



#### WHAT IS THE VICE WAY?

- ▶ TOP PERFORMANCE
- ▶ HALF THE PRICE
- ▶ ONLINE ONLY, NO MIDDLE MAN
- ▶ UNIQUE DESIGN



# VICE GOLF: THE TALK OF THE TOWN



A small German start-up has revolutionised the entire golf industry. The high-quality, multiple award-winning golf balls produced by Vice Golf are synonymous with a young, modern lifestyle on the golf course – which is leading the entire industry into the future.

It all started a few years ago in Munich, Germany, best known for Oktoberfest, BMW, and FC Bayern Munich. Ingo Duellmann and Rainer Stoeckl had studied law, were just over 30, and all set to embark on a career as successful lawyers. In their free time, they enjoyed playing golf together, but frequently complained about the outdated, elitist image of their new favourite sport and the exorbitant prices of stodgy equipment. In short: their golf reality didn't match the life-style they embodied as representatives of a young, successful generation.

They found a way to solve these problems by founding their own start-up, which meant giving up their well-paid jobs. They set high goals for Vice Golf; namely, to turn golf into a modern, hip, and cool sport. What started out as a bold idea that faced plenty of prejudice soon

emerged as a viable endeavour – and served as an example of how an entire industry can transform itself.

With Vice Golf's online only approach, the modern golf clientele can now conveniently purchase Vice Golf balls in the online shop from the comfort of their own home. The shop offers premium balls which can be designed individually and are available in fresh colour variations like NEON LIME and NEON RED, as well as attractive accessories that are delivered straight to your door. This arrangement allows the company to sell balls at a considerably lower price, since the extra costs for intermediaries and expensive sponsoring, things the end consumer normally pays for, are eliminated.

Even though it may sound like the company enjoyed a quick and untroubled rise to the top – it wasn't always that easy for the two founders and their team of detail oriented engineers, designers, and marketing experts. Although their work offered them the opportunity to continue dedicating themselves to their favourite "vice" professionally, they faced plenty of headwind and taunting mockery. But "what doesn't kill you makes you stronger": Following a high-risk period, filled with many sleepless nights, the team now has a customer-friendly distribution system in place and sells first-class golf balls that have received the coveted Golf Digest Gold Badges multiple times as well as awards in the UK in 2018.



The golf world is now celebrating a little company that made the American dream come true by filling a gap in the market. The meteoric global rise of the Vice Golf brand as well as the international distinctions awarded by independent institutions prove that the people of today are passionate about the sport of golf – as long as they can identify with the values and attitudes of companies like Vice Golf.

[www.vicegolf.com](http://www.vicegolf.com)