf
- Classic look combined with great playability
- Low offset and thin topline but increased face length for improving forgiveness
- Low CoG to provide a high MOI and optimal ball flight
- High strength face combined with concentrated mass behind the hitting zone provides crazy ball speeds
- Lighter head weight design to increase swing speed and improve shaft-head-balance
- Mini “grind” behind the leading edge optimized for an more efficient impact
- Increased bounce angle through the set to improve turf interaction
- Matte satin finish to reduce reflections combined with multiple custom paint options



Customization



Construction VGI01

THE INNER CAVITY HAS A PURE GEOMETRY TO ALLOW FOR VIBRATIONS TO TRAVEL AS UNRESTRICTED AS POSSIBLE, RESULTING IN A CRISP AND CLEAR SOUND WHEN THE SWEET SPOT IS STRUCK.

20%
80%

STRETCHING THE CLUB FACE WIDTH HAS CREATED A MUCH LARGER SWEET SPOT, INCREASING THE TECHNICAL AND VISUAL FORGIVENESS OF THE SET.

A SUPER THIN AND HIGH STRENGTH FORGED FACE PROVIDES OPTIMAL ENERGY TRANSFER BETWEEN BALL AND CLUB.

THE DESIGN OF THE IRON PUSHES THE WEIGHT DOWN TO THE BOTTOM OF THE CLUB HEAD TO IMPROVE PLAYABILITY.

AN ELONGATED REAR PROFILE DISTRIBUTES MASS TO THE TOE AND HEEL OF THE CLUB HEAD, CREATES AN OVAL-SHAPED SWEET SPOT, AND INCREASES MOI.

WITH A THINNER TOP-LINE, DECREASED OFFSET, AND INCREASED SOLE LENGTH, WE HAVE CREATED AN IRON SET WITH A SPORTY LOOK BUT INCREASED PLAYABILITY.

*7 Iron

3°

8°

THE DOUBLE BOUNCE AND OVERALL HIGHER EFFECTIVE BOUNCE ANGLE ENCOURAGES THIN SHOTS OVER FAT SHOTS, OVERALL INCREASING DISTANCE ON MISHITS.

VGI01

TECH SPECS

| VGI01 | Loft | Head Weight | Lie | Offset | Bounce |
|-------|------|-------------|-------|--------|--------|
| 4 | 21° | 241g | 61.5° | 3.2mm | 5° |
| 5 | 24° | 249g | 62° | 2.8mm | 6° |
| 6 | 27° | 257g | 62.5° | 2.4mm | 7° |
| 7 | 31° | 265g | 63° | 2.0mm | 8° |
| 8 | 36° | 272g | 63.5° | 1.7mm | 9° |
| 9 | 41° | 279g | 64° | 1.4mm | 10° |
| P | 46° | 286g | 64.5° | 1.1mm | 11° |

*all heads come with a inner hosel diameter of .370 to match parallel shafts

Vice[®]
GOLF

THE VICE
PERFORMANCE
IRON

WUNDERKIND

VG102



VGI02

IRON
(5-PW+
W+SW)

- 2 piece casted head with hollow body and high rebound face material
- Cool look combined with maximum forgiveness and unreached ball speeds
- Increased scoring area on the face to maximize trust
- Relatively low offset combined with a slight weight shift towards the heel to increase closure rate
- High bounce angle to improve turf interaction
- Lightweight heads to increase speed and support draw shots at the same time
- Impressive feedback due to special face treatment combined with a hollow body
- Matte satin finish to reduce reflections combined with multiple custom paint options and rear profiles

