



GLENAYR GOLF®

2015 BELT COLLECTION | GLENAYRGOLF.COM





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“The Only Thing That Is Constant Is Change” - Heraclitus

H.A. Sheldon Canada Ltd. is celebrating 15 years of business in the golf category. For the past five years we have marketed identical collections under the trademarks Canterbury Golf (North America) and Glenayr Golf. In 2010 H.A. Sheldon Canada Ltd. launched the Glenayr Golf brand for our golf business outside of North America. We have successfully placed Glenayr Golf in Switzerland, Germany, China, Korea, Japan, Australia, and the Caribbean. For 2015, we are retiring the Canterbury Golf brand and launching Glenayr Golf in North America. We are now truly a global brand.

What has not changed is our dedication to style, quality products and service for you, our customers. Stylish and on trend, Glenayr Golf belts will complement all apparel collections in your shop. As in previous seasons, our 2015 collection is handcrafted in Canada with nickel free finish hardware.

For 2015 we have fine tuned our successful “cut to fit” and “sized” collections for men and women.

We are introducing the “Grip” belt – no holes, no ratchet, no plastic track. Check out this versatile style in all leather construction with nickel free hardware. *(see page 12)*

We are adding a unisex Junior “custom fit” belt in multiple colors. *(see page 19)*

We are expanding our logo buckle program by adding a “cast” buckle option. *(see page 20)*

New for this season, check out our leather coasters which are ideal for your clubhouse or tournament events. Your club logo or event name can be embossed on the coasters. *(see page 20)*

We are bringing you new innovative point of purchase fixtures which will enhance the presentation of the Glenayr Golf belt collection in your shops and drive additional sales. Belts should be one of the best profit centers in your shop – ask us about it! *(see pages 23-26)*

Finally, we wish to thank you for your business and we look forward to the next 15 years.

***Glenayr Golf® is designed, manufactured, and marketed globally by
H.A. Sheldon Canada Ltd. – a division of Custom Leather Canada Ltd.***

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• 014126

35mm genuine leather cut edge reversible strap. Removable geometric design plaque buckle in brushed finish.



115 Black / Red Reversible

• 014126

35mm genuine leather cut edge reversible strap. Removable geometric design plaque buckle in brushed finish.



134 Black / Royal Blue Reversible

• 014126

35mm genuine leather cut edge reversible strap. Removable geometric design plaque buckle in brushed finish.



193 Black / White Reversible

• 014116

35mm genuine leather cut edge reversible strap. Removable dimple detail plaque buckle.



102 Black / Brown Reversible

• 014127

35mm "cut" emboss croco grain leather strap. Removable brushed finish fashion harness buckle featuring unique roller detail.



101 Black

• 014128

35mm feathered edge genuine leather strap with vintage croco emboss finish. Removable two toned harness buckle features polished and brushed finishes.



209 Brown

• 014115

35mm genuine leather cut edge strap with molded edges. Removable linear design plaque buckle.



765 White

• 014115

35mm genuine leather cut edge strap with molded edges. Removable linear design plaque buckle.



101 Black

• 014123

35mm genuine leather feathered edge reversible strap. Removable two toned fashion plaque buckle with cut out slot design.



740 White / Black Reversible

• 014123

35mm genuine leather feathered edge reversible strap. Removable two tone fashion plaque buckle with cut out slot design.



156 Black / Exotic Black Reversible

• 014118

35mm genuine leather feathered edge reversible strap. Removable two tone center bar buckle featuring polished nickel and matte gun metal finishes.



444 Grey / Black Reversible

• 014118

35mm genuine leather feathered edge reversible strap. Removable two tone center bar buckle featuring polished nickel and matte gun metal finishes.



193 Black / White Reversible



• 014122

35mm genuine leather feathered edge reversible strap. Removable harness buckle features textured design on buckle.



308 Tan / Black Reversible

• 014122

35mm genuine leather feathered edge reversible strap. Removable harness buckle features textured design on buckle.



740 White / Black Reversible

• 014125

35mm genuine leather feathered edge reversible strap. Removable harness buckle features matte black inlay design.



740 White / Black Reversible

• 014121

35mm genuine leather feathered edge strap featuring the classic Saffiano grain. Removable two toned harness buckle features polished and brushed nickel finishes.



101 Black

• 014129

35mm feathered edge textured leather reversible strap. Removable harness buckle in gunmetal finish and featuring unique textured roller detail.



193 Black / White Reversible

• 014119

35mm genuine leather feathered edge strap featuring a unique fairway design. Complemented by removable brushed gun metal finish harness buckle.



