

Titleist[®]
#1 ball in golf.[®]

2020 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**



Danielle **Kang**



Cameron **Smith**



Rafa **Cabrera Bello**



Jeongeun **Lee6**



Scott **McCarron**



Bubba **Watson**



Gary **Woodland**



Paul **Casey**



Bernhard **Langer**



Tony **Finau**



JT **Poston**



Jessica **Korda**



Webb **Simpson**

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%	9%
#1 WORLDWIDE WINS	67%	12%
PGA Tour Ball Count	73%	11%
European Tour Ball Count	69%	13%
LPGA Tour Ball Count	81%	5%
Korn Ferry Tour Ball Count	70%	11%
PGA Tour Champions Ball Count	75%	11%
Asian Tour Ball Count	75%	10%
PGA Tour of Australasia Ball Count	82%	7%
China Tour Ball Count	82%	7%
Japan Golf Tour Ball Count	60%	19%
Korean PGA Tour Ball Count	71%	15%
Mackenzie Tour - PGA Tour Canada Ball Count	75%	10%
OneAsia Tour Ball Count	72%	12%
PGA Tour Latinoamérica Ball Count	76%	8%
South African Tour Ball Count	80%	15%
U.S. Amateur Championship Ball Count	74%	17%
U.S. Women's Amateur Championship Ball Count	88%	6%
Augusta National Women's Amateur Championship Ball Count	93%	3%
Asia-Pacific Amateur Championship Ball Count	75%	8%
Asia-Pacific Women's Amateur Championship Ball Count	69%	10%
British Amateur Championship Ball Count	80%	9%
Latin America Amateur Championship Ball Count	78%	15%
NCAA Men's Golf Division I Championship Ball Count	83%	7%
NCAA Women's Golf Division I Championship Ball Count	97%	2%
U.S. Junior Amateur Championship Ball Count	74%	15%
U.S. Girls' Junior Championship Ball Count	71%	14%
U.S. Mid-Amateur Championship Ball Count	78%	14%
U.S. Senior Amateur Championship Ball Count	81%	12%

Source: Darrell Survey, Northmountain International, Sports Marketing Surveys, LTD. Based upon results through 12/1/2019.



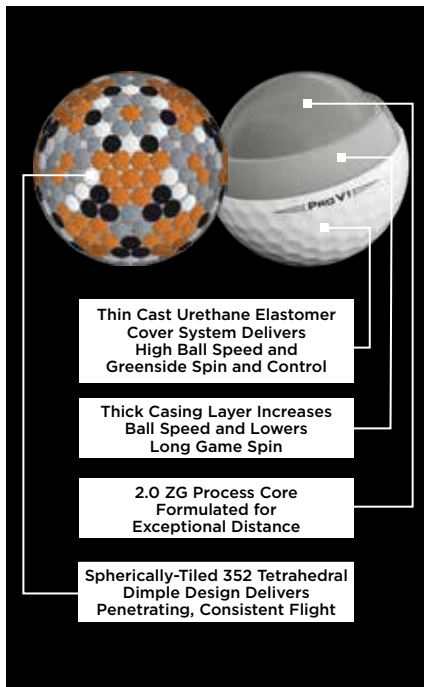
Golf Ball Models

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 TruFeel, 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®

For golfers looking to shoot their best scores, the Titleist 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 or 1-99.

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



PRO V1x®

For golfers looking to shoot their best scores, the Titleist 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 or 1-99.

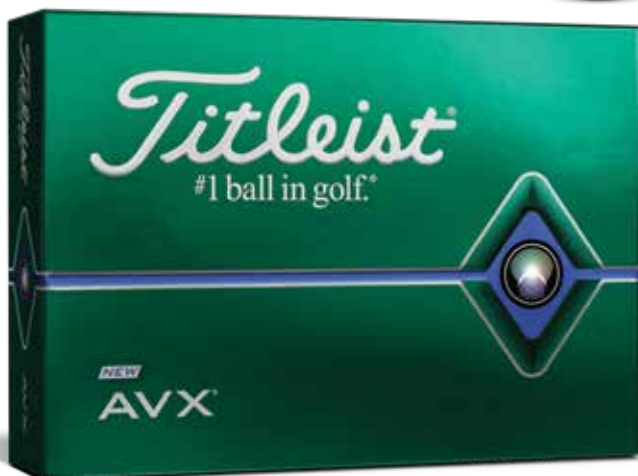
High optic yellow golf balls are available in play numbers 1-4.



