

PRGR (Pro Gear) Business Strategy



We Provide Excellent Products and Services Grounded in a Customer Perspective so that People Can Experience the Fun and Joy of Golf.

To provide excellent products and services, we will strengthen marketing, explore new technologies and pursue business activities based on transparent health and safety and compliance, aiming to sustainably enhance corporate value to create a prosperous society.

Hiroyoshi Hibino President of PRGR Co., Ltd.

Key Measures

1	Building a product lineup and enhancing product power	<ul style="list-style-type: none"> •Building a product lineup that matches respective user needs domestically and overseas •Exploring user needs and achieving the required performance in products
2	Marketing activities	<ul style="list-style-type: none"> •Strengthening promotion and services utilizing digital technologies •Expanding and enhancing unique services at directly operated stores and utilizing test hitting data in product planning and development
3	Improving profitability	<ul style="list-style-type: none"> •Ongoing business cost optimization •Optimization of the number of products rolled out and inventory turnover rate •Improvements to fixed production costs and SG&A expenses through activities to eliminate waste

Major New Products



RS JUST Series: Released in July 2022 for Athlete Golfers

Innovative design that pushes the limits and the 4-point concentrated face for higher initial velocity and optimum amount of spin achieves even further ball flight distance.

Lineup:
Drivers (three types),
Fairways (3W, 5W, 7W),
Utilities (#3, #4, #5)



PRGR IRONS Series: Phased Release from August 2020 to March 2022 for Athlete to Average Golfers

The PRGR IRONS series thoroughly pursues the ease of stance, hitting feel, distance performance, controllability and forgiveness required of irons for each targeted golfer.

Released Models:
00, 01, 02, 03, 05



LS Series: Released in June 2021 for Average Golfers

At the head speed generated by average golfers (average 40 m/s), balls travel further due to a higher initial velocity from the precise design, and optimized amount of ball spin and hitting angle.

Lineup:
Driver, Fairways (3W, 5W),
Utilities (#4, #5)



SWEEP Series: Released in May 2022 for Female Golfers

Due to a club design developed especially for women, at the head speed generated by female golfers (average of 30 m/s), the ball can be hit gently and achieve greater distance.

Lineup:
Driver, Fairways (4W, 7W),
Utilities (#5, #6), Iron Set, Putter