



ahead Introduces AeroSphere Tech Fabric
New “Ultimate Fit” caps feature comfort, cooling material



NEW BEDFORD, Mass. (Dec. 5, 2022) – In its near-30-year history, **ahead** has had a keen knack for shaking things up, continuing to evolve, and bringing new items to the marketplace. The latest innovation—to be introduced for delivery in early 2023—will be the new Ultimate fit cap series featuring the next evolution of the **ahead’s** signature Sphere performance fabric.

Two caps will debut with the new AeroSphere tech fabric, which will take the best-selling polyester-spandex hat and make it even better. Designed to dramatically help with cooling and moisture wicking, as well as evolve the fit, the **Stratus** (structured) and **Frio** (unstructured) styles will be formally introduced at the PGA Show in January 2023.

Ahead will begin shipping the “one-size-fits-most” Ultimate Fit styles—a hybrid between the company’s Mid-Fit and Classic Fit styles—in early 2023.

“Our customers look to us as aesthetic leaders,” said Chuck Lord, Chief Creative Officer, **ahead**. “So, we are constantly looking at how we can improve upon what we offer, while not straying too far from what our customers have long loved about our Sphere performance caps. The Ultimate Fit designation speaks to the fact that these hats are literally the best fitting hats **ahead** has ever designed.”

Along with improved moisture wicking and breathability, both caps will have a Dry-Fit sweatband to provide more stretch for comfort, and an SPF 30+ sun protection rating. Both styles utilize a thinner, updated closure, replacing the typical hook-and-loop closure. The **Stratus** will have a D-ring stretch micro-Velcro closure in back to give wearers even more play in

the fit, while the **Frio** closure features performance Velcro tabs with the **ahead** signature elastic loop pull.

Both the **Stratus** and **Frio** caps are offered in a robust color palette with nearly two dozen colors in each style – ensuring broad allure, including for the university market.

The new AeroSphere fabric caps—along with **ahead's** entire Summer/Fall headwear, apparel, and accessories lines—will be featured at **ahead** booth #5957 at the 2023 PGA Show, Jan. 24-27, taking place at Orlando's Orange County Convention Center.

For further information, visit aheadweb.com. To access the company's online shop page, visit aheadusashop.com.

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Since energizing the headwear industry with its 1995 debut, **ahead** has grown its business by expanding into corporate, resort, and collegiate markets. Known for its innovation and creativity, **ahead** also has a stellar reputation for exemplary, reliable customer service. A leading supplier of headwear to the USGA, PGA of America, PGA TOUR, and Ryder Cup, **ahead** is committed to providing its customers and more than 5,000 accounts across the globe with the highest quality headwear, apparel, and accessories.

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