



**PRODUCT GUIDE**

**• 2023 •**

# Table of Contents

Introduction . . . . .	2
Programs . . . . .	3
Scattered. . . . .	3
Hot Stamp . . . . .	4
Full Coverage . . . . .	5
Special Year . . . . .	6
Liberty . . . . .	7
Stars & Stripes. . . . .	8
American Beauty Reverb. . . . .	8
Victor Series . . . . .	9
Yankee Series. . . . .	13
Tech Canvas . . . . .	16
Reverb® Series . . . . .	17
Shag Bag . . . . .	20
Universal Large Mallet™ . . . . .	21
Standard & Mid-Mallet Putter Covers . . . . .	23
Alignment Stick Cover. . . . .	25
High Performance Microfiber Towels . . . . .	27
Shoe Bag . . . . .	29
Valuables Pouches . . . . .	31
Drawstring Bags . . . . .	33
Custom Designs . . . . .	35
Special Events . . . . .	36
Personalization. . . . .	37
Display Stands . . . . .	39
How To Order . . . . .	40
Swatch Library . . . . .	41

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**1-800-528-6480 | [sales@amegolf.net](mailto:sales@amegolf.net)**

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follow us on  Instagram: [@ameheadcovers](https://www.instagram.com/ameheadcovers)

**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.*





## Supporting You at the Top of Your Game for over 50 Years

For over half a century, our mission has been to elevate your game in the pro shop and on the course. Every product is made right here in the USA, with our unwavering focus on quality, originality, craftsmanship and innovation.

## Committed to the PGA Pro

AM&E has always supported the golf professional and their pro shops, whether on public golf courses, resorts or private country clubs. We began our 50+ year relationship with the PGA Pro by marketing our original Barrel Head Covers through the golf pro exclusively, and we proudly maintain that relationship today.

## The Best is Yet to Come

By staying ahead of technology and constantly upgrading our manufacturing facilities, AM&E has remained at the top of the industry, supporting our customers' brands on head covers and golf accessories through creative designs, expert workmanship, and exceptional personal service. Entering our sixth decade in business, we reflect back with gratitude for our customers, employees and the thousands of golf professionals who have helped us become what we are today. But this is only the beginning. Together, we look forward to the future and delivering exceptional quality, unique innovation, and service with pride.

**MADE IN THE  
USA**

# PROGRAMS

AM&E Programs provide a variety of creative designs that allow for endless customization and personalization. With multiple Programs to choose from, see what works for you.

**Minimums and setup costs may apply**

## SCATTERED LOGO

A scattered logo design repeats your logo or an element of your logo to create a lively and appealing pattern covering the surface of your products.





