

New Wave Group with the Cutter & Buck brand has signed a new agreement with the Swedish Golf Association regarding title partnership for the Nordic professional tour for men. The agreement extends over a four-year period starting in 2024. The new name will be Cutter & Buck Tour.

After several years as an official partner, Cutter & Buck is now stepping up and taking over the title sponsorship for the Swedish Men's Golf Tour. In addition to the title sponsorship, Cutter & Buck will also annually organize a separate competition on the Cutter & Buck Tour during the agreement period.

"We have worked with Cutter & Buck for many years and they have supported the tour for a long time. Therefore, it feels great that they now want to take the step and represent the tour at the highest level. For us, Cutter & Buck is the perfect partner, we are really looking forward to this collaboration, says Frida Bräster", Responsible for Professional Competitions at the Swedish Golf Association.

Cutter & Buck is a well-known brand on the professional tours and as a supplier of merchandise to major golf competitions around the world, including the US Open. Cutter & Buck is an American lifestyle brand, founded in 1990, with roots in Seattle on the Pacific Northwest coast owned by the publicly traded company New Wave Group (Nasdaq OMX Stockholm Large Cap).

As a new title sponsor, Cutter & Buck takes the next step in its investment towards further developing and establishing the brand within golf on the European market.

"We are extremely proud and incredibly happy to have the opportunity to become the title sponsor of the pro tour. After several years of successful cooperation with the Swedish Golf Association, we finally get to raise the cooperation to the level we have long desired. We are making strong progress with Cutter & Buck both in Sweden and the rest of Europe and with this investment the brand will be further strengthened, says Tomas Jansson", CEO New Wave Mode AB.

[Link to movie from Arlandastad
Cutter & Buck pictures golf](#)



For more information

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Cutter & Buck is an American lifestyle brand with golf origins and roots in Seattle on the Pacific Northwest. Clothing is designed for an active lifestyle, engineered for exceptional versatility so it will be perfect for work, travel, hiking and not least golf. Cutter & Buck is owned by the listed company New Wave Group AB and the European market is run by the subsidiary New Wave Mode AB.