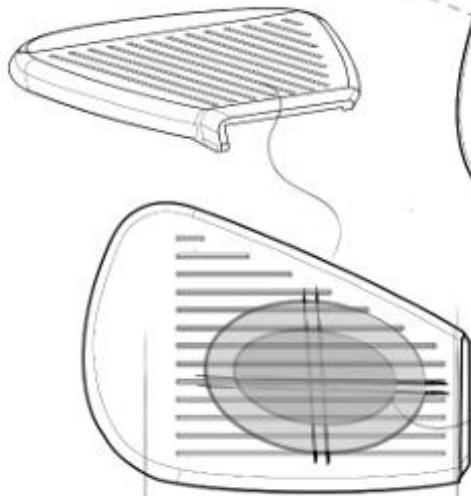


Customization

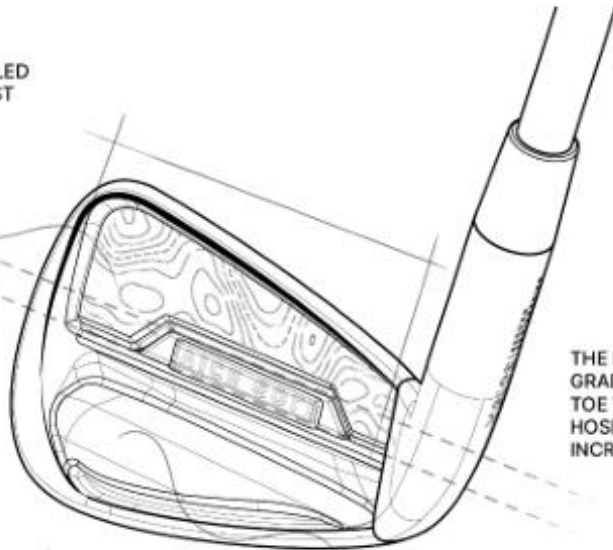


Construction VGI02

IN LINE WITH VICE GOLF'S RECENT CI UPDATE, OUR CONTOUR PATTERN IS MILLED TO UTILIZE AN UNDERUSED AREA IN MOST CLUBS AND ENHANCE THE DESIGN.



THE SANDBLASTED AREA HAS BEEN INCREASED TO CREATE A LARGER VISUAL SWEET SPOT, MAXIMIZING TRUST AT ADDRESS.

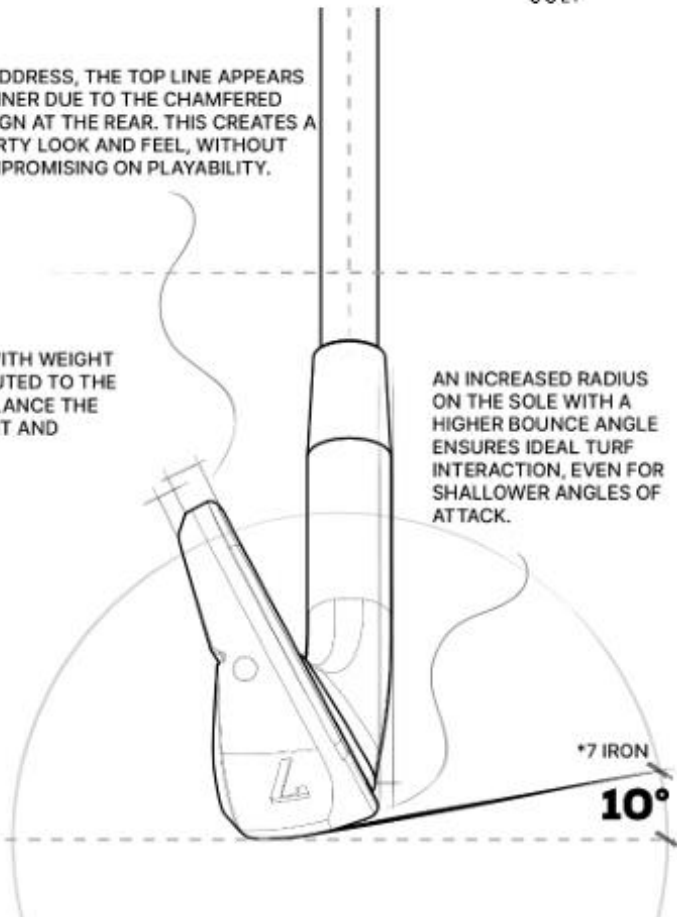


THE BODY IS CAST, WITH WEIGHT GRADUALLY DISTRIBUTED TO THE TOE TO COUNTERBALANCE THE HOSEL/SHAFT WEIGHT AND INCREASE MOI.

THE HOLLOW SECTION ALLOWS US TO MAINTAIN A LIGHTWEIGHT HEAD WITH MASS REDISTRIBUTED TO THE REAR, INCREASING BALL SPEED AND CLOSURE RATE.

DUE TO THE WEIGHT DISTRIBUTION BEING TOE/HEEL DOMINANT, THE SWEET SPOT BECOMES AN OVAL SHAPE, MAKING THE IRON MORE FORGIVING. THE HIGH END FACE DELIVERS RESPONSIVE FEEDBACK WITH HIGH BALL SPEEDS.