## HOT STAMP

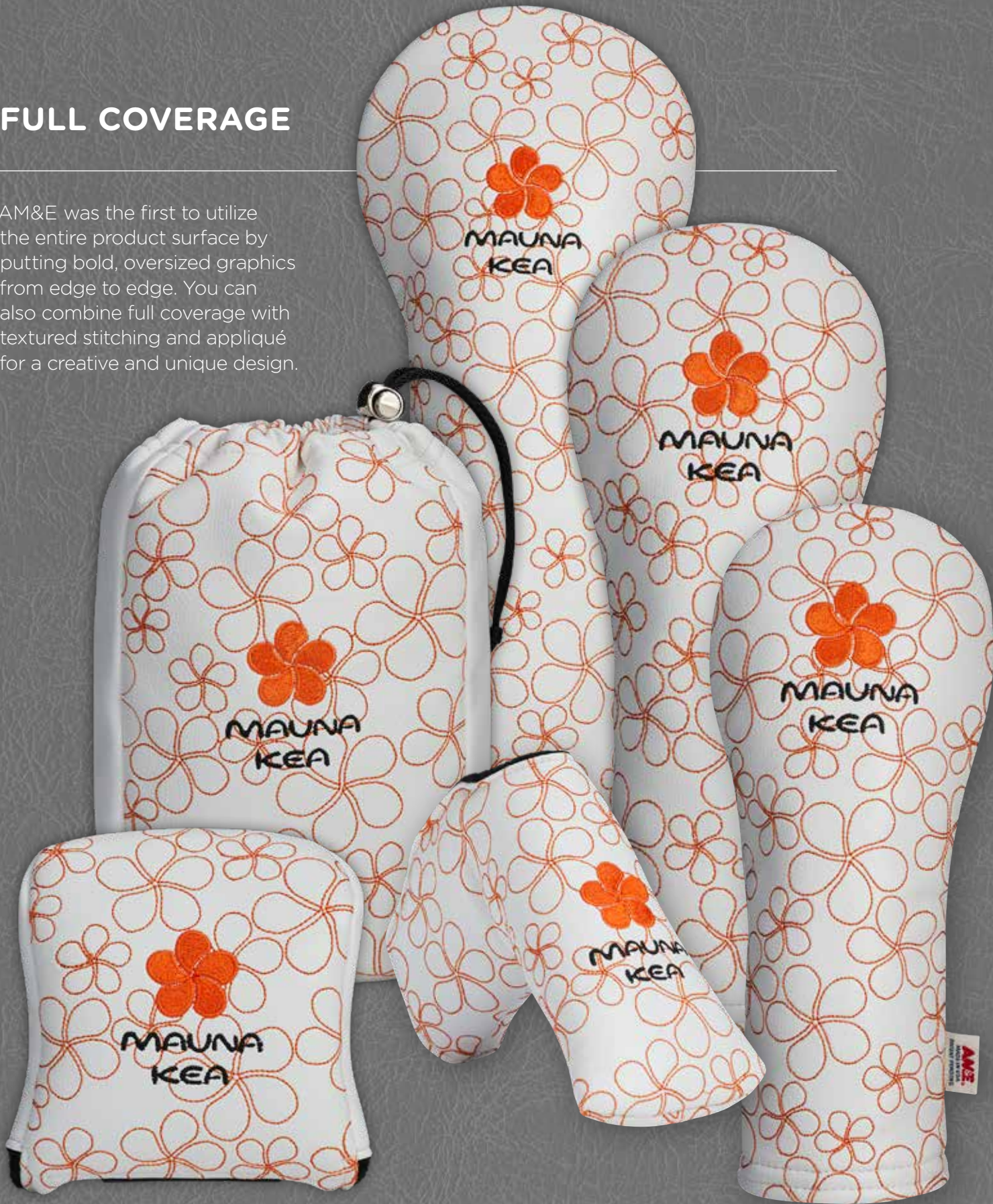
Create a custom debossed fabric with hot stamp design, logo or text then top it off with your embroidered club logo. Ultraleather® fabrics only.





## FULL COVERAGE

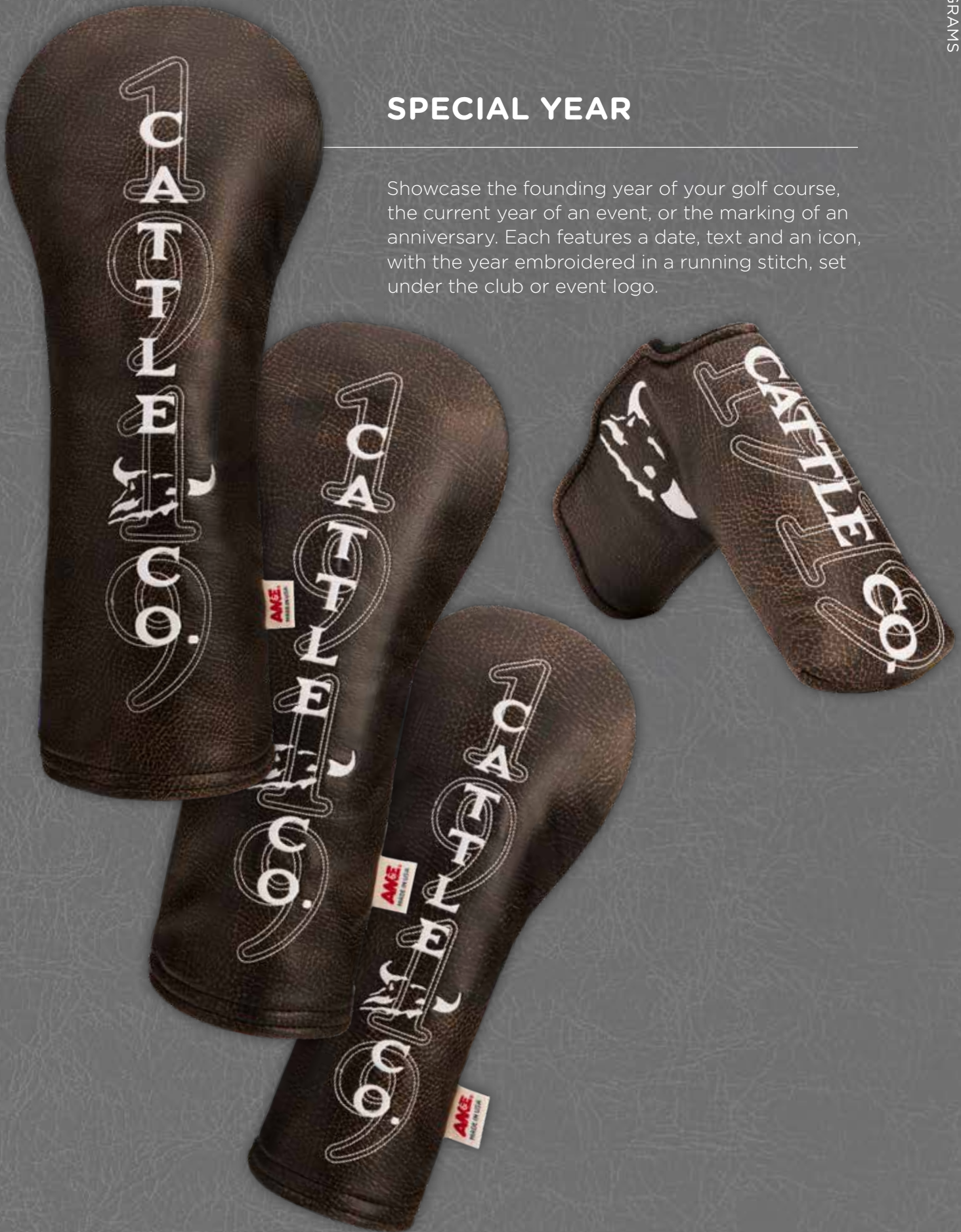
AM&E was the first to utilize the entire product surface by putting bold, oversized graphics from edge to edge. You can also combine full coverage with textured stitching and appliqué for a creative and unique design.





