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Antigua Golf's Green Golf Summer 2009 E-Catalog Makes Easy Transition To Green

PEORIA, ARIZ. —The Antigua Group, Inc.—celebrating its 30th year in business in 2009 as one of the nation's leading designers and marketers of genuine golf and sports apparel under its Antigua brand—employed a feature on their Golf Summer 2009 E-Catalog that makes the transition from paper to a more green delivery online with ease by including the PageFlip™ feature. The company is committed to preserving the environment and is proud to make this paperless option for the golf world.

To take advantage of this progressive online catalog feature, consumers and suppliers can navigate to the company website at www.antigua.com and click on the "Golf Summer 2009 E-Catalog" icon at the bottom left of the front page graphic. After clicking on this the online catalog will open in the user's browser and from there it is possible to mimic the experience of a physical catalog while in the virtual world online. Also, by using the catalog online there are product views and content available that would never be possible with a traditional, paper source. Therefore, the Antigua E-Catalog goes to the next level of innovation while lessening the company's impact on the environment.

The very first page contains information that gives the user instructions on how the PageFlip™ feature works and the benefits. By navigating the E-Catalog with the mouse, one can turn the pages from any corner on the virtual page. In addition, a zoom feature increases the size of any portion of the page with amazing clarity that enables viewing detail of the product. There are also live links embedded in the pages to enable visits to other related web content and video demos for product. Animation examples also make the virtual experience come to life in a way that is not possible with two-dimensional paper catalogs. A search bar in the top right corner of the web experience allows users to search through the entire catalog with just one click. Finally, it is possible to download the entire publication for offline viewing and have the enhanced features restored.

In 2008 the company formed the Antigua Green Team at the insistence of employees. This team is comprised of ten members that meet on a regular basis to come up with new ways the company can reduce, reuse, and recycle. The team is charged with and continues to research ways that the brand can help the environment which will ultimately save more trees, water, electricity, and landfill space. "Antigua as a company and its employees are committed to lessening their impact on the planet in many ways and the new catalog is part of that effort",

says company president Ron McPherson. Each Antigua employee is educated with work processes and methods that will stay in line with this green commitment.

In addition to the company's commitment to a greener existence, Antigua's contributions—part of which include Antigua-brand genuine golf apparel—continue to help support PGA Section events nationwide and it renewed its sponsorship of the Antigua Triple Play Championship with the Southern California Section of the PGA of America (SCSPGA). Another noteworthy PGA Section-sponsored event sponsored by Antigua is The Antigua Team Championship, a Southwest Section PGA event (SWSPGA) in September at Grayhawk Golf Club in Scottsdale, Ariz., as well as 24 other annual PGA Section events, including four in Florida.

Headquartered in Peoria, Ariz., The Antigua Group, www.antigua.com, through its license sports division, holds license agreements with Major and Minor League Baseball (MLB), the National Hockey League (NHL) and the National Basketball Association (NBA), along with numerous American universities and colleges for men's, women's and children's apparel, headwear and outerwear. Antigua additionally designs, produces and supplies product for corporate America and specialty retail managed under its corporate division. Antigua is also a preferred supplier of the PGA of America and a presenting sponsor of PGA Retirement Plus, the PGA Tour and the LPGA Tour.

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For more information on The Antigua Group, visit them online at www.antigua.com or contact Mary Beth Lacy at mb@mblacy.com or call (760) 346-6942.