

Champ MacNeill USA

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Distinguished Professor of Higher Education, Emerging Technologies, and Innovation

The screenshot displays the Champ MacNeill USA website. At the top left is the **CHAMP** logo in a yellow box, followed by the tagline "The World Leader in Sport Cleat Technology®". To the right are navigation links: PRODUCTS, NEWS & EVENTS, WHY CHAMP?, CORPORATE, and SHOP. Below this is a grid of ten sports categories, each with a representative image and a label:

- GOLF**: Image of a golfer's feet on a green field.
- GOLF ACCESSORIES**: Image of several golf grips in various colors (blue, black, red, white).
- FOOTBALL**: Image of a football player in a red jersey.
- SOCCER**: Image of a soccer player in red kicking a ball.
- TRACK**: Image of several sprinters on a red track.
- BASEBALL**: Image of a baseball player in a white uniform swinging a bat.
- LACROSSE**: Image of a lacrosse player in a black jersey holding a stick.
- RUGBY**: Image of a person's legs in red socks and a red scrum cap.
- CRICKET**: Image of a person's legs in white cricket pads and a bat.
- INDUSTRIAL**: Image of a stack of cut logs.

Press Release on Open Championship

- [CHAMP Spikes Worn By the Open Champion. Title Holders of Golf's Four Majors Trust in Company's Traction Solutions](#)
- July 21st, 2015
- CHAMP/MacNeill Engineering Worldwide – The World Leader in Sport Cleat Technology® and maker of innovative [CHAMP spikes](#), high-performance grips, golf tees and accessories – announces the winner of the 144th Open relied on its renowned spikes to take home the Claret Jug at St. Andrews.
- The 39-year-old American captured his twelfth PGA Tour victory and second major wearing the [ProStinger®](#) model, featuring a unique blend of metal and plastic traction technology. The #1 Brand on Tour®, CHAMP spikes have been used by 38 of the past 51 major champions, including the reigning PGA, Masters and U.S. Open winners.
- *“When pros gear up for the majors, they know that being prepared for a multitude of weather and course conditions is vital to playing well,”* says Harris MacNeill, President and CEO of CHAMP/MacNeill Engineering Worldwide. *“From wind and rain to fescue and fairway, our spikes deliver on performance, comfort and traction when the player needs it most.”*
- Beyond its wide range of technically-advanced cleats, the company’s signature products include the [Zarma FLYtee™](#) series and innovative [C Grips line](#). Designed with a strong emphasis on technical innovation and game-improving performance, the C Grips collection consists of five models. It has gained a loyal following among players who recognize its superior feel, durability and performance characteristics.
- For more information: www.champspikes.com, 1-800-OK-CHAMP.
 - <http://youtu.be/zXbmaBSE9OQ>

- **MacNeill Engineering Company, Inc.**
- P.O. Box 735 / 140 Locke Drive
Marlborough, MA 01752 USA
- Tel: - 1 508.481.8830
Toll Free: - 1 800.OK.CHAMP
Fax: - 1 508.303.4923

NEW CHAMP Zarma FLYtee

BIO

Traction Element
Wear Indicator
Cushion Element

• **Extreme Distance** • **Improved Accuracy** • **Extremely Durable**

Shallow Cup less friction and more distance

11 Ribbed Impact Ribs
2" Extra Length
3" Extra at Teebox

Impact Ribs durable and long lasting

7 Vibrant Colors and 3 Different Sizes Available For The CHAMP Zarma FLYtee.

CHAMP

www.champgolf.com 800.OK.CHAMP

Position Statements

Heritage

- Since 1931 CHAMP and MacNeill Engineering have been trusted to take product concepts and fully develop them and deliver them around the globe in a timely manner. One of our core capabilities is to team up with your development team to review which components and products are suited for your next application. We offer standard components with no tooling costs, modified standard components for minimal costs, or we can quote full custom components and tooling. We are open to your ideas and often codevelop products, with our OEM partners. Engineering is our heritage and we take pride in servicing your needs. Design, quality and performance are an unbeatable combination.