AT ADDRESS, THE TOP LINE APPEARS THINNER DUE TO THE CHAMFERED DESIGN AT THE REAR. THIS CREATES A SPORTY LOOK AND FEEL, WITHOUT COMPROMISING ON PLAYABILITY.



AN INCREASED RADIUS ON THE SOLE WITH A HIGHER BOUNCE ANGLE ENSURES IDEAL TURF INTERACTION, EVEN FOR SHALLOWER ANGLES OF ATTACK.

*7 IRON

10°

VGI02

TECH SPECS

| VGI02 | Loft | Head Weight | Lie | Offset | Bounce |
|-------|-------|-------------|-------|--------|--------|
| 5 | 21.5° | 246g | 62° | 3.5mm | 8° |
| 6 | 25° | 253g | 62.5° | 3mm | 9° |
| 7 | 29° | 260g | 63° | 2.5mm | 10° |
| 8 | 34° | 267g | 63.5° | 2.2mm | 11° |
| 9 | 39° | 274g | 64° | 1.9mm | 12° |
| P | 44° | 281g | 64.5° | 1.6mm | 13° |
| A | 49° | 288g | 64.5° | 1.3mm | 13° |
| S | 54° | 295g | 64.5° | 1.3mm | 13° |

MISSION STATEMENT

"We want to offer the best matching golf club for an affordable price combined with a unique design to every type of golfer out there"

SHAFTS

WEDGE / IRONS

GRAPHITE

- 45g / 60g / 75g / 95g
- Available in L, A, R, S, X Flexs
- Manufactured by Mitsubishi
- 3 colors: black, white, lime

STEEL

- 90g / 105g / 125g
- Available in R, S, X Flexs
- Supplied by True Temper
- chrome finish with custom decals

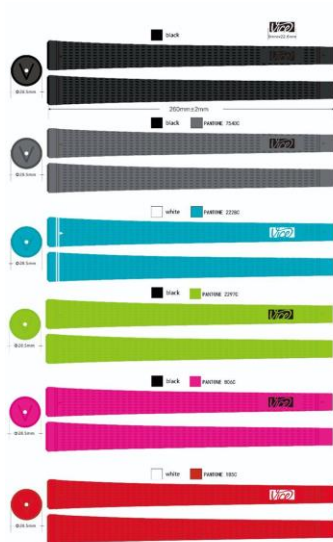


GRIPS

RUBBER/ CORD/ PUTTER / IRONS

Rubber grips:

- Supplied by Vice Golf
- Standard and Midsize
- Colors: 6 below to choose



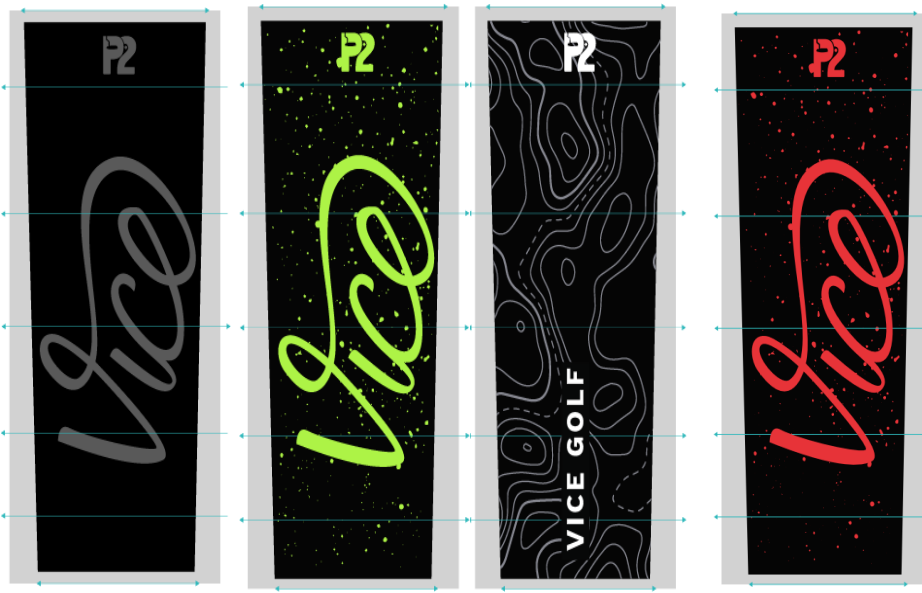
UTX Cord grips:

- Supplied by Lamkin
- Standard and Midsize
- Colors: grey, green, blue



Putter grips:

- Supplied by Vice Golf / P2
- Standard (Pistol), Midsize (Tour) and Oversize (React)
- Colors: 6 for Vice Golf / 4 for P2





**INTRODUCING VICE GOLF
BALL LINE UP 2025**





VICE PRO PLUS

\$ 39.99
ONE DOZEN

\$ 11.99
ONE SLEEVE



VICE PRO

\$ 39.99
ONE DOZEN

\$ 11.99
ONE SLEEVE



VICE PRO AIR

\$ 39.99
ONE DOZEN

\$ 11.99
ONE SLEEVE



VICE TOUR

\$ 27.99
ONE DOZEN

\$ 7.99
ONE SLEEVE



VICE DRIVE

\$ 19.99
ONE DOZEN

\$ 5.99
ONE SLEEVE



CONTROL + SPEED

4-Piece Cast Urethane ball with 336 dimple design

FASTER SWING SPEEDS: Will get responsive feedback to help shape shots and gain commanding control from tee to green.

SLOWER SWING SPEEDS: Will find well-rounded feedback throughout the bag and increased spin with short irons and wedges.

THE PRICE

WHOLESALE PRICE
(INCL. SHIPPING)

\$/DZ
28.99

PRO PLUS



WHITE



**DRIP
LIME BLACK**



**DRIP
NAVY ORANGE**



**SHADE
YELLOW ORANGE**



LIME



FEEL + CONTROL

3-Piece Cast Urethane ball with 318 dimple design

FASTER SWING SPEEDS: Will experience longer drives and added control without having any compromise on feel.

SLOWER SWING SPEEDS: Will find extra yardage with penetrating drives off the tee and added control in the short game.

THE PRICE

WHOLESALE PRICE
(INCL. SHIPPING)

\$/DZ
28.99

PRO



WHITE



**DRIP
LIME BLACK**



**DRIP
RED BLUE**



**SHADE
ORANGE RED**



LIME



DISTANCE + FEEL

3-Piece Cast Urethane ball with 318 dimple design

FASTER SWING SPEEDS: Will experience greater reach with long irons and a controlled feel around the green.

SLOWER SWING SPEEDS: Will benefit from a soft feel and easy activation off the tee for extra distance.

THE PRICE

WHOLESALE PRICE
(INCL. SHIPPING)

\$/DZ
28.99

PRO AIR



WHITE



**DRIP
RED BLACK**



PINK



LIME



**DRIP
PETROL YELLOW**



COMPLETE BALANCE

Highly durable 3-Piece DuPont™
Surlyn® cover with 312 large dimple
pattern

PLAYERS OF ALL LEVELS: Will
experience a reliable ball made for a
consistent performance from tee to
green with great durability.

THE PRICE

WHOLESALE PRICE
(INCL. SHIPPING)

\$/DZ
19.99

TOUR



WHITE



GRAY



EXTRA YARDAGE

Highly durable 2-Piece DuPont™
Surlyn® cover with 312 large dimple
pattern

PLAYERS OF ALL LEVELS: Will
gain extra distance off the tee with an
extremely durable and cut-resistant
ball.

THE PRICE

WHOLESALE PRICE
(INCL. SHIPPING)

\$/DZ
14.29

DRIVE



WHITE



YELLOW



PINK



LIGHT BLUE



VICE GOLF PREBOOK PROGRAM
**SPRING 2025 JAR
& RANGE BALLS**



Jar Ball with Logo



Range Ball Yellow or White Range Balls



Jar Ball with Logo

Quantity from > 48dzn

Price \$15.50/dzn

Range Ball White Range Balls

Quantity > 500dzn

Price \$7.50/dzn (free shipping)

