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**Ever since the first collection was rolled out in 2004, ALBERTO Golf outfits have made a name for themselves for two reasons: The fashionably stylish and functional design of the brand’s golf pants and shirts. The fashion standards of the golf collection are instantly recognizable. The expressive colors and patterns have established themselves as veritable trademarks. However, the practical features of each individual piece in the collection and the constant development combined with the use of innovative materials are the parameters that convince golf enthusiasts around the globe. Passionate golfers draw the attention of ALBERTO Golf’s developers and designers to new possibilities again and again. Hence, the enterprise always discovers new ways that make its products even better. For instance, the observation that gloves frequently drop from pant pockets without the player even noticing have led to the integration of a silicone anti-slip band into the waist band and back pockets of all ALBERTO Golf pants. Hence, shirts stay tugged in and gloves stay put. Golfers who hit the course early in the morning and walk through the dew covered grass often have to deal with uncomfortable consequences: Their pant leg bottoms end up soaked. To prevent this, ALBERTO developed and launched its Multiprotect models. These pants have a water and stain resistant textile coating. Nonetheless, the ALBERTO Golf Team took the opportunity to address the problem of washed out and faded colors at the same time. They also sealed the pants with Colourfast, making their color and UV resistance just as impressive. After years of wearing washing, these pants look as great as they did when they were brand new. ALBERTO approaches product development with the attitude that there is a solution for virtually any problem. The latest of this innovative label is a textile enhancement that protects golfers from ticks and mosquito bites. This functional milestone proves it: ALBERTO Golf develops products with only one thing in mind – the needs of the golfer.**

**The end of tick and mosquito troubles**

Holes near the fringes of the woods, expansive meadows, lakes, flourishing flora and fauna – they are all part of golf. Nonetheless, as soon as summer brings lots of sunshine and the temperatures begin to rise, ticks and mosquitoes begin to enjoy their high life as well. In the past, it was almost impossible to effectively protect yourself against these annoying pests while playing golf. Sprays that are applied directly to the skin do not work for long, as their active ingredients diffuse, especially if mixed with human perspiration or if you wear clothes that rub against the skin. However, obtaining lasting and effective protection against ticks and mosquitoes is extremely important, as both are potential carriers of diseases.[[1]](#footnote-2) Consequently, ALBERTO Golf now applies Inzectic to some select products. A garment that has been enhanced with the substance provides reliable protection against ticks and mosquitoes. After coming into contact with the fabric surface, ticks are rendered immobile after only a short time and die off. Moreover, Inzectic does reduce the number of mosquitoes that actually land on the garment considerably. As a result, the likelihood of getting stung is reduced to an absolute minimum. To ensure maximum skin tolerance, the Inzectic protection is applied only to the outside of the fabric, so that it never comes into contact with the skin and will not irritate even the most sensitive skin. A special system ensures that the protective function adheres firmly to the fabric surface. It does not dissolve and remains intact even after the garment has been laundered frequently. Given that Inzectic is a functional enhancement based on 3XDRY technology; these pants are also dependably water proof and soil resistant. The material also allows the skin to breathe and 3XDRY wicks moisture to transport it from the interior to the exterior, where it evaporates. This means no more goose bumps after exercises because perspiration is no longer caught in the clothing. The approach supports the natural body functions and wellbeing. No doubt these pants will be worn like a second skin – almost all the time. Thanks to the fact that clothing enhanced with 3XDRY dries considerably faster than other materials, this will not be an issue as the garment will be ready to go again in no time – every time it is washed.

**For a perfect position – the position optimizer**

If your tee-off is inadequate, all the technical functions in the world will not move you forward. There is one exception: The new position optimizer by ALBERTO Golf helps golfers verify their positioning. Two green bars in the hemline of the pants now available on some specific models allow golfers to make sure that their feet are in straight alignment.

**Functional materials that will make a game of golf even more enjoyable**

Golfing requires lots of movement: Walking, kneeling, swinging, and putting. The body gets constant exercise. Hence, the pants a golfer wears should never restrict his or her movement. They have to accommodate every motion. If they maintain their shape nonetheless, this means that a material called T400 enhances the performance of the fabric. T400 ensures a perfect fit combined with unrestricted mobility thanks to lasting stretch flexibility. The material is fully washable, shrink resistant and will not wrinkle or dent. ALBERTO’s Ceramica offers this optimum level of comfort. However, it has additional qualities such as anti-allergic, temperature balancing and UV resistant properties. These pants compensate for temperature fluctuations that are quite normal on a day spent on the golf course, easily thanks to integrated ceramic materials. It can easily bridge 5 degrees in both directions of the scale.

**The look**

Not only do relaxed cotton-linen pants in white, brown and natural look great on the golf course – they are also the perfect companions for any summer occasion. It goes without saying that checks in bold summer colors and colorful stripes against a green background are must-haves in this collection – after all they are part of the distinct ALBERTO Golf presentation. Some of the uni-colored pants are accessorized with checked fabric on the interior seam, which is visible when the seam is folded over. The color palette of the polo shirt collection has been expanded once again – striped and monochromatic polos with contrast colors on the collar and sleeve ends complement the ALBERTO Golf look perfectly.

In 2004, a plane took off in the direction of the United States – launching the success story of the ALBERTO Golf collection. On board: The enterprise’s managing directors Georg Walendy and Marco Lanowy. What did they have in their baggage: A literal treasure trove of creative ideas for a modern, functional golf collection. In the States, Walendy and Lanowy were welcomed by pro golfer Alex Cejka, who back in the day had been drawing a lot of attention to himself because he wore ALBERTO pants in lieu of golf pants on the green. Based on his enthusiasm for the men’s wear collection models, the golf pro entered into a highly promising cooperative agreement with the men’s fashion label. ALBERTO embraced the challenge of breathing new life into the sportswear market. By combining its many years of fashion competency with, most importantly, innovative developments and materials, a very unique golf wear line has been created and conquered the market with amazing designs, perfect cuts and revolutionary functionality. Since then the label has not looked back once – today’s golfers around the world know the functional and expressively fashionable golf pants and shirts from Mönchengladbach, Germany.

**For more information please contact:**

**ALBERTO Golf**

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1. Among the most widely known diseases transmitted by ticks are lyme diseases and early summer encephalitis. Mosquitoes are also carriers of diseases such as malaria. [↑](#footnote-ref-2)