Wilson Golf has not aged well. The once iconic brand with a rich legacy continued to have trouble maintaining its market position in 2009. Its Finnish parent company, Amer, released its 2009 financial results that chronicle the ongoing slide for its golf business.

Amer reported, 2009 net sales in golf fell 15% to EUR 66.7 million, down EUR 11.9 million from the EUR 78.6 million it reported in 2008. The breakdown of sales by market, according to Amer, was: the Americas 44%, EuropeMiddleEastAfrica 44% and Asia Pacific 12%. In local currency terms, the Americas fell by 25%, the EMEA fell by 4%, and Asia Pacific fell by 19%. The biggest product categories were clubs, representing 59% of net sales, and balls 26%. Net sales of clubs fell in local currencies by 15%, and balls by 21%, it said. Amer added that Wilson Golf's strategy is to focus on the iron category.

A brief look in the rear view mirror for the golf business reflects its challenges in remaining fresh with consumers. Revenues back in 2002 were EUR 213.3 million and slumped in 2004 to EUR 141.2 million. Last year’s results are only mostly higher that its first quarter sales back in 2003 of EUR 62.2 million...