Trust

- CHAMP/MacNeill Engineering Worldwide is the world's foremost and largest designer and manufacturer of innovative traction technology for athletic and industrial footwear. As a privately owned family corporation that manufactures and sells under our CHAMP brand of cleats and spikes as well as selling the majority of the most recognized shoe brands in the world. We provide development, support and service of components for virtually every sport and industrial traction application. Branded or private label, bulk components or packaged for retail CHAMP/MacNeill Engineering is ready to serve you. We are headquartered in Marlborough, Massachusetts USA with locations in England, Japan, Hong Kong and China.

Experience

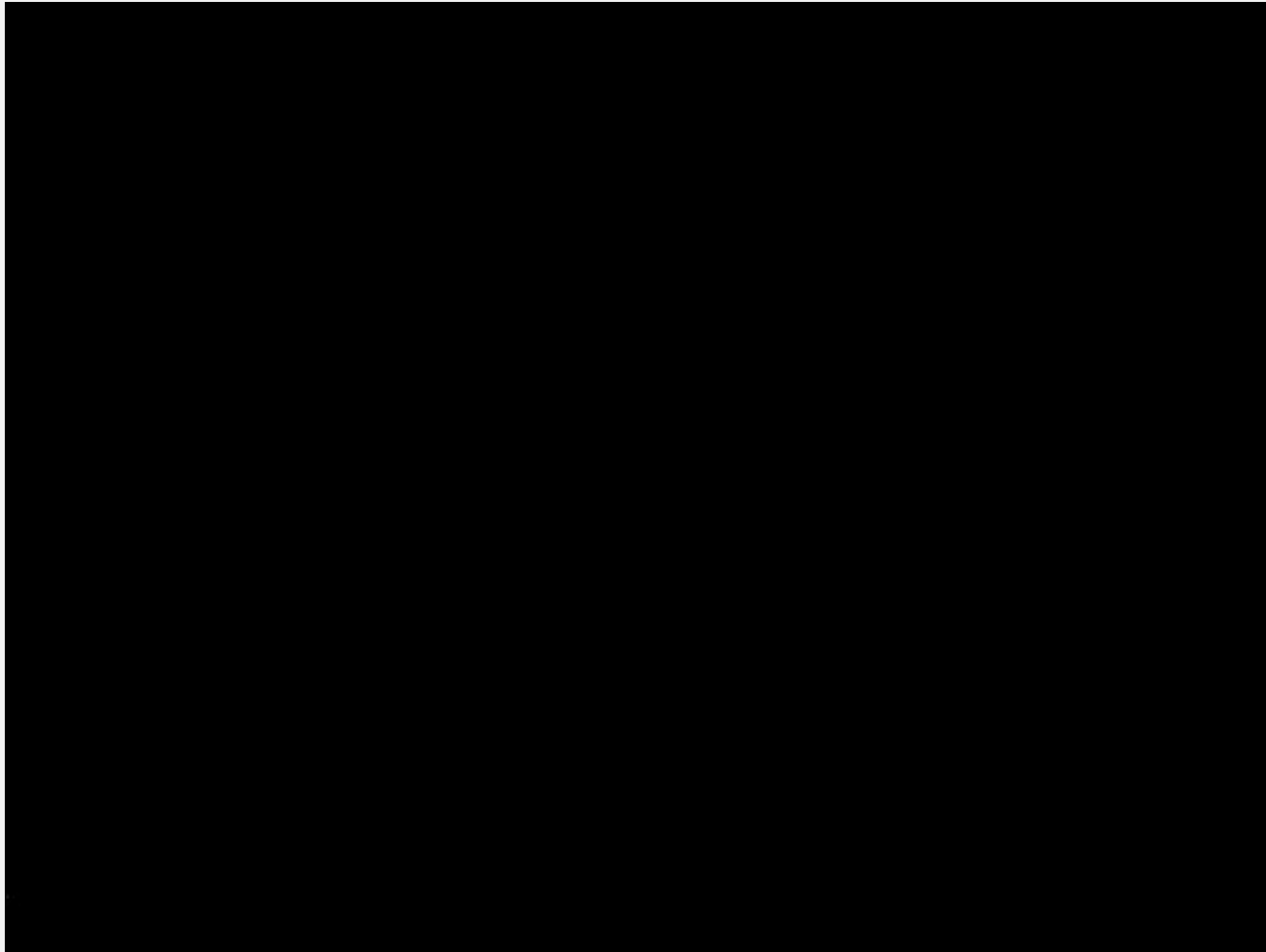
- Since our founding in 1931, CHAMP/MacNeill Engineering has earned the reputation of being The World Leader in Sport Cleat Technology® through our consistent use of technical engineering ability and passionate commitment to our customers. Our Technical teams have decades of experience and are ready to meet with you to tailor make a traction program for any traction application. Design, research and development (R&D), manufacturing and logistics, are on a global basis accompanied by a team that will work directly with you to accomplish your goals wherever your needs are. Day in and day out, month by month and year by year we are focused on innovative traction technology for you.

