

## **Innovation Drives Bag Boy Company Attention to Details and Market Savvy Made the Difference**

RICHMOND – The Bag Boy Company’s attention to details has paved the way to its recent resurgence in the worldwide marketplace and its recognition as the makers of innovative golf carts, bags and accessories.

The sale of parent company Ben Hogan in 1997 left Bag Boy with an uncertain future. The company, founded in 1945, faced a changed marketplace that required bold adaptations in approaching the market as well as employing the latest technology in manufacturing.

Changes in the game--the preference for carts by many clubs and players and the need for travel-friendly products posed challenges to Bag Boy. But trends toward healthier lifestyles and greater appreciation for walking as a valuable form of exercise coupled with new lightweight technologies presented great opportunities to the new Bag Boy.

What began in 1945 as two lawnmower wheels with flat tires and a folding spring suspension chassis attached to a golf bag has grown into a vast line of innovative products designed with unique functions for today’s golfer.

The creator of this original golf cart was Bruce Williamson. Williamson and his partner E. Roy Jarman formed the Jarman-Williamson Company and manufactured these basic carts from sand castings and aluminum tubing. Together this team worked on upgrading the carts with each advance in available hardware. Parts could be bolted together to prevent extensive repairs should certain items become damaged. With the invention of die castings into the manufacturing process in 1947, round zero pressure tires on dish wheels were added to the up and down folding chassis mechanism.

In 1957 Williamson sold his interest in the company to Jarman, who retained the original name for ten years when it became the Jarman Company in 1967. By then, the company was marketing its own golf bag, the “Cart-Mate,” which was designed to attach to its cart with only a few minor modifications. Only two years later the Jarman family sold their interests in the company to the recreation equipment, development and sales organization, the Browning Arms Company, based in Morgan, Utah. As a division of Browning Arms, Bag Boy’s sales and scope continued to grow. In 1993, AMF Industries bought Bag Boy and relocated it to Richmond, Virginia as a division of the Ben Hogan Company.

When the Hogan Company was sold to Spalding in 1997, the struggling Bag Boy Company was held out of the sale to be run as an independent company. In the past three years Bag Boy has flourished under the direction of President David Boardman and Vice President Leighton Klevana as they have brought innovative products such as the C-5 Compact Cart and the T-9 Deluxe Travel Cover to the domestic and international markets.

Now recognized as an industry leader in the pull cart, golf bag and accessory markets, the Bag Boy Company continues to create products with details so functional that they will thrive in this niche market.

To learn more information about Bag Boy or its products log on to [www.bagboycompany.com](http://www.bagboycompany.com).

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