101 Black

• 014117

35mm genuine leather feathered edge strap featuring unique two toned finish. Removable slim line harness buckle in brushed finish.



322 Sandstone

• 014117

35mm genuine leather feathered edge strap featuring unique two toned finish. Removable slim line harness buckle in brushed finish.



155 Metallic Black

THE FINISHING TOUCH™





• 014131

35mm stretch fabric belt with genuine leather tabs and polished silver buckle. Classic textured European fabric elastic web comes in 5 colors.

- 101 Black
- 312 Taupe
- 551 Red
- 554 Orange
- 657 Navy



• 014050

35mm braided elastic belt with genuine leather tabs and brushed nickel harness buckle.



- 101 Black
- 312 Taupe
- 765 White

• 014132

35mm braided elastic belt with genuine leather tabs and brushed finish buckle. Features multi colour design enhancing the look of one of our best selling belts.



- 227 Brown / Khaki / Navy / Green
- 242 Brown / Beige / Natural
- 453 Dark Grey / Light Grey / Black





• 014037

35mm genuine leather strap with plaque buckle featuring cut out slot design.



765 White

• 014037

35mm genuine leather strap with plaque buckle featuring cut out slot design.



101 Black

• 014086

38mm reversible textured leather strap with twist plaque buckle featuring matching pattern.



193 Black / White Reversible

• 014041

35mm stitched feathered edge leather strap with matte gun metal finish harness buckle.



101 Black

• 014101

35mm feathered edge croco grain genuine leather strap with classic harness buckle.



101 Black

• 014101

35mm feathered edge croco grain genuine leather strap with classic harness buckle.



209 Brown

• 014096

35mm feathered edge ostrich full grain genuine leather strap with three piece buckle set.



330 Tan

• 014104

35mm feathered edge ostrich grain genuine leather strap with classic harness buckle.



330 Tan

• 014076

35mm textured genuine leather strap with three piece laser etched buckle set.



209 Brown

• 014076

35mm textured genuine leather strap with three piece laser etched buckle set.



101 Black

• 014102

35mm feathered edge genuine leather strap with golf club conchos and three piece buckle set.



101 Black



• 014072

40mm genuine leather strap with matte plaque buckle featuring gun metal insert.



765 White

• 014072

40mm genuine leather strap with matte plaque buckle featuring metal insert.



101 Black

• 014074

35mm milled genuine leather strap with brushed finish center bar buckle.



101 Black

• 014074

35mm milled genuine leather strap with brushed finish center bar buckle.



765 White

• 014087

35mm reversible textured leather strap with twist harness buckle featuring matching pattern.



193 Black / White Reversible

• 014087

35mm reversible textured leather strap with twist harness buckle featuring matching pattern.



102 Black / Brown Reversible



Unique buckle design “grips” the strap for easy adjustment and secure fit.

35mm cut edge genuine leather strap, removable plaque buckle featuring either carbon fiber or rhinestone detail.

THE BELT THAT GRIPS
no ratchet, no track and ...no holes



• 014130
101 Black
765 White



• 114121
101 Black



• 114121
765 White



Thread belt strap through buckle — holding down the rubber stopper bar.



Release the rubber bar and grip.



• 114119

35mm pearlized pebble grain leather strap with removable oval plaque buckle. Buckle features scattered rhinestone design detail with brushed metal finish.



556 Coral

• 114119

35mm pearlized pebble grain leather strap with removable oval plaque buckle. Buckle features scattered rhinestone design detail with brushed metal finish.



601 Aquamarine

• 114119

35mm pearlized pebble grain leather strap with removable oval plaque buckle. Buckle features scattered rhinestone design detail with brushed metal finish.



672 Spring Orchid

• 114119

35mm pearlized pebble grain leather strap with removable oval plaque buckle. Buckle features scattered rhinestone design detail with brushed metal finish.



765 White

• 114107

35mm genuine leather cut edge strap. Removable elongated center bar buckle features rhinestone detail.



765 White

• 114107

35mm genuine leather cut edge strap. Removable elongated center bar buckle features rhinestone detail.



101 Black

• 114106

35mm genuine leather cut edge strap in exotic snake print pattern. Removable elongated center bar buckle features rhinestone detail.



635 Teal

• 114106

35mm genuine leather cut edge strap in exotic snake print pattern. Removable elongated center bar buckle features rhinestone detail.



101 Black

• 114106

35mm genuine leather cut edge strap in exotic snake print pattern. Removable elongated center bar buckle features rhinestone detail.



