

Honoring Tradition with Leaderboard-Inspired Staff Bags



For players, patrons, and fans around the world, The Open Championship holds a special place in the heart of many golfers. Links-style terrain, unpredictable conditions, and passion-fueled competition converge to create a memorable tournament that will resonate for years to come.

To commemorate the four majors of the season, TaylorMade Tour staffers are equipped with custom staff bags designed to evoke the spirit and heritage of each major championship. For this year's Open Championship at Royal Troon, our staff bags are inspired by the iconic yellow leaderboard that has become a signature feature of this storied event.



Holding on to the tradition of manually operated scorekeeping, The Open Championship scoreboards on the 18th hole have taken on a legacy all their own. Behind the yellow walls and shifting numbers, students from two rival schools work frantically to out-pace their adversaries across the fairway. A tradition that began in 1979 between two intrinsically competitive schools has also become a form of quality control with students relishing the opportunity to point out any mistakes made by their opposition. So when you see names climbing the leaderboard on Sunday, know that Cranleigh School and Charterhouse School students are the wizards behind the wall working to keep us all informed down the final stretch of golf's 3rd major.

Reminiscent of those leaderboards that loom over the 18th hole, the custom TaylorMade staff bags feature a shock of yellow with blue accents. Along with the bag, special edition blue head covers will complete the overall look for TaylorMade players in the field. Paying intricate attention to detail, the bag's golden clips and zippers also feature TaylorMade's T-bug icon throughout the design. However, the real payoff is found inside the pocket linings where a plaid pattern of light and dark blues add a distinctive European flair to the overall design.



Take a closer look at our commemorative bags for the 3rd major of the year, and keep an eye out for TaylorMade Tour staffers climbing the yellow leaderboard as we head into Sunday at Royal Troon.







ABOUT TAYLORMADE GOLF

About TaylorMade Golf Company

Headquartered in Carlsbad, California, TaylorMade Golf Company sells golf equipment, footwear, apparel and accessories under the TaylorMade, adidas Golf, Adams and Ashworth brands. TaylorMade Golf Company posted 2014 sales of €913 million.

About the adidas Group

The adidas Group is a global leader in the sporting goods industry, offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle around the core brands adidas, Reebok, TaylorMade and Reebok-CCM Hockey. Headquartered in Herzogenaurach, Germany, the Group employs more than 55,000 people across the globe and generated sales of around € 17 billion in 2015.



TaylorMade Golfnewsroom

