
High-Tech Meets Cutting-Edge Design

Golfyr and Alfredo Häberli: The Fusion of Carbon Technology and Design Revolutionizes Golf

Swiss start-up Golfyr reimagines materials and club design to provide a unique player experience. In collaboration with Alfredo Häberli, a globally renowned designer, they have created a distinctive golf set that uniquely combines functionality and aesthetics. Golfers can now not only operate at the highest technological level but also express their lifestyle through exclusive design.

„Golf is a wonderful game, but, like many things today, it has become too complicated,“ says Olivier Widrig, Head of Golf at Golfyr and Co-Managing Director of Cagliari Golf. That’s why the Golfyr team sought a completely new approach. Golfyr didn’t start with the best player in mind, but rather the opposite. The goal was to approach the game honestly, and it was completely questioned during the design process. Playability, simplicity, and accessibility were central aspects of their vision for „Rethink Golf.“

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).

#sevenclubgame

„What needs to be reduced? To create something extraordinary, you must ask the right question,“ says Alfredo Häberli, Creative Director, globally known for his innovative and creative approaches. The goal was an honest approach to the game of golf. Reducing from 14 to 7 clubs allows players to focus on the essentials and have maximum fun while playing. It’s a distinctiveness that Golfyr is proud of.

The Maker: 1 of 7

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)

About Alfredo Häberli

Alfredo Häberli is an internationally renowned designer known for his innovative and creative approaches. His distinctive style uniquely combines functionality and aesthetics. Through his collaboration with Golfyr, he brings his design philosophy into the world of golf.

Technology Used

Carbonics Technology

Link

www.golfyr.com

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