AVX® | NEW

The Titleist AVX is designed for golfers seeking a Premium Performance golf ball while prioritizing distance and extremely soft feel.

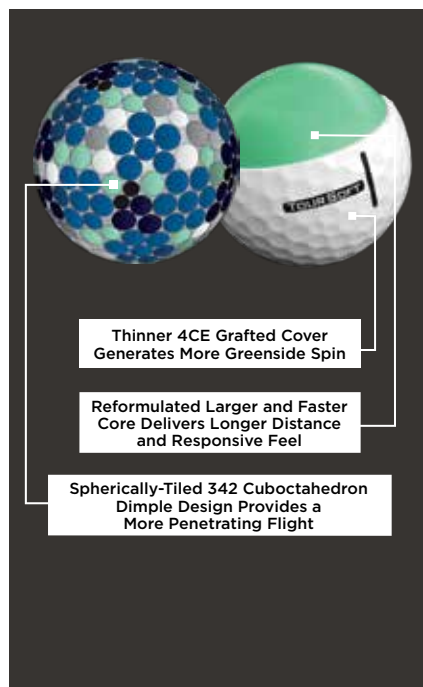
Available in white and high optic yellow, play numbers 1-4.



TOUR SOFT | NEW

The Titleist Tour Soft golf ball is engineered to provide golfers with better performance by delivering responsive soft feel without sacrificing distance off the tee and control around the green.

Available in white and high optic yellow, play numbers 1-4.



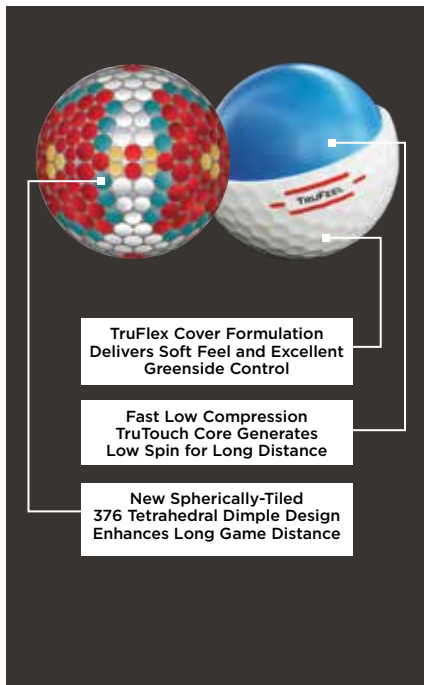
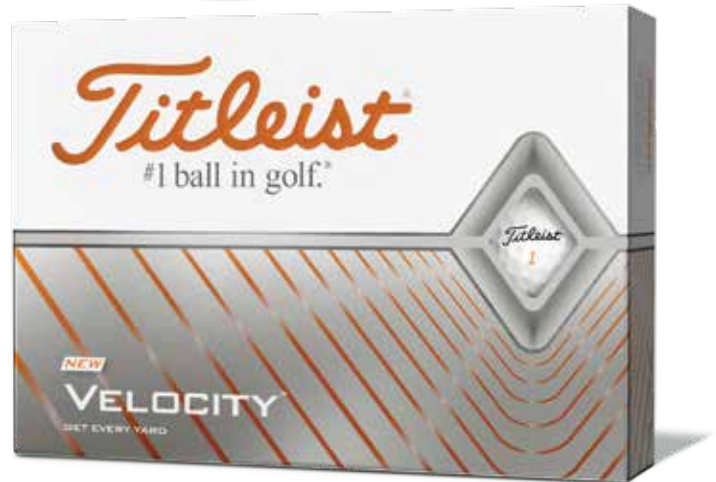


VELOCITY™ | NEW

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

Available in white and matte pink, play numbers 1-4, matte orange and matte green, play numbers 00-11-22-33.

Matte golf balls are not available for customization.



TRUFEEL™ | NEW

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

Available in white, high optic yellow and matte red, play numbers 1-4.

Matte golf balls are not available for customization.