- MacNeill Engineering Worldwide, owner of the CHAMP brand of athletic products, is the world's foremost and largest designer and manufacturer of Traction Technology for athletic and industrial footwear. No company in the world has designed, engineered, or sold more athletic cleats.
- For more than 80 years, the CHAMP brand has brought unparalleled engineering innovations to the world of sports. Best known for its popular cleats, which are designed and built for a variety of athletic shoes, CHAMP's renowned offerings in the golf market have positioned it as the leading spike manufacturer in the industry. This is confirmed by the fact that the company's products are preferred by more Tour professionals and amateurs worldwide than any competitor.
- In recent years, CHAMP has greatly expanded its offerings and is quickly becoming a major force in equipment categories beyond golf spikes. Although best known for its award-winning plastic spikes, CHAMP/MacNeill Engineering's range of tees, grips and golf accessories is also serving to showcase the company's commitment to offering improved performance through intelligent design.
- CHAMP continues to build on the success of its new golf grips. Five unique lines of grips feature a strong emphasis on technical innovation and game-improving performance, while incorporating attractive designs and colors. Among the offerings are four "full swing" models – the C2, C4, C6 and C8 lines. The numerical ascension helps retailers and consumers quickly identify and differentiate models, beginning with the entry level C2, through the premium C8. Outside of the full swing models, CHAMP also features the C1 putter grip line. Durable, soft to the touch and available in small, medium and large sizes, the C1 fits traditional length putters, as well as belly and two-piece options for long putters. It offers great feel and performance in all weather conditions and is available in multiple colors.
- The CHAMP FLYtee family continues to gain support around the globe. The FLYtee range is extremely popular in all market segments from consumers to green grass, resorts and retailers, packaged or bulk, printed or plain white or colors. The variety is truly amazing.
- MacNeill is a privately owned company headquartered in Marlborough, Massachusetts, with locations in Europe, Japan, Thailand, Hong Kong and China. Since 1931, MacNeill has been providing customers with the highest quality manufacturing and product innovation available.
- MacNeill is The World Leader in Sport Cleat Technology and CHAMP spikes are the choice of some of the biggest names in the footwear and sporting goods industries, a testament to our long history of exceptional service and quality.
 - <http://champspikes.com/>

History

- Since our founding in 1931, CHAMP/MacNeill Engineering has earned the reputation of being The World Leader in Sport Cleat Technology® through our consistent use of technical engineering ability and passionate commitment to our customers.
- Our Technical teams have decades of experience and are ready to meet with you to tailor make a traction program for any traction application. Design, research and development (R&D), manufacturing and logistics, are on a global basis accompanied by a team that will work directly with you to accomplish your goals where ever your needs are. Day in and day out month by month and year by year we are focused on innovative traction technology for you.