*YELLOW ON REQUEST





**UPON REQUEST, THE BALLS AND
PACKAGING CAN BE PERSONALIZED.**



Vice Golf Balls



VICE PRO PLUS

\$ 39.99
ONE DOZEN

\$ 11.99
ONE SLEEVE



VICE PRO

\$ 39.99
ONE DOZEN

\$ 11.99
ONE SLEEVE



VICE PRO AIR

\$ 39.99
ONE DOZEN

\$ 11.99
ONE SLEEVE



VICE TOUR

\$ 27.99
ONE DOZEN

\$ 7.99
ONE SLEEVE



VICE DRIVE

\$ 19.99
ONE DOZEN

\$ 5.99
ONE SLEEVE

VICE PRO PLUS



KEY FEATURES



MAX WEDGE
SPIN & CONTROL



HIGH BALL
SPEED



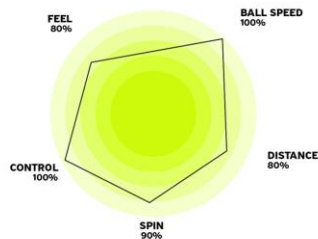
RESPONSIVE
FEEDBACK



4 Piece Construction
Cast Urethane Cover



Higher overall compression
for more distance at
high swing speed



VICE PRO



KEY FEATURES



LOWER DRIVE
TRAJECTORY
FOR GREATER
ROLL DISTANCE



FINELY TUNED
SPIN/DISTANCE
RATIO



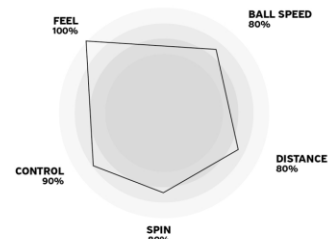
SMOOTH FEEL
& BALANCED
FEEDBACK



3 Piece Construction
Cast Urethane Cover



Softer compression
for more distance at
medium swing speeds



VICE PRO AIR



KEY FEATURES



LOW SPIN &
GREATER
DISTANCE
OFF FAIRWAY



OPTIMISED
EFFICIENCY
FOR ALL
SWING SPEEDS



SOFT FEEL
& SMOOTH
FEEDBACK



3 Piece Construction
Cast Urethane Cover



Softer compression
for more distance at
medium swing speeds

FEEL
80%

BALL SPEED
90%

CONTROL
80%

DISTANCE
100%

SPIN
60%

VICE TOUR



KEY FEATURES



PREMIUM FEEL
& CONTROL



MINIMUM BALL
FLIGHT DEVIATION



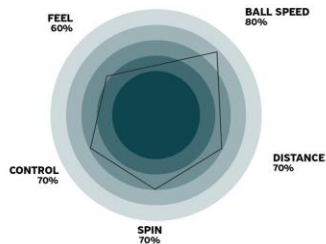
HIGH DURABILITY
& CUT RESISTANT



Improved DuPont™
Surlyn™ construction



Increased compression
results in more drive
distance tested



VICE DRIVE



KEY FEATURES



OPTIMISED TO
INCREASE
DISTANCE



SPRING-LIKE
ACTIVATION OFF
THE TEE



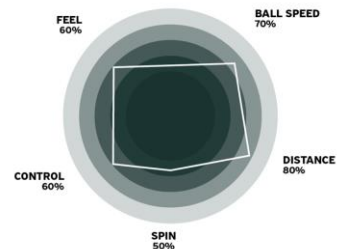
MAXED OUT
DURABILITY



2 piece - DuPont™
Surlyn™
cover. Extremely tough and
cut resistant core



Engineered for outstanding
total distance for all
clubhead speeds



Pro Air Neon Drip

Available Fall 2024

Prebook only 2025



Pro Galaxy Shade

- Available Feb 1





GLOVES

**INTRODUCING VICE GOLF
GLOVE LINE UP 2025**



VICE PURE WHITE (\$19.99)

- White for Ladies, Men & in LH + RH

VICE PURE COLOR (\$23.99)

- Men (Eden Green, Poseidon, Beige, Blue Light, Magnet, Frost Gray)
- Ladies (Blue Light, Flamingo pink)

VICE DURO WHITE/BLACK (\$14.99)

- Men in LH + RH

VICE DURO COLOR (\$14.99)