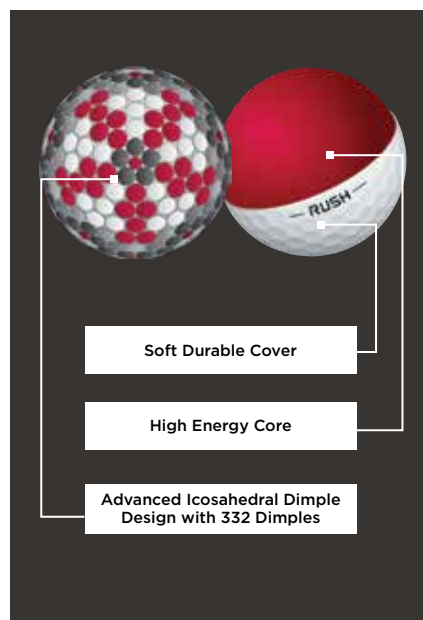
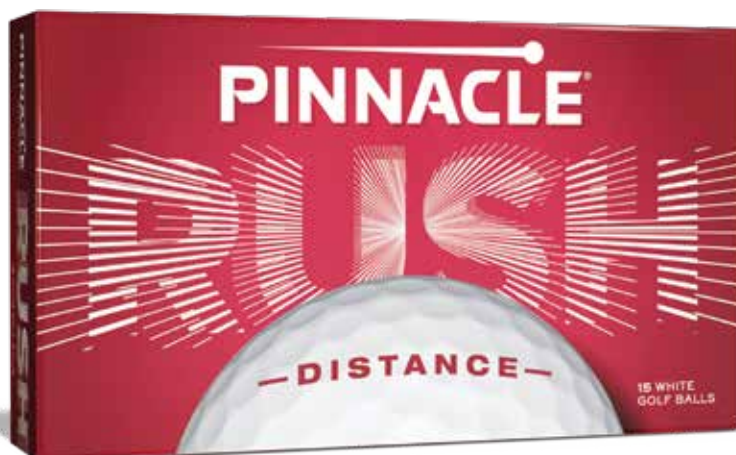


RUSH

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 with white or yellow golf balls.

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

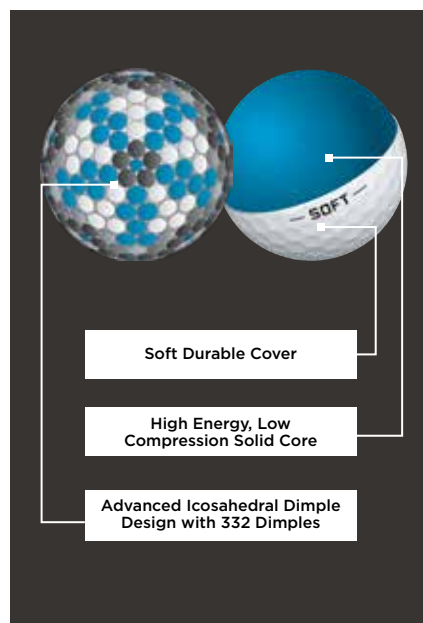


SOFT

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 and pink golf balls.

Pinnacle Soft dozens are available for custom only with white golf balls.





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	5 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	5 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	5 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