## SPECIAL YEAR

Showcase the founding year of your golf course, the current year of an event, or the marking of an anniversary. Each features a date, text and an icon, with the year embroidered in a running stitch, set under the club or event logo.





# LIBERTY PROGRAM



This style is perfect for stock or special events. It highlights your club or event logo with bold red, white and blue accents. Navy appliqué and embroidered stars stand out against a field of white, creating a patriotic design with a strident statement of fun and celebration.



# STARS & STRIPES

Enhance your brand with the ultimate patriotic flair. We custom designed the Stars & Stripes Collection specifically for Victor Head Covers in Snow Promessa, as well as Universal Large Mallet, Standard and Mid-Mallet putter covers in White Ultraleather®.



## AMERICAN BEAUTY REVERB

This style was created specifically for the Reverb® Head Cover. It highlights your club or event logo with bold red, white and blue accents.

Navy appliqué and embroidered stars stand out against a field of White Ultraleather®.



# VICTOR SERIES

Our best-selling head cover. Choose from seven styles and ten colors.  
Fits drivers, fairways and hybrids.

VICTOR



Applique or embroidered accents

Optional embroidered number on front

Sleek gray flannel liner protects the club head

Gathered back panel ensures a secure fit

Promessa® Ultraleather® offers fade resistant color, leather look and feel, and superior durability

PRODUCT CODE: HCV



# ① CHOOSE A SIZE

DRIVER: **HCVD** | FAIRWAY: **HCVF** | HYBRID: **HCVH**

# ② CHOOSE A STYLE



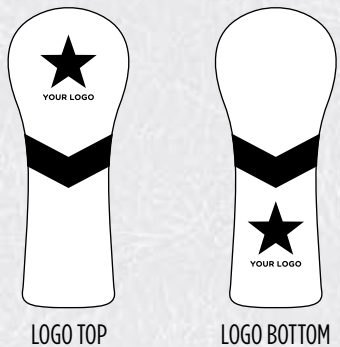
VICTOR

# ③ CHOOSE A COLOR

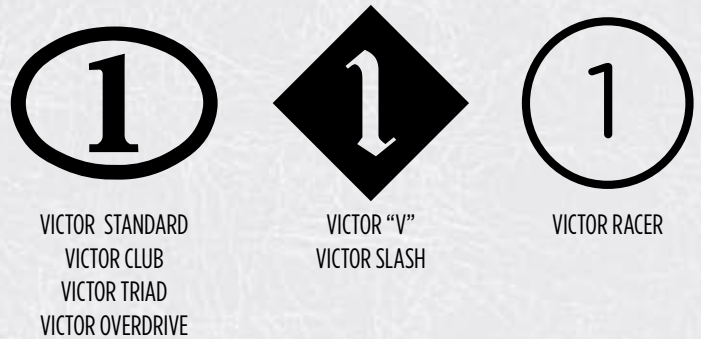
PROMESSA® Ultraleather®



# ④ CHOOSE A LAYOUT



# ⑤ CHOOSE NUMBERS (OPTIONAL)







**VICTOR STANDARD**

The unadorned Victor Standard puts the full focus on your club logo. Add an optional embroidered number for functional counterpoint.