- Men Forest Green, Magnet, Cool Grey in LH + RH



VICE PURE GLOVE



NEW
WHITE
POSEIDON

MAGNET

EDEN
GREEN

BLUE
LIGHT

NEW
BEIGE

NEW
FROST GRAY

NEW
POSEIDON

FLAMINGO
PINK

VICE DURO GLOVE



WHITE

BLACK

COOL
GREY

MAGNET

FOREST
GREEN

VICE PURE Gloves

- New and improved durability
- New colorways with stylistic woven labels

VICE DURO Gloves

- New and improved durability
- New colorways with stylistic woven labels

VICE Female Gloves

- New colorways in PURE
- First time female DURO gloves





TOWELS

ACCESSORIES LINE UP 2025

TOWELS

2025 MODELS

RSP \$21.99

DIMENSIONS

L 16" x W 28"

MATERIAL

Waffle knit for scratch-free cleaning

SURFACE

Extra-large surface for combined wet and dry cleaning





BLACK SNAKE & ORANGE



TARTAN PLAID



BLACK & LIME CONTOUR



GROVE & SWEET CORN CONTOUR



GREY & NAVY CONTOUR



CART BAGS

2025 MODELS

Product Information

- 20457: Vice Cart Bag Pro - Black/White
- 20458: Vice Cart Bag Pro Plus - Grey/Lime
- 20459: Vice Cart Bag Pro Air - Green/Beige
- 20460: Vice Cart Bag Tour - Blue/Beige
- 20462: Vice Cart Bag Tropic Splash - Blue/White/Red
- 20463: Vice Cart Bag Flamingo - Offwhite/Pink

Sales Information

- RSP: \$299.99

Key Facts/ USPs

- Weight: 4.3kg
- Material: PU-Leather (Main Fabric)
- Diameter top section: 12"x10.5"
- 14-way club divider
- 2 integrated molded handles
- enlarged putter section (fits oversized grips)
- cart strap channel
- umbrella holder
- towel ring
- glove holder
- secure base for cart connection
- Pockets: 1 full-length garment pocket, large cooler pocket, 1 front ball pocket with a removable panel, 2 drytech valuables pockets, 2 zippered accessory pockets, 1 magnetic accessory pocket





RANGE FINDER

VICE HORIZON

STORY (MARKETING)

- The Vice Horizon Range Finder is designed to eliminate uncertainty on the course, enabling you to master your pre-shot routine. Its simplistic interface and accurate results give you exceptional control over your game, leading to consistently better shots. Embrace Your Vice with confidence.

STORY (BRIEF)

The Vice Horizon Range Finder is designed to eliminate uncertainty by providing exact distance measurements on the course, enabling ease of club selection. This allows you to master your pre-shot routine before you swing, leading to consistently better shots. Developed with an easy-to-use interface, it includes:

- A mode button to alter units (yards and meters)
- An adjustable eyepiece to focus on the target
- A slope switch to provide the true horizontal distance to the target, factoring in the angle of the slope, with a visible indicator to show when it is enabled in competition

Embrace Your Vice with confidence.



GRAY

SAP IDs:

- Gray: 20700
- Sage: 20702
- Black: 20701



SAGE



BLACK

RANGE FINDER

VICE HORIZON

DETAILS (USPs):

- Adjustable eyepiece
- Golf pin locking with vibration
- Slope compensation calculation
- Strong magnetic hold to attach range finder on golf cart
- 5 to 900 yards laser performance for objects
- 5 to 250 yards laser performance to pin
- Yards and Meters display
- Ultra clear display
- Materials: PVC (eye piece, rubber, buttons) and ABS (lens cap, slope switch, main body)

PACKAGE DETAILS

- High end magnetic box
- Case (4.33" x 5.7")
- Manual (in envelope)
- Strap
- Lens Cloth
- Battery
- Hang Hook

SALES INFO

- RSP \$199.99
-

SPECIFICATIONS

- Dimensions: 4.6"x1.6"x2.9"
- Weight: 167g



GRAY



SAGE



BLACK





SHOES

THE VERVE

Product Information

5 Variants:

- Vice Verve Offwhite/ Blue
- Vice Verve White/ Petrol-Purple
- Vice Verve Offwhite/ Green
- Vice Verve Black/ White
- Vice Verve All White

Sales Information

- RSP \$119.99

Key Facts/ USPs

- Weight: 44: +/- 365g
- Width: D/E
- Materials: Water repellent "Action Leather"
- Sizes: US 7 to US 13
- High Friction Sole
- Comfortable soft inner material
- Slight heel toe relief for improved balance
- Low center of gravity
- Great side stability

