
Innovation in the Swiss Golf Market

Golfyr – Swiss Engineering Revolutionizes Golf with High-Tech Carbon Clubs

Golfyr, a Swiss start-up based in St. Gallen, is redefining the sport of golf. The traditional set of clubs is reduced to seven clubs while enhancing functionality. By using high-quality high-tech materials and Swiss engineering, Golfyr elevates the golfing experience to a new level. This allows players to focus on the essentials and maximize the fun of the game.

In a golf tournament today, you are allowed to carry up to 14 clubs. „That’s too much,“ says Roger Stadler, Golfyr founder and a member of a renowned Swiss entrepreneurial family that combines a long-standing family tradition with modern technology. „Golf has turned into a gadget show. You have numerous clubs in your bag, of which you never need half. We want to break free from the current status quo and radically rethink golf.“

Rethink Golf

With the vision of „Rethink Golf,“ the Golfyr team, deliberately consisting of both golfers and non-golfers, reanalyzed individual playing situations from the ground up, going as far as to question the necessity of 14 clubs. Players should be able to concentrate on the essentials and have maximum fun while playing.

Achieving the Perfect Swing with 100% Carbon

Carbon was the only material considered for implementing the new clubs. The Carbonics technology developed by Golfyr in an interdisciplinary team is a fusion of carbon technology and innovative design. In addition to effortless handling, the intelligent weight distribution inside provides stability and balance while maximizing forgiveness. This unique combination of material and revolutionary technology enabled the reduction from 14 to 7 clubs. The #sevenclubgame was born. (7>14).

1 of 7 – The Maker

In September 2023, Golfyr launched its first club, ‚The Maker,‘ an innovative putter made entirely of carbon. There is a waiting list for the revolutionary Golfyr set of carbon clubs to be released in the spring of 2024. Developed, designed, and manufactured in Switzerland.

About Golfyr

Golfyr AG is a Swiss-based company that produces high-quality carbon golf clubs. Based on years of research and groundbreaking technologies, it offers players a new dimension in the sport of golf. Golfyr caters to players who seek innovation, technology, design, quality, and joy in golf.

The Golfyr's

Roger Stadler (Founder, Chief Ideas Officer),
Daniel Hüsler (Head of Technology),
Alfredo Häberli (Product Designer, Creative Director),
Olivier Widrig (Head of Golf),
Marcel Lendenmann (CEO)

Technology Used

Carbonics Technology

Link

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