Harris MacNeill, CEO talks about Champ and its products



https://www.youtube.com/watch?v=GdIeIWpPGhc&feature=player_embedded#t=0

Marketing and Communications

- **Buffalo Communications to Manage Global Public Relations Program for CHAMP Golf Products** November 3rd, 2011
- MacNeill Engineering Worldwide – The World Leader in Sport Cleat Technology® and maker of innovative CHAMP spikes, high-performance golf tees and accessories – has selected Buffalo Communications (Buffalo) to turnkey a global golf public relations program and help shape its modern-day marketing action plan.
- The #1 Brand on Tour®, CHAMP’s technologically-advanced cleats have provided superior traction and stability on the footwear of 27 of golf’s last 33 major tournament winners. Drawing from its unrivalled 80-year heritage of industry-changing solutions, the company recently launched the Zarma® cleat. It features patented cushion technology and is designed to stay clean while providing maximum comfort and grip in all weather conditions.
- *“From day one, our commitment to develop and manufacture the best products has made CHAMP the preferred choice of golfers worldwide,”* says Harris MacNeill, President and CEO of CHAMP/MacNeill Engineering Worldwide. *“Relying on its experience, connections and resources, Buffalo Communications is ideally positioned to help accelerate our growth in trade and consumer markets internationally.”*

Booths at Trade Shows



Partners

3N2	Daiwa	Hi-Tec Sports	Mizuno	Proline	Tauer & Johnson
Allen Edmonds	Decathlon	Honma	New Balance	Puma Japan	Tehama
Arnold Palmer	Descente	J. Lindeberg	Niblick	Reebok	Tommy Bahama
Asics	Dexter Shoe Co.	Jandiro	Nike	Royal Albatross	Trac
Batsanis	Duca Del Cosmo	Japana	Nomis	Saint Plaza	Under Armour
Bite	Dunlop	Joey Mulligan	North Face	Salvatore	Walter Genuin
Bogner	Ecco	Johnston & Murphy	Number	Sandbaggers	Wilson
Bridgestone	Ellesse Japan	Kasco	Nycole St. Louis	Signature Golf Footwear	Yonex
Calzados	Fila	Lady Fairway	Otabo	Snake Eyes	
Børn Golf	FootJoy	Li Ning	Pakerson	Southport	
Canterbury	Genuin	Macgregor Japan	Parker McClain	SRI Sports	
Cenelec	Glodwin	Maruman	Phoenix	Stuburt	
Cole Haan	Golf Copenhagen	MBC	Polo Ralph Lauren	Stylo	
Cotswold	Gunn & Moore	Mephisto	ProGripp	Tags Golf	

US Team and European Team



Harris MacNeill
President / CEO



Rich Locke
CFO & Director of US Operations



Jessica Georgenes
Marketing Manager / Tour
Coordinator



Jim Latraverse
Director of Global Sales



Marty Greenwald
National Sales Manager



Gary Peaslee
Director of Worldwide Planning and
Logistics



Julie Wells
European Sales Director



Richard Wells
European Sales Manager

China Team



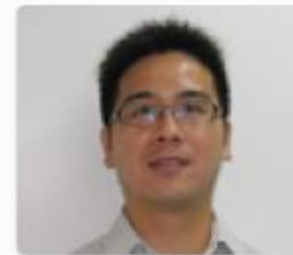
Raymond Chan
General Manager



Jack Lai
Quality Assurance Manager



Pinky Wong
Sales Executive



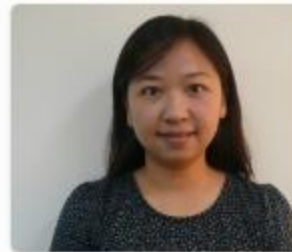
Paul Tsang
Regional Sales Manager



Tommy Mak
Assitant Project Engineering
Manager



Paul McNally
Thailand Country Manager



Susanna So
Supply and Production
Planning Manager



Flora Hung
Logistics & Customer Service
Manager

The State of the Industry

Golfing Magazine had the opportunity to once again discuss with a number of equipment industry leaders the state of golf and their outlook for 2011. The discussion included Chip Brewer, CEO, Adams Golf; Sean Toulon, Vice President, TaylorMade Product Creation; Jay Hubbard, Vice President of Marketing, Tour Edge Golf; Gene Simpson, COO, UST Mamiya; Tim Clarke, Marketing General Manager, Wilson Golf; Dan Murphy, Senior Director of Marketing, Bridgestone Golf; Ray Lucas, Vice President of Sales and Marketing, True Temper; Craig Ramsbottom, President, Dynamic Brands Golf Division; Harris MacNeill, President, MacNeill Engineering Worldwide/Champ Spikes; and Jeff Fiorini, General Manager, Golf Pride Grips.