**VICTOR "V"**

The Victor "V" contains an applique chevron coupled with your club logo.

**VICTOR SLASH**

The Victor Slash offers a broad, bold diagonal slash.

**VICTOR CLUB**

The Victor Club style features a dual slash accent in high quality embroidery with colors drawn from your logo.





**VICTOR TRIAD**

The Triad style features three slash accents in high quality embroidery with colors in any combination of your choosing.



**VICTOR OVERDRIVE**

The full length racing stripe in the Victor Overdrive allows for many embroidery color and accent options. Designed to match your logo or pick colors to match your bag.



**VICTOR RACER**

The two-toned Victor Racer showcases lively stripes, a matching applique band and a contrasting back panel in white.





# YANKEE SERIES GENUINE LEATHER

Our premium Yankee series head covers are designed for the golfer who appreciates genuine leather. Fits drivers, fairways, and hybrids.

YANKEE



PRODUCT CODE: HCY



# ① CHOOSE A SIZE

DRIVER: HCYD | FAIRWAY: HCYF | HYBRID: HCYH

# ② CHOOSE A STYLE



STANDARD

"X"

CLUB

TRIAD

SLASH

YANKEE

# ③ CHOOSE A COLOR

GENUINE LEATHER



WHITE  
500

BLACK  
501

RED  
502

NAVY  
503

GRAY  
505

BEIGE  
506

BROWN  
507

ROYAL  
511

KELLY  
524

# ④ CHOOSE A LAYOUT



LOGO TOP



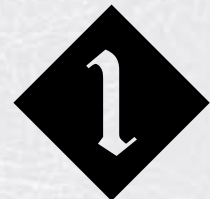
LOGO BOTTOM

# ⑤ CHOOSE NUMBERS

(OPTIONAL)



YANKEE STANDARD  
YANKEE CLUB  
YANKEE TRIAD



YANKEE "X"  
YANKEE SLASH





**YANKEE STANDARD**  
The unadorned Yankee Standard puts the full focus on your club logo. Add an optional embroidered number for stylish counterpoint.

**YANKEE "X"**  
The Yankee "X" combines embroidered elements and an X applique on genuine leather.

**YANKEE CLUB**  
The Yankee Club style features a dual slash accent in high quality embroidery with colors drawn from your logo.

**YANKEE SLASH**  
The Yankee Slash offers a broad, bold diagonal slash.

**YANKEE TRIAD**  
The Yankee Triad features three slash accents in high quality embroidery with colors in any combination of your choosing.



# TECH CANVAS

Tech Canvas provides all the great qualities you expect from AM&E, like UV protection, with a fabric that feels like those of the early years of golf.



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## TECH CANVAS

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# REVERB® SERIES

Another top seller, the Reverb series feature Stretch Fur on the exterior and gusset to ensure a universal fit for fairways, hybrids, and drivers up to 460cc.

REVERB®

Available in 3 styles and 16 colors

Patented 3-panel design for the perfect fit

Extensive selection of material colors

Patented fish mouth entry is easy to grip, so it's easy to slide the cover over the head, even on snug fits

Your logo or graphics in high quality embroidery

Available in Ultraleather™

Optional embroidered number on front

Stretch Fur® liner protects the club head and improves the fit so the cover stays on

**STRETCH FUR®**  
PATENT 6095214  
PATENT D650027

PRODUCT CODE: HCR



# ① CHOOSE A SIZE

DRIVER: HCRD | FAIRWAY: HCRF | HYBRID: HCRH

# ② CHOOSE A STYLE



STANDARD

CHAMPION

RACER

# ③ CHOOSE A MATERIAL & COLOR

Ultraleather\*



REVERB

# ④ CHOOSE A LAYOUT



LOGO TOP



LOGO BOTTOM

# ⑤ CHOOSE NUMBERS

(OPTIONAL)



REVERB® STANDARD



REVERB® CHAMPION



REVERB® RACER

Place your **AME** order by contacting your sales rep or calling customer service at **800-528-6480**





**REVERB® STANDARD**  
The Reverb Standard, our original head cover design, is elegant in its minimalist styling.



**REVERB® CHAMPION**  
The Reverb Champion combines your club logo, coordinating accent stripes, and optional two-tone number.



