



Press information

Dr. Kerstin Kellermann, registered merchant – Detailed Portrait



2014 Portrait

Founded
15th August 2005

Company headquarters
Overath, Germany

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

Focus on export
Export rate of around 90%
Export to over 35 countries
Online shop trading in 7
languages
Owner communicates in 5
languages

Sales system
Direct sales through online
shop and Amazon

Collection
Custom cart bags, tour bags,
stand bags as well as head
covers sets and other
accessories

Price constellation
High price segment
Golf bag price dependent on
number of individualised
areas and complexity of the
embroidery motif

Sales Volume
Below 1 million Euros

The individual enterprise Dr. Kerstin Kellermann, registered merchant, is specialised in the production of individualised golf bags. The brand Kellermann Golf stands for custom golf bags made in Germany. The exclusive bags are sold in over 35 countries through direct sales online. The owner is a doctor of economics and communicates in 5 languages. The export rate of the individual enterprise is at around 90 %. 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 customer's own creativity represents a special added value. The customer has the chance to create an individual gift according to his or her own personal taste. The golf bags have innovative features and are designed for sporty, ambitious golfers. The production periods are between 24 hours through Amazon for simple personalised bags and 2 weeks for very complex models. Depending on the time pressure and budget, the customer can choose between 3 forwarders. The online shop, trading in 7 languages, generates monthly traffic of

approx. 50,000 visitors. 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. An increasing number of small batches of the same design is being produced for company events, teams and travel groups. Each golf bag is a unique specimen and is photographed in the company's own studio. The most beautiful golf bags are displayed in the continuously updated photo galleries www.cartbags.de, www.tourbags.de and www.standbags.eu. Hundreds of different custom golf bags provide inspiration customers to design their own creations.

The collection from Dr. Kerstin Kellermann comprises the following products:

Madeira. 9,5" cart bag with 14way divider in the colour design black, with and in the combination black/white.

Muirfield. 9" stand bag with 14 way divider in the colour designs white/silver, black/silver and pink/black

Montrose. 10" tour bag with 14way divider in the colour designs white and black.

Morfontaine 9.7" Genuine leather golf bag with 14way divider in the colour designs dark brown/beige/white and beige/white/navyblue.

Masters. 10" tour bag with 6 way divider in black

St. Anne. 8.5" ladies staff bag with 9way divider in white.

Custom head cover sets. Sets of four or three pieces for driver, wood 3, 5 and X.

Shoe/garment bag **Biella** in white and duffle bag **Montreux** in black

Protection bag. Light travel cover for daily use in caddy room and car boot..

Team golf bags. From a set of 8 pieces of the same design.

DR. KERSTIN KELLERMANN, REGISTERED MERCHANT
Pfarrer-H.-Kugelmeier-Str. 1
D-51491 Overath, Germany

TELEPHONE
+49 (0)2204-97 99950

WEB
www.kellermanngolf.com