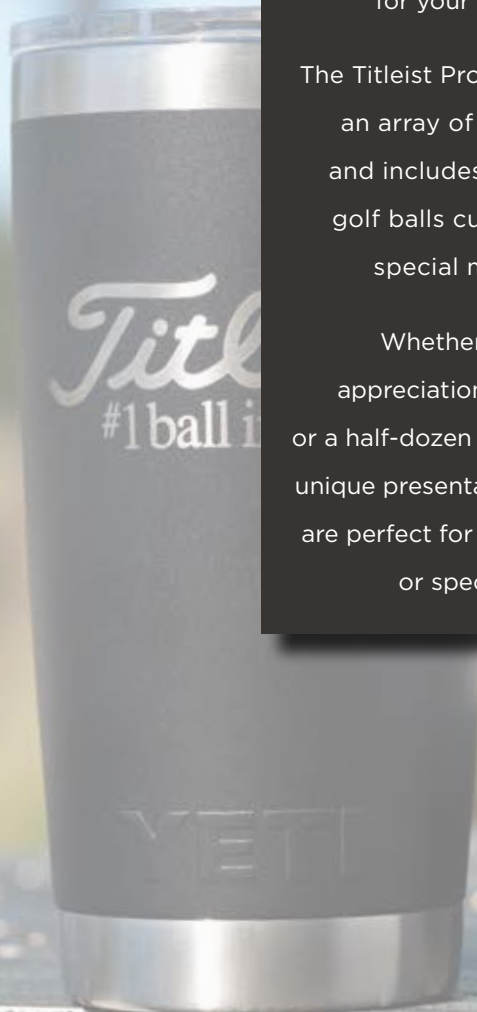


Pro V1® Collection

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 thank you appreciation box, YETI® tumbler 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-dozen 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-dozen (1 dozen)
	Logo	24 half-dozen (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 on and off the course. This valuables pouch features a clip to attach to your golf bag or duffel.

- Includes either one or two 3-ball sleeves of custom Titleist Pro V1 or Pro V1x golf balls



Minimum	2 Sleeves	24 pouches (12 dozen)
	1 Sleeve	48 pouches (12 dozen)
Lead-Time	5 business days from artwork approval	

TITLEIST PRO V1 AND PRO V1x

YETI® TUMBLER | NEW

Partner with two great brands to give the gift of quality and excellence.

- Includes one 3-ball sleeve of custom Titleist Pro V1 or Pro V1x golf balls
- Tumbler available in black
- All tumblers include a Titleist logo etched in silver



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

TITLEIST PRO V1 AND PRO V1x

APPRECIATION BOX

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

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



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 ball packaging 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 bands (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 a favor 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 WITH SLEEVES

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

HALF-DOZEN WITH FOAM

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	Colors can be adjusted to closely match your club or company brand identity

2-BALL

Minimum	144 sleeves (24 dozen)
Lead-Time	15 business days from artwork approval
Color Options	Colors can be adjusted to closely match your club or company brand identity

3-BALL

Minimum	96 sleeves (24 dozen)
Lead-Time	15 business days from artwork approval
Color Options	Colors can be adjusted to closely match your club or company brand identity

2-BALL BUSINESS CARD BOX

Minimum	144 boxes (24 dozen)
Lead-Time	15 business days from artwork approval
Color Options	Colors can be adjusted to closely match your club or company brand identity

Die-cut lid allows insertion of a business card or gift card (business card and gift card not included)

TEMPLATE OPTIONS

TEXTURE

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

- Coordinating sleeves repeat your photograph 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 dozen and half-dozen 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
- Available in a non-photo design as well
- Photograph must be 300 ppi at 4" x 10"



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	

**Die-cut lid allows insertion of a business card or gift card (business card and gift card not included)*

TITLEIST

CUSTOM 2-BALL MARKER BOX | NEW

Clear cover allows your logo to be the focal point.

- Includes two custom golf balls
- One custom ball marker or stock Titleist ball marker
- Match any custom logo to accompanying custom ball marker



Available 3/1/2020

TITLEIST BALL MARKER

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

CUSTOM BALL MARKER

Minimum	96 packs (16 dozen)	
Lead-Time	15 business days from artwork approval	

TITLEIST®

TUMBLER | NEW

Align your brand with Titleist while in the office or on the move.

- Includes one 3-ball sleeve of custom golf balls
- Tumbler is available in three finishes (stainless/white/black)
- White and silver tumbler will allow for a 4-color logo, black tumbler offers a silver etching
- All will include a Titleist logo on one side of tumbler



TITLEIST TUMBLER

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

TITLEIST CUSTOM TUMBLER

Minimum	48 tumblers (12 dozen)
Lead-Time	15 business days from artwork approval

TITLEIST

TIN

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

- Now available on all Titleist golf ball models
- Three custom golf balls, one Titleist Sharpie® Mini (black), one Titleist ball marker and five Titleist tees



TITLEIST TIN

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

TITLEIST CUSTOM TIN

Minimum	96 tins (24 dozen)
Lead-Time	15 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 or gift 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	

*Die-cut lid allows insertion of a business card or gift card (business card and gift card not included)



TITLEIST®

DOZEN WITH LICENSED BAND

Proudly showcase your favorite team, school or US military branch.

