



Press information

## Dr. Kerstin Kellermann, registered merchant – History of the company



# 2005-2014 History

### **Founded**

15<sup>th</sup> August 2005

### **Company headquarters**

2007-2012 Bergisch Gladbach  
from June 2013 Overath

### **Milestones in the collection**

Montecastillo = the key to the success of the company  
Masters = used on all international golf tours

### **Specialisation**

On custom golf bags from 2007

### **eCommerce**

2005 – 2009 eBay  
from 2007 online shop  
from 2012 Amazon

### **Tour players' scene**

Custom golf bags for tour players (European Tour, LET, PGA, LPGA Tour, etc.) from 2008

### **Online Design Tool**

From 2012

### **From 2013**

Breaking into the luxury segment

The individual enterprise of Dr. Kerstin Kellermann was founded on 15<sup>th</sup> August 2005. The field of activity registered in the Commercial Register was "Sport Marketing, Sales, Design and Creation of Sports Equipment". The founder moved into her first business premises in her parents' company in Overath. In summer 2005 the recently graduated business economist discovered the potential of eCommerce for her business through eBay. While designing her first golf bag collection, she sold various sports equipment through eBay and achieved 513 positive assessments on all international eBay platforms. At the beginning of 2006 she introduced her first own golf bags under the trade name of Kellermann Golf: the Alcanada Stand Bag and the Montecastillo Tour Bag. While making a name for Kellermann Golf on eBay, Dr. Kerstin Kellermann started working on her own online shop. From the spring of 2007 onwards the shop started rising in the ranks and started recording good growth rates. In 2007 the company moved to the Technology Park in Bergisch Gladbach. Dr. Kerstin Kellermann was now only offering golf bags with individual embroidery and needed more space for the first machines. The Tour Bag Montecastillo embroidered with the national flag and name turned out to be the success generator of the company. At the beginning of 2008 the Tour Bag Masters, the Ladies Staff Bag St. Anne and the Cart Bag Madeira was added to the collection. The art of embroidering golf bags became a central unique selling point. In February 2008 the first completely individually embroidered Masters Tour Bag was delivered to Ashburn/USA. The design topic was the "Kappa Alpha PSI Fraternity". This was followed by Custom Tour Bags for international tour players from the

European, Ladies European Tour, the PGA and LPGA Tour as well as the Alps, Canadian and Futures Duramed Tour, e.g. for Marianne Skarpnord/NU (2008), Steve Webster/GB, Kristy McPherson/USA, Jeev Milkha Singh/IN (2009), Simon Khan/GB (2010), Matt Millar/AU (2011), Sebastian Heisele/DE (2012), Luca D'Andreamatteo/IT, SSP Chowrasia/IN (2013). With her success on the tour players' scene, the eBay activities receded into the background. Her own multilingual online shop was recording strong growth figures in Europe and overseas. The completely individualised golf bags were almost exclusively made by hand in the early years. In 2009 the company's changed field of activity was also updated in the Commercial Register. In 2011 Dr. Kerstin Kellermann completely redesigned the product portfolio. She created a new production concept that is comparable to the module system in the automobile industry. The programme became leaner but the work by hand was reduced and shorter production times were realised. In 2012 the online shop was equipped with a design tool. Customers were then able to design their bags themselves online. The amateur golfer market was now also growing with the models Muirfield, Montrose and Madeira from the new generation. At the end of 2012 shops were opened on the European Amazon platforms. In June 2012 the company moved to new business premises in Overath. The company succeeded in breaking into the luxury segment with Morfontaine, the first custom golf bag made of real leather, and the cooperation with the luxury trolley manufacturer JuCad from July 2013.

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