**REVERB® RACER**  
The racer stripe accents surround your club logo with a matching band.



# SHAG BAG

Our Shag Bag updates a classic ball bag design with modern fabrics and construction methods for added strength and durability.

Two-tone design allows for numerous color combinations.

Holds as many as three-dozen golf balls.



## ① CHOOSE A PRODUCT

PRODUCT CODE: **ACBB**

## ② CHOOSE A TOP COLOR

WOVEN ACRYLIC FIBER



## ③ CHOOSE A BOTTOM COLOR

PELTON



Place your **AME** order by contacting your sales rep or calling customer service at **800-528-6480**



# UNIVERSAL LARGE MALLET™

Our Universal Large Mallet™ putter cover provides a universal fit for most large mallet putters. The innovative and functional design is the result of 10 years of development to yield the most versatile large mallet cover on the market.

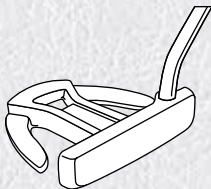


Your logo or graphics in high quality embroidery

Extensive selection of material colors

Available in Promessa® Ultraleather®, or Ultraleather®

MALLET



## ① CHOOSE A PRODUCT

PRODUCT CODE: PCULM

Slide closure accommodates right-handed, left-handed, and center-shafted putters (utility patent pending)



SEE WEBSITE FOR LIST OF PATENT NUMBERS



## ② CHOOSE A STYLE



STANDARD



CLUB



OVERDRIVE

## ③ CHOOSE A MATERIAL & COLOR

### PROMESSA® Ultraleather®



SNOW  
100



EBONY  
101



CHERRY  
102



MIDNIGHT  
103



HUNTER  
104



BATTLESHIP  
105



CARAMEL  
106



CHOCOLATE  
107



SHALE  
125



AQUAMARINE  
143

### Ultraleather®



WHITE  
300



BLACK  
301



RED  
302



NAVY  
303



FOREST  
304



GRAY  
305



BURGUNDY  
309



ORANGE  
310



ROYAL  
311



SASSY  
312



PURPLE  
214



BEIGE  
346



LASSO  
366



STEER HIDE  
367



NEON GREEN  
408



NEON ORANGE  
410



# STANDARD & MID-MALLET PUTTER COVERS

**The most emulated putter cover on the market.**

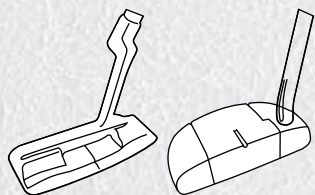
Our putter cover design is the industry standard.

They are crafted in Promessa®, Ultraleather®, Tech Canvas or Peloton in an extensive selection of colors.

## HOOK & LOOP CLOSURE

Hook & Loop closure secures cover to the putter

Embroidered logo at top and/or side



## SNAP FIT® CLOSURE

Patented Snap Fit® magnetic closure is quiet and effective

Encased super-strong magnet will not shift or tear through fabric

Embroidered logo at top and/or side

Designed so it's easy to remove the cover with one hand in one smooth motion

SEE WEBSITE FOR LIST OF PATENT NUMBERS





# ① CHOOSE A CLOSURE & SIZE



HOOK & LOOP STANDARD **PCSD**  
HOOK & LOOP MID-MALLET **PCMA**



SNAP FIT® STANDARD **PCSNF**  
SNAP FIT® MID-MALLET **PCSNM**

# ② CHOOSE A STYLE



CLASSIC



CLUB



RACER



CHAMPION



TRIAD



OVERDRIVE

See price sheet for mid-mallet and Snap Fit® product codes.

# ③ CHOOSE A MATERIAL & COLOR

PROMESSA® Ultraleather®



SNOW  
100



EBONY  
101



CHERRY  
102



MIDNIGHT  
103



HUNTER  
104



BATTLESHIP  
105



CARAMEL  
106



CHOCOLATE  
107



SHALE  
125



AQUAMARINE  
143

Ultraleather® (Tech Canvas also available. See full swatch library in the back of this product guide)



