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## **CHAMP GOLF SET TO GRAB ATTENTION AT GOLF EUROPE WITH ITS TOP-SELLING RANGE OF SPIKES**

**1st September 2009:** Later this month sees the great and the good of the golf industry gather in Munich for Europe's largest golf exhibition, Golf Europe, where CHAMP Spikes, the No.1 spike brand on Tour, will be back to exhibit its latest range of market-leading spikes and golf accessories.

Partnering with German distributor Silverline Golf, CHAMP will be showcasing its line up of spikes at **Hall 4 Booth A58** from **September 27-29**, and is looking forward to welcoming visitors from all sections of the trade to see the products first hand and talk to members of CHAMP'S management team, who will be present during the first two days of the show to guide visitors through the company's range of top-selling spikes and its latest range of essential golf accessories.

CHAMP is uniquely placed to meet the needs of golfers on all continents, with its versatile product range, including the all-weather **Pro Stinger Spike**, which offers the unique combination of plastic cleats with a central metal spike to deliver unparalleled levels of traction control in all weather conditions.

For less extreme conditions, Champ's **Scorpion Stinger Spike** is just the job, with its green-friendly design, spring-flex traction, clog-free spikes, and visible wear indicator making it a winning choice for consumers and stockists alike.

For the ultimate in eight-legged traction, Champ's **Scorpion Spikes** offer unmatched levels of grip via eight, hard-wearing polyurethane legs that work in unison to grab the turf, while built-in flexibility ensures maximum comfort.

Talking of comfort, Golf Professionals will find Champs' **Street Caps**, which feature an interchangeable indoor-friendly spike, ideal for wearing in the pro shop or out on the range, when they need to look the part without requiring the grip offered by normal spikes.

Among the essential accessories on the stand will be the new **Online Ball Marker**, which helps to line up putts with ease, looks set to do the same this year. Also on display will be Champ's **Flip Fix**, designed to take the effort out of repairing divots and ball marks, it is effective, practical, durable and, above all, comfortable to use. Placed inside the shoe, the Cedar Shoe Tree precisely replicates the contours of the foot to preserve its shape, stop the uppers from developing creases and cracks, and prevent shrinkage, thereby extending the life of the shoe.

Visitors to the stand will also be able to check out a wide variety of eye-catching display units from which to sell Champ's range, including the **V24+ Countertop unit**, which is designed to provide offer impact in the minimum of space. Each unit also comes with a handy guide to give golfers the necessary information to choose the right spike for the right shoe and the right course conditions.

CHAMP looks forward to welcoming you to **Booth 4 in Hall A58** in Munich in a

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few weeks time. To pre-arrange an appointment call 0116 2696006 or email [cliff@champ-spikes.co.uk](mailto:cliff@champ-spikes.co.uk).

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**Notes to Editor: MacNeill Engineering and CHAMP Spikes**

CHAMP is a division of MacNeill Engineering Worldwide, which has been designing and manufacturing athletic footwear components since 1931. The company has been a pioneer in cleat technology since it introduced the world's first locking spike: SURE-LOK. Since then, MacNeill Engineering has grown to be the world leader in the sport cleat industry with revolutionary offerings which include the CHAMP Q-LOK System®, used in all Nike®, Hi-Tec®, Ecco®, Puma® and Bite® golf shoes; the CHAMP TRI-LOK® system, which fits shoes by Foot Joy® and Adidas®; as well as the most complete line of innovative spikes in the world, including the new CHAMP Scorpion STINGER™ spikes, CHAMP Lady STINGER™ spikes, CHAMP ScorpionSpike®; and CHAMP TRAC™ spikes.