612 Purple

• 114106

35mm genuine leather cut edge strap in exotic snake print pattern. Removable elongated center bar buckle features rhinestone detail.



900 Green

• 114106

35mm genuine leather cut edge strap in exotic snake print pattern. Removable elongated center bar buckle features rhinestone detail.



551 Red





• 114103

35mm genuine leather feathered edge reversible strap. Each strap features a lizard grain print reversing to a smooth grain. The removable plaque buckle with rhinestone detail is a proven favourite.



565 Pink Lizard / White Reversible

• 114103

35mm genuine leather feathered edge reversible strap. Each strap features a lizard grain print reversing to a smooth grain. The removable plaque buckle with rhinestone detail is a proven favourite.



193 Black Lizard / White Reversible
740 White Lizard / Black Reversible

• 114108

35mm genuine leather feathered edge reversible strap. Each strap features a lizard grain print reversing to a smooth grain. The removable center bar buckle has a brushed nickel finish.



193 Black Lizard / White Reversible
740 White Lizard / Black Reversible

• 114108

35mm genuine leather feathered edge reversible strap. Each strap features a lizard grain print reversing to a smooth grain. The removable center bar buckle has a brushed nickel finish.



641 Teal Lizard / White Reversible
565 Pink Lizard / White Reversible

• 114108

35mm genuine leather feathered edge reversible strap. Each strap features a lizard grain print reversing to a smooth grain. The removable center bar buckle has a brushed nickel finish.



547 Orange Lizard / White Reversible

• 114108

35mm genuine leather feathered edge reversible strap. Each strap features a lizard grain print reversing to a smooth grain. The removable center bar buckle has a brushed nickel finish.



913 Green Lizard / White Reversible

• 114117

35mm cut edge genuine leather strap in textured "moon dust" finish. Paired with oval beaded removable center bar buckle.



101 Black

• 114116

35mm feathered edge genuine leather strap in a textured white and black mix. Paired with oval beaded removable center bar buckle.



740 White / Black

• 114118

35mm metallic finish Saffiano grain leather strap. This classic grain strap is matched with a unique basket weave design removable plaque buckle.



868 Silver

• 114118

35mm metallic finish Saffiano grain leather strap. This classic grain strap is matched with a unique basket weave design removable plaque buckle.



751 Gold

• 114105

35mm genuine leather molded edge strap. Removable Italian harness buckle features beaded edge design detail.



765 White

• 114120

35mm enamel and rhinestone inlay removable plaque buckle, which is paired with a black/white reversible feathered edge leather strap.



193 Black / White Reversible



• 114115

30mm stretch elastic web belt with fashion interlock clasp closure buckle. European stretch fabric features tropical floral motif.



600 Blue

• 114115

30mm stretch elastic web belt with fashion interlock clasp closure buckle. European stretch fabric features tropical floral motif.



900 Green

• 114114

30mm stretch elastic web belt with fashion interlock clasp closure buckle.



765 White

• 114114

30mm stretch elastic web belt with fashion interlock clasp closure buckle.



101 Black

• 114027

30mm stretch web belt with genuine leather tabs & two piece buckle set.



101 Black
370 Beige
765 White

• 114041

30mm genuine leather strap with plaque buckle featuring cut out slot design.



101 Black
765 White

• 114085

38mm feathered edge genuine leather strap with two piece harness buckle set featuring rhinestone detail.



101 Black
765 White

• 114089

32mm metallic finish saffiano grain leather strap with two piece buckle set.



751 Gold

• 114089

32mm metallic finish saffiano grain leather strap with two piece buckle set.



868 Silver

• 114097

35mm genuine leather metallic python print strap with center bar buckle featuring rhinestone detail.



868 Silver

• 114074

30mm genuine leather strap with roller buckle and golf bag conchos.



765 White

JUNIOR GOLF



GLENAYR GOLF® INTRODUCES A BELT FOR JUNIORS!

Boys & Girls • 014133

It is a unisex design and is specifically designed for the young golfer.

Easy to fit, our Custom Fit Belts can be sized in minutes.

The 30mm strap width is more comfortable for the smaller waist and comes in nine exciting and fun colours.



Available Colors:

- | | |
|-------------|-----------------|
| 101 Black | 583 Red |
| 209 Brown | 606 Cobalt Blue |
| 441 Grey | 765 White |
| 554 Orange | 900 Green |
| 560 Fuschia | |

LEATHER COASTER SET

- 014010 – set of 6 square coasters
- 014015 – set of 6 round coasters

These embossed coasters are made from premium leather and make ideal gift items in your shop and for tournament events.