WHITE  
300



BLACK  
301



RED  
302



NAVY  
303



FOREST  
304



GRAY  
305



BURGUNDY  
309



ORANGE  
310



ROYAL  
311



SASSY  
312



PURPLE  
214



BEIGE  
346



LASSO  
366



STEER HIDE  
367



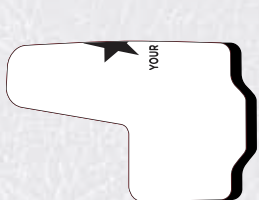
N.GREEN  
408



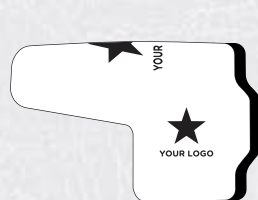
N.ORANGE  
410

PUTTERS

# ④ CHOOSE A LAYOUT



LOGO TOP



LOGO TOP & SIDE





# ALIGNMENT STICK COVER

Available in a generous selection of colors in both Ultraleather® and classic Genuine Leather, these durable, high-quality covers can be customized or personalized by embroidering club or players' names.



Embroider with club or player name

Choose from wide array of color options

Secures and protects alignment sticks when not in use

Available in Ultraleather® or Genuine Leather

① CHOOSE A PRODUCT

PRODUCT CODE: ACALS



## ② CHOOSE A STYLE



STANDARD

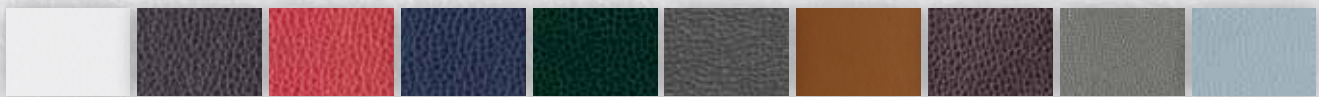
CLUB

CHAMPION

RACER

## ③ CHOOSE A MATERIAL & COLOR

### PROMESSA® Ultraleather®



SNOW  
100

EBONY  
101

CHERRY  
102

MIDNIGHT  
103

HUNTER  
104

BATTLESHIP  
105

CARAMEL  
106

CHOCOLATE  
107

SHALE  
125

AQUAMARINE  
143

### GENUINE LEATHER



WHITE  
500

BLACK  
501

RED  
502

NAVY  
503

GRAY  
505

BEIGE  
506

BROWN  
507

ROYAL  
511

KELLY  
524

### Ultraleather®



WHITE  
300

BLACK  
301

RED  
302

NAVY  
303

FOREST  
304

GRAY  
305

BURGUNDY  
309

ORANGE  
310

ROYAL  
311



SASSY  
312

PURPLE  
214

BEIGE  
346

LASSO  
366

STEER HIDE  
367

NEON GREEN  
408

NEON ORANGE  
410



# HIGH PERFORMANCE MICROFIBER TOWELS

Inspired by tour players and caddies, our Microfiber Towels are indispensable on the course. Choose our absorbent waffle knit material, which is ideal to clean clubs, or our Hydro Grip premium material that is lightweight with a smooth weave. Bases and trim options allow for dozens of unique colorings.

Both are available in Sport, Open Fold, or Classic styles.  
The Open Fold style is folded and sewn.



## **SPORT**

(15" x 38")

*Redesigned  
with a tonal slit  
in the middle.*

## **OPEN FOLD**

(15" x 24")

## **CLASSIC**

(15" x 24")



# ① CHOOSE A PRODUCT



SPORT TOWEL  
TOMSS



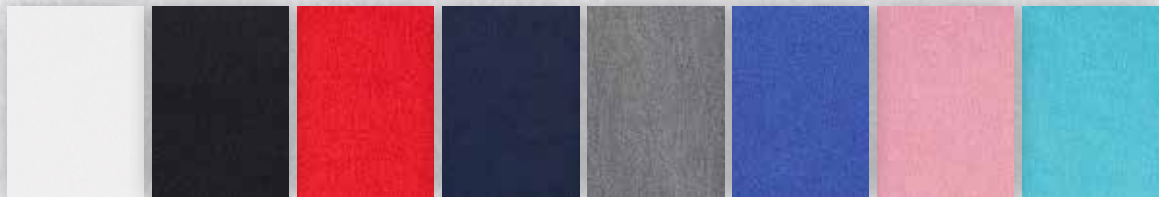
OPEN FOLD  
TOMO



CLASSIC  
TOMC

# ② CHOOSE A MATERIAL COLOR & TRIM COLOR

## HYDRO GRIP MICROFIBER & TRIM



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



RED    ORANGE    YELLOW    GREEN    NAVY    ROYAL    PINK    GRAY    BLACK    SILVER    WHITE

## WAFFLE KNIT MICROFIBER & TRIM



WHITE 800    BLACK 801    RED 802    NAVY 803    GRAY 805    ROYAL 831    GREEN 824



RED    ORANGE    YELLOW    GREEN    NAVY    ROYAL    PINK    BLACK    GRAY    SILVER    WHITE



# SHOE BAG

Available in two styles, our Shoe Bag is designed to accommodate up to size 14. The acrylic fur liner and nylon divider protect your shoes. Our shoe bags are crafted of Peloton fabric for high durability and long life. Available in six classic colors.





