

## Dr. Kerstin Kellermann, registered merchant – Short Profile



Press information



# 2014

## Short Profile

**Founded**  
2005

**Company headquarter**  
Overath, Germany

**Unique Selling Points**  
Custom Golf Bags  
Quick production times  
Online design tool

**Sales system**  
Direct sales through online shop and Amazon in more than 35 countries

**Sales volume**  
Below 1 million Euros

Dr. Kerstin Kellermann, registered merchant, is specialised in the production of custom golf bags. The golf bags are distributed online in more than 35 countries.

The brand Kellermann Golf stands for custom golf bags made in Germany. The exclusive bags are sold around the globe through direct sales online. The export rate of the individual enterprise is at around 90 %. The owner is a doctor of economics and communicates in 5 languages. The international clientele designs its own personal golf bags online or commissions the creative team from the company with this task. The segment Custom Golf Bags represents a niche in the golf equipment sector. Standard golf bags can only be individually embroidered to a certain extent after production. Kellermann Golf, in contrast, offers comprehensive individualisation options. The final price of a golf bag is calculated on the basis of the number of individualised areas (e.g. sides, front, ball bag, shoulder belt, etc.) and the complexity of the embroidered motifs. The customer has online access to a motif database in which embroidery motifs are

categorised according to certain design themes. Moreover, the customer can upload his or her own files. The customer then chooses the golf bag model from Kellermann Golf and the desired base colour. The production periods are between 24 hours through Amazon for simple personalised bags and 2 weeks for very complex models. The online shop, trading in 7 languages, generates monthly traffic of approx. 16,000 visitors. The collection from Dr. Kerstin Kellermann comprises custom cart bag, tour bags, stand bags, head cover sets and other golf bag accessories. The headquarters of the company is Overath near Cologne, Germany. Customers are discerning amateurs and international tour players, whose tour bags are financed by sponsors. The gift and team segment is recording particularly high growth figures.

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