

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

In golf, less is more. At least that's the belief of the founders of Golfyr, a startup from St. Gallen that is revolutionizing the sport of golf with a carbon golf set featuring only seven clubs. „We want to break free from the current status quo and radically rethink golf,“ says Golfyr founder Roger Stadler. With the vision of ‚Rethink Golf,‘ Golfyr reanalyzed the game from the ground up. Carbon was the only material considered for implementing the clubs, which made the reduction from 14 to 7 golf clubs possible. The #sevenclubgame was born. In collaboration with Alfredo Häberli, a globally renowned designer, they created a distinctive set that uniquely combines functionality and aesthetics, ushering in a new era in the sport of golf. Players can not only operate at the highest technological level but also express their lifestyle through exclusive design.

Are you ready to rethink Golf?

## Contact

Marcel Lendenmann  
CEO Golfyr  
marcel.lendenmann@golfyr.com  
+41 (79) 755 97 73