GM: How is your company faring in today's economy?

Ramsbottom: Relative to the industry and our competition, very well. Obviously expectations are tempered in this environment. But as other companies lose sales or market share we are actively growing our business through acquisitions and new product introductions. We re-launched the Datrek Golf Company with eight new models this summer. Our re-introduction of the Burton Golf Bag Company is underway and new product is shipping. We also added the leading towel brands, Devant and Sir Christopher Hutton, to our company this past year. This economy has brought about a lot of opportunity and we are looking to take advantage of it.

Toulon: Very well, actually. We have remained aggressive and continued to bring new products with exciting new technologies to the market. The result has been record market shares for us in metal woods, irons, balls, putters, footwear in apparel.

Hubbard: Revenues are growing and we are gaining market share. We are starting to see a turn in the economy and the golf business.

Fiorini: The economy in 2009 was difficult for many companies in the golf industry. In 2010, Golf Pride has seen a slight recovery in both the OEM side of our business, grips we manufacture for major golf equipment brands, and in our consumer business. Golf Pride is recognized for the value we deliver; value that is measured by high quality, broad selection and performance of our products. These attributes are validated each week by our leadership position on global professional tours.

Lucas: True Temper Sports had a great 2010. The growth we're experiencing is based on four primary factors: Steel shaft share growth in Japan/Asia with our GS (Gold Series) prod-

uct line, which includes GS75, GS95 and now GS85; Global graphite share growth by leveraging our dual branding strategy for Grafalloy, which includes our ProLaunch family of shafts, and Project X, which includes Project X graphite wood and hybrid shafts; Replenishment of the entire value chain since retailers and golf equipment manufacturers significantly reduced their inventory levels in 2009. The "year of the wedge" has significantly increased our year-to-date wedge shaft shipments for Dynamic Gold and our wedge shaft, DG Spinner.

Brewer: 2009 was a challenging year but 2010 has been very good for Adams Golf.

Murphy: Early on we joked that there may be a recession but we choose not to participate! We're fortunate to report that we've done very well through the difficult times. We really took off in 2008 with some strong new product and have three consecutive record sales years since including 2010. Knock on wood!

Clarke: Actually, things have been exciting for us and we are experiencing a resurgence in worldwide business. This success has been product driven and tied directly to our irons and golf balls.

Simpson: We are actually outperforming our expectations in 2010. The first half of the year was particularly strong and while the second half has not been quite as strong, we are still very pleased with our performance in 2010.

MacNeill: With the way the economy has been lately, CHAMP has held it's own in a very tough time. The last two years have been challenging as golf is a luxury sport. However, our replacement business has been solid in the aftermarket, which has kept us going strong. In addition, the golf market is growing in the Asia Pacific region, allowing us to expand our brand presence.

GM: Have you done anything in regards to pricing or changing your marketing strategy in response to the economy?

Ramsbottom: We definitely focus on value when developing products. We realize within this economic climate consumers are looking for deals, but a deal doesn't have to be a low price, it can be a great product for the right price. Our new Datrek Assault bag is a great example. The Assault retails for \$179 but has done exceptionally well because the features of the bag warrant a price of \$199 or \$209.

Toulon: We have continued to offer products at various price points to the golfer. But, in the end, the consumer has remained the same. If you bring compelling value to the consumer, they will buy. Based on our results, the consumer believes that we have.

Hubbard: The tough economy over the past three years forced us to cut back on advertising and marketing but that's about it. Because of the tough economy, club manufacturers do not have a lot of pricing power. Rising production costs and consumers and golf retailers who are pinched for dollars prohibit manufacturers from making a lot of price adjustments right now.

Fiorini: Despite the challenging economy, we have continued to focus on designing and manufacturing high-performance, innovative grips like the Tour Wrap 20 and the new VDR. In order to deliver the increased value and innovation consumers expect from Golf Pride, we have intelligently invested to enhance our world class research and development capabilities.

