

GolfStar begins strategic collaboration with Cobra PUMA Golf

GolfStar, part of Caddies Europe, is entering into a strategic partnership with Cobra PUMA Golf. The partnership involves a comprehensive investment in equipment, custom fitting and retail experience – with the goal of lowering the thresholds for golf while simultaneously raising the quality for existing players.

As part of the collaboration, GolfStar is launching a new concept store at Kista Golf Center. Here, members and visitors will have access to a complete range of clubs, clothing and accessories from Cobra PUMA Golf – combined with a fully developed custom fitting business.

– This is much bigger than a classic supplier collaboration. We are building a holistic experience where training, play and equipment are interconnected. With Cobra and PUMA we can take a big step forward in quality and at the same time make golf more accessible, says Andy Gordon, responsible for the range operations at GolfStar.

The concept will be launched at Kista Golf Center and will then expand. During the summer there will also be a concept store at GolfStar Kurk in Finland.

Custom fitting

A central part of the initiative is a greatly expanded custom fitting business, where GolfStar at Kista Golf Center offers individual fitting of clubs from Cobra, with complementary options from Srixon, as well as specialized wedge fitting from Cleveland. The work is led by a dedicated custom fit manager with a focus on helping players at all levels optimize their equipment.

– For us, it's about taking the guesswork out of it. The right equipment makes a huge difference – both for performance and enjoyment. Now we can offer a level of custom fitting that has previously been difficult to make available to the general public, says Andy Gordon.

The collaboration also includes a range of activities at the facilities, including demo days at Bromma, Lindö, Riksten and Kyssinge, where players will have the opportunity to test the latest equipment. The first demo day is already on Friday, April 10 at Bromma between 1:00 PM and 5:00 PM.

Rental sets lowers the threshold

To further lower the threshold for new golfers, GolfStar is also introducing a number of rental sets from Cobra at a favorable price. The initiative is aimed specifically at beginners and will initially be available in Kista, Bromma and Stannum.

– Starting to play golf shouldn't require a large initial investment. With rental sets and available equipment, we make it easier to get started – and more fun to continue, says Andy Gordon.

Cobra PUMA Golf sees the collaboration as a natural match.

– Cobra PUMA Golf is very excited about our partnership with Caddies Europe and GolfStar and the opportunity to offer our products and brands to all GolfStars members. Our portfolio of innovative golf products and our clear focus on making golf more inclusive and inspiring is fully in line with GolfStars ambition to create a modern, quality and accessible golf experience.

- The collaboration fits perfectly into our Enjoy Golf positioning, where we strive to combine performance, style and playing pleasure for golfers at all levels. Together with GolfStar, we look forward to further developing the value for members through attractive offers, product innovations and activities that further enhance the golf experience, says Niklas Knutsson, Director of Golf Nordic at Cobra PUMA Golf.

The collaboration will come into effect in the spring of 2026 and will extend through the 2027 season.

For more information, please contact;

Andy Gordon, Business Area Manager Range, GolfStar, Tel: +34 690156722, email:

andy.gordon@golfstar.se

Rickard Andren, Head of Sales Golf Nordic, Email: rickard.andren@cobrapuma.com

Mattias Brännholm, Communications Manager GolfStar, Tel: 0708-279979, email:

mattias.brannholm@golfstar.se

GolfStar is Northern Europe's largest MCO "Multi Course Operator" and operates a total of 30 golf courses spread across 26 facilities. These include 20 facilities around Sweden, one in Spain and five in Finland.

Image Attachments

[GolfStar Cobra PUMA Pressrelease 260407 2](#)