# ① CHOOSE A PRODUCT

PRODUCT CODE: ACSB

# ② CHOOSE A STYLE



STANDARD

CLUB

# ③ CHOOSE A COLOR

PELTON



WHITE  
600

BLACK  
601

RED  
602

NAVY  
603

CHARCOAL  
605

ESPRESSO  
627



# VALUABLES POUCHES

## ① CHOOSE A PRODUCT & STYLE



VALUABLES POUCH  
POVA-STANDARD



VALUABLES POUCH CLUB  
POVA-CLUB

## ② CHOOSE A MATERIAL & COLOR

### PROMESSA® Ultraleather®



### Ultraleather®





VALUABLES POUCH



Large, easy-access opening with dependable hook & loop closure

(6.5" x 9")

Embroidered logo

Short nap soft fur liner

VALUABLES POUCH CLUB



Roomy enough to hold cell phone, glasses, watch, keys, and jewelry

Dual accent stripes

ACCESSORIES



# DRAWSTRING BAGS

## ① CHOOSE A PRODUCT & STYLE



DRAWSTRING BAG STANDARD  
PODB-STANDARD

DRAWSTRING BAG TWO-TONE  
PODB-TWO-TONE

DRAWSTRING BAG CLUB  
PODB-CLUB

## ② CHOOSE A MATERIAL & COLOR

### PROMESSA® Ultraleather®



### Ultraleather®





DRAWSTRING BAG  
STANDARD

Flannel liner protects your valuables

Inner pocket with hook & loop closure

Embroidered logo

Room for two dozen balls or your cell phone, wallet, and keys



DRAWSTRING BAG  
TWO-TONE

Drawstring closure with durable metal cord lock



Two-tone styling

DRAWSTRING BAG  
CLUB

Dual accent stripes



(5.5" x 8" x 2.5")



# CUSTOM DESIGN

Minimums and setup costs may apply



CUSTOMIZE



# SPECIAL EVENTS

Do you have an upcoming event? Let AM&E deliver an impressive player gift, on time and within your budget. Combine your club logo, event name, and customization options on any of our products to create a memorable and treasured item. Individual player names can be added to every order. No event is too large or too small.



CUSTOMIZE



# PERSONALIZATION

Products can be personalized at the individual or event level.  
Our standard personalization options include a variety of fonts. (Fees may apply)