Lucas: Our marketing/communication strategies have certainly changed in response to the economy and the ever-changing ways consumer's want to be educated. In 2009, we took a really hard look at who our core audience was and how we could efficiently reach and engage them. We used that information to create more effective and dynamic marketing strategies, such as our Truth in Numbers campaign which we introduced early in 2010. The campaign tells the story of our overwhelming

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"We are starting to see a turn in the economy and the golf business."

Jay Hubbard, Tour Edge

Patents

Copyright© 2015 MacNeill Engineering Worldwide. CHAMP and Q-LOK System are registered trademarks of MacNeill Engineering. All others are the property of their respective holders.

U.S. Patents:

SLIM-Lok System – Patents Pending (one allowed)

Q-LOK System -US6,463,681 (RE40,460)

US6,397,499

US6,332,281

US5,768,809

US6,108,944 (Q-Lok Spikes)

US6,151,805 (Q-Lok receptacles)

CHAMP Zarma- US5,996,260

CHAMP Zarma Tour US5,996,260

CHAMP ScorpionStinger D509,050; US5,996,260

SLIM-Lok System

CHAMP LadyStinger D509,050; US5,996,260

SLIM-Lok System

CHAMP ScorpionSpikes

CHAMP ProStinger D509,050

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Trademarks

Trade Names: MacNeill Engineering Company, Inc. holds one or more of the following trade marks and registered trade marks in the USA and other countries. Additional names and marks are pending.

CHAMP® , The World Leader in Sport Cleat Technology® , Golf's Global Leader® , Games Most Golfer Friendly Cleat® , Fresh Cleats Give You An Edge® , CHAMP® Q-LOK® System, Q-LOK® , Tri-LOK® , Lite-LOK™ , Lite-Wate™ , Wafer-Lite™ , ScorpionSpikes® , Arachnatraction™ , CHAMP Scorpion Stinger™ , LadyStinger™ , Trac™ , Streetcaps™ , Tred-Lite™ , ProStinger™ , Comfort Cleat® , CHAMP® Edge™ , ProShop® , Cermec® , Cermac® , CHAMP® Cleat Can™ , CHAMP® Disk Pack™ , Fast Wrench™ , Quick Clean™ , FlipFix™ , Maxpro™ , Proplus™ , Spike Rake™ , Prosoft™ , Twinpro™ , Turtle Tool™ , Tee-it-Up™ , Wave Wrench™ , Tri-PAK™ , DipMolded™ Divot Repair Tools and Online Ball Marker™ , CHAMP Zarma® , CHAMP Zarma® FLYtee™ , CHAMP Zarma® FLYtee PRO™ , CHAMP Biowood Tee™ , My Hite™ , CHAMP Bolt™ , ONE-Lok® , CHAMP Zarma® TOUR, CHAMP Helix® , CHAMP Catalyst® , CHAMP ProWood® , Pro-Lite® , C GRIPS® , Tour Proven™ and SLIM-Lok System® .

Family Business of the Year -2014

- [CHAMP/MacNeill Engineering Wins Prestigious Family Business of the Year Award](#)
- November 13th, 2014
- CHAMP/MacNeill Engineering Worldwide – The World Leader in Sport Cleat Technology® and maker of innovative CHAMP spikes, high-performance golf grips, tees and accessories – was named business of the year by The Family Business Association (FBA) of Massachusetts at their annual awards banquet.
- The FBA Awards identify the critical role that family owned and operated companies play in providing significant employment opportunities, revenue generation and economic development within their communities. CHAMP/MacNeill Engineering began eight decades ago to develop metal components for the New England shoe industry. Today, this Massachusetts institution supplies spikes and products to more than 300 companies around the world.
- *“We are a proud fourth generation business that is committed to producing game-changing equipment for sports and other specialty industries,”* says Harris MacNeill, President and CEO of CHAMP/MacNeill Engineering Worldwide. *“For more than 80 years, our family has worked tirelessly to ensure the CHAMP brand remains synonymous with quality, innovation and integrity.”*

Questions

- Who do you see as the customers for Champ's spikes? For their Tee's?
- Can you name a primary reason and secondary reasons for Champ establishing a large Asian presence?
- What do you see as Champ's competitive advantages in the market?
- What are the advantages and disadvantages of the fact that Champ is a privately owned family business?