All sets are individually boxed.

Minimum order quantity – 20 sets per logo
(The 20 sets can include round or square or a mix)

Lead Time: 30 days from artwork approval.

Set up charge applies: refer to price list for details.
(Hi-resolution image in JPG or PDF required)



• packaged coaster set



3.5" / 90mm Square

- 101 Black
- 209 Brown



3.5" / 90mm Round

- 101 Black
- 209 Brown

CAST METAL BELT BUCKLE

- 014049B

40mm die cast removable buckle.
The buckle measures 2" H x 3" W / 51mm x 76mm.

Minimum Order Quantity: 50 pieces

Lead Time: 30 days from artwork approval.

Set up charge applies: refer to price list for details.
(EPS or AI Vector File required for logo artwork)

For strap selection refer to 40mm smooth grain leather straps on page 22.



857 Antique Nickel



CUSTOMIZED GLENAYR GOLF® BELTS CHOOSE YOUR BUCKLE AND STRAP



Ideal for:

- retail pro shops • guests • staff • members • tournaments

Minimum Order Quantity: 25 pieces

Lead Time: 30 days from artwork approval.

Set up charge applies: refer to price list for details.
(EPS or AI Vector File required for logo artwork)

CUSTOM BUCKLES

35mm • Style 114099B

Removable plaque buckle with rhinestone detail.



35mm • Style 014052B

Removable rounded corner plaque buckle.



35mm • Style 114104B

Removable dimple edge detail plaque buckle.



35mm • Style 014045B

Removable rectangular plaque buckle.



40mm • Style 014083B

Removable polished finish plaque buckle.



SMOOTH GRAIN LEATHER STRAPS

35mm • Style 014046S
40mm • Style 014047S



REVERSIBLE SMOOTH GRAIN STRAP
35mm • Style 014045R



EXOTIC LEATHER STRAPS

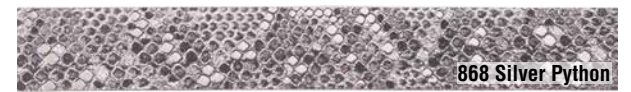
OSTRICH STRAP
35mm • Style 014045O



CROCO STRAP
35mm • Style 014045C



PYTHON STRAP
35mm • Style 014045P



REVERSIBLE LIZARD STRAP
35mm • Style 014045L



Introducing



Retail Merchandising Solutions.

Our new innovative point-of-purchase displays
have the visual impact
other displays don't have.

Belts are our business
and no other fashion manufacturer
gives you the tools and
shop floor support that we do.

DRIVE THE GROWTH OF YOUR BELT CATEGORY WITH THE TOOLS YOU NEED

H. A. Sheldon asks you to think about an accessory category that takes up so little space in your store, yet generates a high revenue in the space one golf bag requires. Our new display system (6 hooks / 60 belts) will generate 20X the sales revenue. (Average suggested retail price of \$50 – \$60 per belt)

- Did you know...
 - Approximately 82% of all purchase decisions are made in-store*
 - In-store sales have increased as much as 65% when P.O.P. materials are used* * Source: ©POPAI 2014 Retail Study
- Glenayr Golf® belts are “The Finishing Touch”™ with any sportswear collection in your shop.
- Glenayr Golf® belts have versatility. Your customers will “look good on and off the course”®.

The innovative concept of this display program is that it’s as small or as large as you want it for your available space.

- Minimal retail floor space required (Approx. 19” wide x 14” deep).
- As your sales expand, the display program can grow. It is fully modular.
- It may be placed in the most strategic areas in your store to attract shopper’s interest.
- The displays are made of durable, long lasting materials with impactful graphics.



**WE’LL HELP YOU EXPAND YOUR SALES
AND PROFITS IN THE LUCRATIVE BELT
ACCESSORY MARKET**



ITEM #R99925G

- Changeable graphic header
- Hardware to hang on slatwall or pegwall
- 6 hooks wide x 10 belts per hook
- Size approx. 19" wide x 9" deep x 64" high (with belts)

Start with one display...



Expand to 2 displays...



Expand to 3 displays.



Start with one display...



ITEM #R99926G

- Changeable graphic header
- 6 hooks wide x 10 belts per hook
- Size approx. 19" wide x 14" deep x 68" high (with belts)
- Side panels with graphics

It is extremely versatile – it can be positioned as a single side floor display, double sided floor display or in-line on your sales floor.

Expand to a 2 sided display by adding more hooks...



Expand to 3 displays.





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