## FONT STYLES

Full Block

Old English

Block

Script

Brush Script

## MONOGRAM STYLES

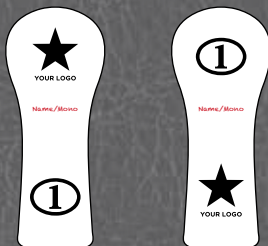
AME

SCRIPT

A M E

BLOCK

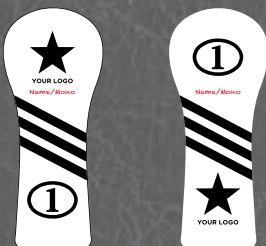
Victor Standard



LOGO TOP

NUMBER TOP

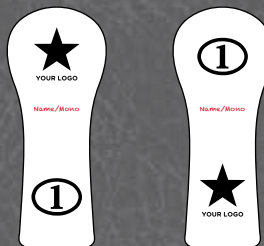
Victor Triad



LOGO TOP

NUMBER TOP

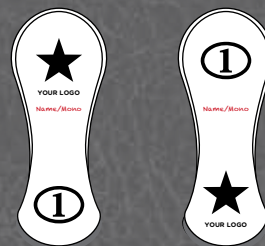
Yankee Standard



LOGO TOP

NUMBER TOP

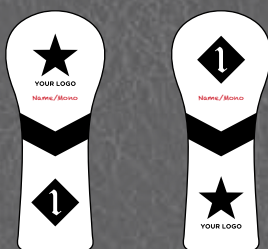
Reverb Standard



LOGO TOP

NUMBER TOP

Victor V



LOGO TOP

NUMBER TOP

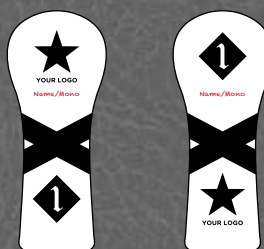
Victor Club



LOGO TOP

NUMBER TOP

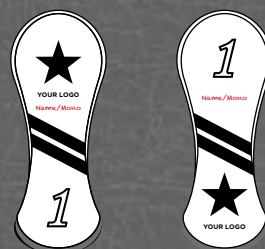
Yankee X



LOGO TOP

NUMBER TOP

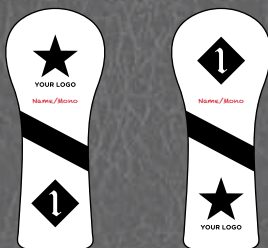
Reverb Champion



LOGO TOP

NUMBER TOP

Victor Slash



LOGO TOP

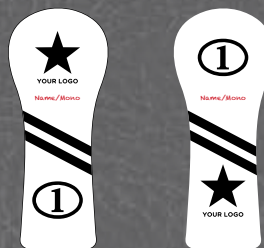
NUMBER TOP

Victor Racer



LOGO TOP

Yankee Club/  
Triad/Slash



LOGO TOP

NUMBER TOP

Reverb Racer



LOGO TOP

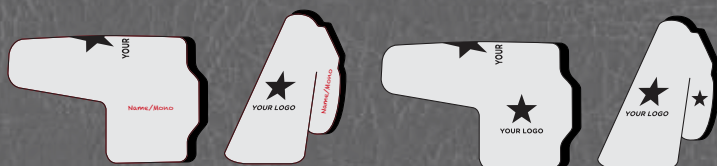
Snap Fit™ & Standard

SIDE VIEW

TOP VIEW

SIDE VIEW

TOP VIEW



LOGO TOP

LOGO TOP & SIDE

Large Mallet



LOGO CENTER

Drawstring Bag  
and Shoe Bag



PERSONALIZE



# DISPLAY STANDS

Increase sales and ensure sell-through of your AM&E product with our solid wood displays with solid brass logo plate. Made in the USA.



## 3-TIER, 9-PRONG

WCD9

3-tier, 9-prong unit is ideal for presenting head covers



## 2-TIER, 6-PRONG

WCD6

2-tier, 6-prong unit is an excellent way to showcase putter covers



# HOW TO ORDER

All AM&E® products and material now have product and material codes to make ordering easy and accurate. Simply combine the product and material code to specify your order.



## VICTOR SLASH HEAD COVERS IN ALL THREE SIZES (DRIVER, FAIRWAY & HYBRID):

### Product

Victor Head Cover: **HCV**

### Head cover Size:

Driver code - "D": **HCDV**

Fairway code: - "F": **HCVF**

Hybrid code - "H": **HCVH**

### Head cover Styles:

Victor Slash for a Driver: **HCDV-SLASH**

Victor Slash for a Fairway: **HCVF-SLASH**

Victor Slash for a Hybrid: **HCVH-SLASH**

### Color & Material

Snow Promessa® Ultraleather® is **100**

---

### FINAL CODES:

Slash Driver in Snow Promessa® Ultraleather® final code:

**HCDV-SLASH-100**

Slash Fairway in Snow Promessa® Ultraleather® final code:

**HCVF-SLASH-100**

Slash Hybrid in Snow Promessa® Ultraleather® final code:

**HCVH-SLASH-100**



## SNAP FIT STANDARD PUTTER COVER IN SASSY Ultraleather®

### Product & Style

Snap Fit® Standard  
putter cover code: **PCSNF**

### Color & Material

Forest Ultraleather® code: **304**

**FINAL CODE: PCSNF-304**



## STANDARD SHOE BAG IN WHITE PELOTON

### Product & Style

Standard shoe bag code:

**ACSB-STANDARD**

### Color & Material

White Peloton code: **600**

### FINAL CODE:

**ACSB-STANDARD-600**



# SWATCH LIBRARY

## GENUINE LEATHER

*Yankee, Alignment Stick*



## PROMESSA® Ultraleather®

*Victor, Putter Covers, Accessories*



## Ultraleather®

*Reverb, Putter Covers, Accessories*








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### TECH CANVAS

*Shag Bag: top part; Victor Standard & Club; Putter Cover Standard & Club*




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### PELTON

*Shoe Bag, Shag Bag: bottom part*




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### FLANNEL LINING

*Victor, Yankee, Drawstring Bag*



GRAY  
400





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