SHOES

THE VERVE

Story

- Why we developed this product: wearing your golf shoes also after your game would be sometimes a practical scenario. But most of the designs really look like a golf shoe - that's the reason why we designed a cool sneaker which is comfortable and recognized as a normal shoe. Let's call it a multifunctional shoe which offers all the benefits for both use cases - on course as well as off course
- How does it make your life as a golfer better: due to the sole design with a very special triangle pattern the shoe creates a superb grip during your swing. So no matter what kind of grass or weather condition, this shoe provides great stability. Furthermore the heel/toe relief supports a proper balance between toe and heel during your downswing - many players lose their "balance" in that section of the swing which leads to inconsistent impacts/shot results. In addition to that, your feet are relatively close to the ground which leads to a low center of gravity and improves sensation of a solid balance. Lastly a round of golf takes 4 hours or more and comfort is a huge benefit. With the comfort of a normal sneaker you feel very good throughout the hole round
- For whom is it designed/developed for: designed for the generation of golfers who want to have a cool looking shoe which differs from most other golf shoes in design but still provides all the benefits a performance shoe needs to have



WHITE (LIKE SAMPLE)

LACES TIP

1ST PAIR
BLACK TEXT

2ND PAIR
BLACK TEXT



LACES COLORS



1ST PAIR - WHITE



2ND PAIR - WHITE

SHOE INLAY



14-4103 YCZ
GRAY VIOLET

10-2011 YCZ
BLACK BEAUTY





11-4800 TCX
BLANC DE BLANC

PATCH TEMPLATE





| | |
|---|----------------------------|
|  | WHITE |
|  | 19-4043 TCX SAILOR BLUE |
|  | 11-0602 TCX SNOW WHITE |
|  | 11-0104 TCX VANILLA ICE |

LACES TIP

1ST PAIR
BLUE TEXT

2ND PAIR
WHITE TEXT



LACES COLORS

| | |
|---|--|
|  | 1ST PAIR 11-0602 TCX SNOW WHITE |
|  | 2ND PAIR 19-4043 TCX SAILOR BLUE |



PATCH TEMPLATE





11-0602 TCX
SNOW WHITE



11-0104 TCX
VANILLA ICE



19-4918 TCX
SPRUCE-UP



14-4103 TCX
GRAY VIOLET

LACES TIP

1ST PAIR
SPRUCE-UP TEXT

2ND PAIR
WHITE TEXT



LACES COLORS



1ST PAIR
11-0602 TCX
SNOW WHITE



2ND PAIR
19-4918 TCX
SPRUCE-UP



SHOE INLAY

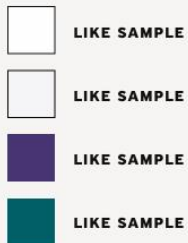
14-4103 TCX
GRAY VIOLET

14-4103 TCX
GRAY VIOLET



PATCH TEMPLATE





LACES TIP

1ST PAIR
PURPLE TEXT
2ND PAIR
WHITE TEXT



LACES COLORS

| | |
|---|-----------------------------|
|  | 1ST PAIR WHITE |
|  | 2ND PAIR LACE 1 - PURPLE |
|  | LACE 2 - BLUE |

LEFT SHOE

LEFT INLAY



WHITE

WHITE

RIGHT SHOE

RIGHT INLAY



WHITE

WHITE

RIGHT SNEAKER



LEFT PATCH



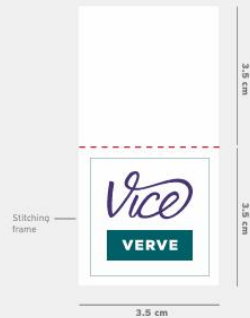
LEFT SOLE



RIGHT SOLE



RIGHT PATCH





**19-3911 TCX
BLACK BEAUTY**



**11-4800 TCX
BLANC DE BLANC 70%**

LACES TIP

1ST PAIR
WHITE TEXT
2ND PAIR
BLACK TEXT



LACES COLORS



1ST PAIR
**19-3911 TCX
BLACK BEAUTY**



2ND PAIR
**11-4800 TCX
BLANC DE BLANC**

SHOE INLAY



11-4800 TCX
BLANC DE
BLANC 70%

11-4800 TCX
BLANC DE
BLANC 70%



PATCH TEMPLATE

