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6 THINGS YOU NEVER KNEW ABOUT POWAKADDY TROLLEYS



1 THE SON OF THE BRAND'S INVENTOR RESCUED PK

PowaKaddy was created in 1983 by clockmaker Joe Catford.

Although he would later sell the company, when it went into administration in 2012, his son David and business partner John DeGraft-Johnson came to the rescue of his father's invention.

David said: "I wasn't emotional about it, but we were looking on in horror at what was going on at PowaKaddy and thinking, what a shame."

After moving back in, it took the new owners just a year to bring PowaKaddy back into profit – a trend that has continued.



2 TROLLEYS ARE ALL THE DESIGNERS THINK ABOUT

The PowaKaddy design team have diverse backgrounds including automotives, Dyson vacuum cleaners and ride-on mowers.

Production design engineer Sam Bannister said: "I have a notepad by my desk in case I have any ideas and an electric trolley is the last thing I think about before I go to bed."

'Agricultural' designs have given way to aerodynamics and engineering manager Andy Thompson added: "If I am on holiday, by the pool, I will have one eye on the kids and the other is sketching something."



3 THERE ARE MORE THAN 200 PARTS TO EACH TROLLEY

Each trolley is made by hand, with a third production line having opened at the factory due to PowaKaddy's growing status as the market leader.

Last year they made 24,000 trolleys and they have already taken that many orders this year.

Designs are constantly evolving and although the Fairway was launched last April, there have since been around 50 changes to the product.

David Catford said: "It's the only piece of equipment that a golfer uses that has moving parts so we want to make sure that it is the best it can be."



4 EVERY TROLLEY IS TESTED BY A LADY CALLED ANNE

Each trolley takes between 42 and 49 minutes to build, depending upon the range.

At the end of the production line is final inspector Anne Luckhurst, who has 20 years' experience testing products.

During the prototype stage, each model is tested for 200 hours on a rolling road that replicates bumpy cobbles, and there's also a test track outside.

Andy Thompson said: "It abuses the trolley so you end up finding out very quickly if something is going to drop off."

Less than one per cent of trolleys come back with a fault.



Karl Hansell visited PowaKaddy's Kent headquarters to see what he could discover about the popular electric trolley manufacturers



5 BRITS BUY BUDGET, GERMANS BUY THE PREMIUM RANGE

The Freeway range features the 3, 5 and 7, with each having additional features as you move up through the models. As a result the prices increase and PowaKaddy's makers have seen a real trend in where they are sending the different models.

Thompson said: "Germans typically order the best product you have got, and that's all they order. The UK market is our largest, but the income we get from Germany is the greater."

PowaKaddy remains a primarily British and European brand, but slowly it is gaining a foothold elsewhere in the world.



6 POWAKADDY WORK WITH ENGLAND GOLF

In an attempt to market the trolleys to younger players, PowaKaddy has teamed up with England Golf and supplies the squads with their trolleys.

Marketing manager Mei Tierney said: "It's all about inspiring young people. England Golf players are people who youngsters aspire to. If we can help them improve their game, then that's good too."

Product designs are also aimed at the younger market and Thompson said: "When we are developing a product, we aim for it to be a sexy looking beast with a polished design."

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