- Available with MLB, Collegiate and Military Branch logos
- Available on all white Titleist golf balls*

*Not available on any double digit play number golf balls



Minimum	6 dozen per team/school/branch
Lead-Time	10 business days

PINNACLE®

LICENSED JAR BALLS

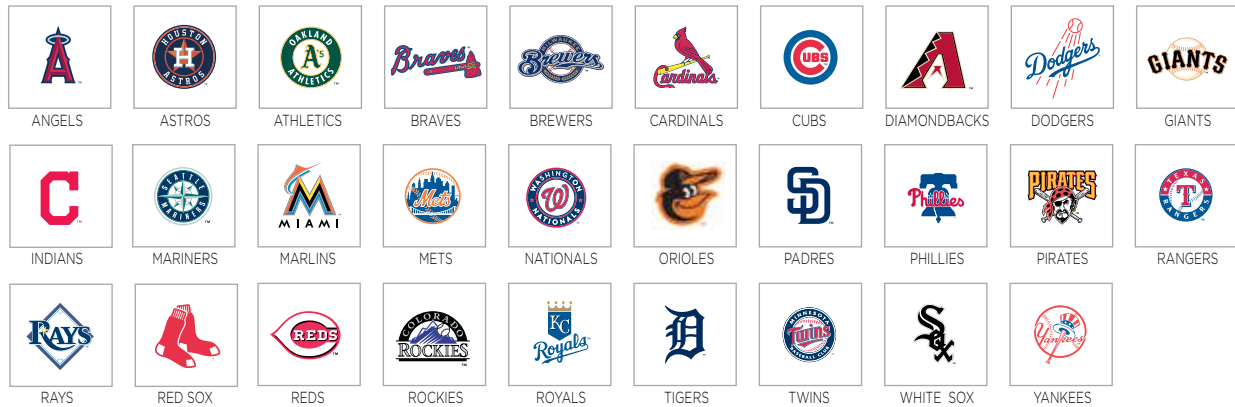
The perfect collectible to exhibit team pride.

- Available with MLB, Collegiate and US Military Branch logos



Minimum	8 dozen per team/school/branch
Lead-Time	5 business days

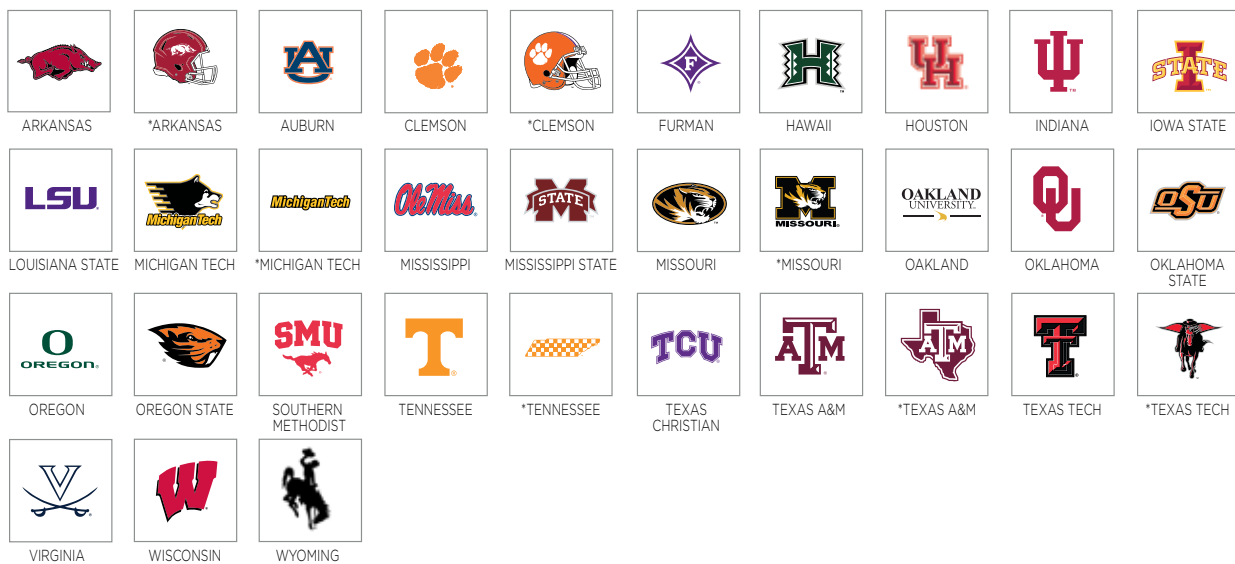
MLB TEAMS



ARMED FORCES



COLLEGIATE TEAMS



*Secondary logo

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