Press Releases

Ben Hogan Golf Equipment Company Partners with Klarna to Offer Instant Financing

Now serious golfers can easily finance Ben Hogan Golf Equipment purchases

FORT WORTH, Texas, April 17, 2018 -- Ben Hogan Golf Equipment Company, LLC, manufacturer of premium golf clubs and golf bags, has united with global payments provider Klarna, to provide simple and instant financing for all Ben Hogan Golf Equipment purchases.

One of the primary goals at the Ben Hogan Golf Equipment Company is to make golf more accessible. The company has established multiple platforms to make buying easy and more affordable. These include the Company's 'Factory Direct' pricing structure which omits the middleman and passes along the savings to the consumer, and their innovative "Trade-UP" program, which allows golfers to trade in old equipment after purchase to defray the cost of new Ben Hogan Golf Equipment.

The alliance with Klarna was established so golfers can enjoy their premium Ben Hogan Golf Equipment instantly and finance their equipment over a given period of time, varying from six to 30 months, unless the consumer wants to take advantage of a "no interest" or "0%" which needs to be paid in full within six to 12 months immediately after the purchase.

"This financing option is another way of how the Ben Hogan Golf Company is making it easy to buy our premium golf products," commented Scott White, President and CEO, the Ben Hogan Golf Equipment Company. "Even though our Factory-Direct business model allows us to sell high-end hard goods and accessories for much less than retail prices, we realize that plunking down $700 or so at one time for a set of irons is a significant investment. Klarna finaning allows golfers to spread payments out over time."

"We are honored to be growth partners with Ben Hogan as the company reignites this iconic brand in the marketplace," said Jim Lofgren, CEO, Klarna North America. "I have grown up playing with Ben Hogan clubs and I look forward to the leveraging their direct to consumer offering to purchase my next set."

In addition to Klarna online financing, the Ben Hogan Golf Equipment Company does accept all major credit cards; Visa, American Express, Discovery, Master Card and Pay Pal. For more details on Klarna, please visit https://www.klarna.com/us.

About Klarna

Klarna is one of Europe's leading payments providers and fully licensed bank, which wants to revolutionize the payment experience for shoppers and merchants alike. Founded in Stockholm, Sweden, in 2005, we offer a simple, safe and smoooth checkout experience. Klarna now works with 89,000 merchants. Klarna has 1,700 employees and is active in 14 countries. Klarna is backed by investors such as Sequoia Capital, Bestseller Group, Atomico, VISA and Permira.

The company's North America offices are in Columbus, Ohio and New York. U.S. financing through Klarna is issued by WebBank, member FDIC.

About Ben Hogan Golf Equipment Company

Ben Hogan Golf Equipment Company manufactures premium golf clubs and golf bags, and is committed to continue Ben Hogan's reputation of innovation, performance and classical designs. The company is based in Fort Worth, Texas, Ben Hogan's longtime home and the site of the original Company which opened in 1953. The Company offers their premium products online at www.benhogangolf.com exclusively. By eliminating the retail "middleman", the Company's cost structure is minimized and consumers are able to purchase high-quality golf equipment at factory-direct prices. To learn more about Ben Hogan Golf, please visit www.benhogangolf.com.

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