

MARKET FORCES:

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Asia has been the preferred destination of choice for golf manufacturers when it comes to equipment. Cost is largely attributed for the reason to have clubs created and manufactured on the other side of the international date line. Now early evidence is appearing that golf balls are migrating to this region of the world for residence alongside drivers, irons, wedges and putters.

The Acushnet Company, manufacturer of Titleist announced its intention to build Ball Plant IV, a company owned and operated golf ball manufacturing facility somewhere in Asia. The specific country and location for the new facility has not been finalized, according to the company, yet it is expected to start production and be fully operational within the next 3 to 5 years.

The Asian location will increase manufacturing capacity of the Titleist Pro V1, the company stated in a press release. It is also expected to better position Titleist's supply in the markets that are experiencing and forecasted to provide the greatest future growth within the global playground.

Ball Plant IV will supplement Titleist's manufacturing production in Ball Plant II and Ball Plant III, which are located in North Dartmouth and New Bedford, Massachusetts, respectively, which will continue to operate. Titleist said the two domestic manufacturing ball facilities represent the most significant size, production volume, technology, investment and workforce for it. The Asian project isn't expected to have any immediate impact or any long-term effect on the employment of any current permanent Ball Plant Associates, the company reinforced.