

Olivier Widrig

«It's finally time to rethink golf and enabling a more playful approach to the game as originally intended. When you're on the course with a Golfyr set the tale will tell itself.»



Olivier Widrig
Head of Golf

As an avid golfer and a wholesaler of golf equipment, Olivier possesses in-depth knowledge of the international market and a sense of club design. With his expertise, he closely guides the development of the clubs.

"Golf is a wonderful game, but like many things today, it has become too complicated," says Olivier Widrig. For this reason, Golfyr sought a new approach. Instead of focusing on the best players, Golfyr pursued a „bottom-up“ approach. This means the focus was on playability, simplicity, and accessibility, to simplify the game. This unique perspective emerged from incorporating various areas of expertise, both from golfers and non-golfers. A playful approach and questioning of traditional mechanisms led to a disruptive solution. The revolutionary design and material of Golfyr clubs lead to better results. The "Origins of the Game" are back in focus. Returning to the original game with newfound ease and relaxation. Golf made easy.

- Co-Owner Caligari Golf Equipment AG
- Co-Owner Aramis Trading GmbH
- Commercial apprenticeship with tourism degree