

SANTA ANA, CA, September 19, 2013 **/24-7PressRelease/** -- Belding, an American manufacturer of luxury golf bags and accessories, is pleased to announce that the company has established a new executive team that will expand and freshen the brand.

Dan Keogh and Brien Paterno, Managing Directors and now Partners, join COO Jackie Perrin in their pursuit of growing Belding. "The Perrin family has built a great brand and the talent and energy of this new partnership will greatly expand upon it," commented Perrin.

Keogh brings his vision to Belding. He most recently helped build the Second Skin Garment Company into a multi-branded apparel distributor servicing the North American Golf and Ski markets. Hollas, Second Skin, Ahead Headwear, Phenix and Callaway brands were all represented under Keogh's direction. Previously, Keogh founded Waterford Industries Ltd which was an integrated brand marketing and apparel company. It was here that he was named the 2006 Canadian Golf Executive of the Year by Score Golf.

Paterno is a golf industry veteran and will be a driving force behind the Belding sales team and product development. He has been engrained in the golf bag, luggage and accessories marketplace for over 18 years. He is recognized for developing Golf Sales West (GSW) into the largest OEM for golf bags as well as previously serving as National Sales Manager and Key Account manager for Belding in the mid/late 90s. Paterno also served in a sales capacity with Datrek and Miller Sports.

Belding's refinement of the brand begins with a new logo. It is elegant, clean and states, Handcrafted in California, where all Belding products are designed and manufactured. A new collection of golf bags and accessories will be introduced. These luxury pieces also include luggage, brief cases, backpacks and more. Each of these designs reflects the Belding lifestyle. Paterno has developed a new sales force and these timeless items will be available at retail soon.

Also, to be revealed is the new Belding website. It will be an interactive showcase where users can actually design their own golf bags and accessories or simply peruse or purchase the new collections.

"These projects are a small sampling of the work that is in process at Belding. It is with great pride that we will be introducing our new direction and products that honor the Belding heritage but in a fresh new way," added Perrin.

American Golf Bag Manufacturer Belding Announces New Company Leadership and Direction

Written by Australian Business

Belding - Hand Crafted in California The Belding brand began in Los Angeles California in 1966 when entrepreneur and golfer Jack Perrin and his fashion designer wife Illah founded the Belding brand that designed and manufactured golf bags and accessories in America. With Illah's design sensibilities and Jack's high standards of using only the best materials and expert craftsmanship, the Belding brand of golf and lifestyle related products quickly established itself as a premier American manufacturer to the golf industry. For over 45 years Belding's commitment to quality manufacturing in America has not wavered and remains steadfast in combining the finest materials with both the style and design that discerning golfers demand.

For more information on Belding, visit the company website at www.beldingusa.com .

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