Press Release
June 8, 2017

Beat the Pro by Lignum Tee –
new challenge at the Lyoness Open

# For many years, the Austrian company Lignum Tee has been partner of the Lyoness Open, Austria’s most important and most spectacular golf tournament. This year, both partners intensify their cooperation within the framework of the European Tour tournament in Atzenbrugg from June 9 to 12, 2017. With the support of Lignum Tee, golfers get the chance to experience the pros and idols of golf up close and to be “on par” with them. Christoph Schwara, Managing Director of Lignum Tee, is again pointing the way in terms of sports promotion.

Fifteen years ago, Christoph Schwara captured the golf market with Lignum Tee – at first the Austrian market, then the international one. Today he is the European market leader for high-quality tees with his invention, a specially constructed tee.
In addition to his activities as an entrepreneur it has always been particularly important to Schwara, a passionate golfer himself, to actively support Austrian golf as well as youth development. “Austria has much to offer for those who are interested in golf: A variety of courses with a wide range of challenges, and a multi-faceted offer of tournaments. In order to spark the passion for activity and sports especially among young people on the one hand, and to promote the maintenance of infrastructure on the other hand, it has always been important to me to support good projects in youth development and meaningful tournaments with Lignum Tee,” says Schwara. For example, Lignum Tee was the main sponsor of the European Championship for Boys 2016, it is sponsor of the European Amateur Team Championship 2017 – both very important platforms on a young golfer’s path to world leadership – as well as sponsor of the fun tournament Texas Scramble World Championship 2017. He takes another step in this direction by promoting the “Beat the Pro Challenge”, which will take place during the Lyoness Open for the first time this year. “The Lyoness Open is Austria’s most important golf tournament while Lignum Tee is a strong Austrian product. Thus, it only makes sense to tread a common path.”

**Beat the Pro by Lignum Tee**

The participants will compete in a new challenge on Thursday and Saturday during the regular tournament rounds. 20 amateur golfers per round will get the unique opportunity to measure up to the golf pros at the 18th hole. The participants of each flight tee off the same spot as the stars. Those hobby golfers who hit their balls closer to the flag than their flight partner may win attractive prizes in addition to having this unique experience. The ÖGV (Austrian Golf Association), the Diamond Country Club, Lignum Tee and the Golf Open Event GmbH select the starters. “On the one hand, we would like to offer enthusiastic golfers this unique experience, while on the other hand we would like to show that golf is great fun. In tournaments, I consider the show character important for entertaining and delighting the guests, motivating them for their own sportive activities and at the same time welcoming them again soon as guests at the tournament,” says Schwara.

**From the idea to world market**

Lignum Tee is an Austrian product and meanwhile an integral feature at golf courses all over the world. “More than 15 years ago, it was common to play with regular wooden tees. Each training and each golf round required a multitude of tees – an average of one hundred tees per season,” recounts the Lignum inventor and managing director Christoph Schwara. This not only meant an extremely high use of valuable resources and cumbersome handling, but also resulted in golf courts littered with broken tees. Schwara – at that time in his early twenties and an enthusiastic golfer – searched for a solution to this problem. The final product was supposed to be stable, environmentally friendly and support one’s game. The brilliant idea struck the inventive talent in a café – a sketch on a napkin sealed the success story: he drew the outlines of today’s Lignum Tee. Years later, he has revolutionized the global tee market with his invention.

**From sketch to product**

First, Schwara faced a long series of trials to find the right material. The result was microwood: a highly hard-wearing wood-glue-granulate. Environmentally friendly, stable and flexible at the same time, it has the optimum features for a high-performance tee. He integrated this material into his innovative design. The rings on the shaft of the tee enable golfers to find the same height of the tee for every shot. This constant factor provides for an additional training effect and enhances self-confidence at the tee shot.
In contrast to its competitors, this important golf accessory is produced in Europe. Fair wages, monitored working conditions according to European standards and high quality are self-evident to Schwara. Since the foundation of the company, the tees have been produced in a family business. “The advantages of this cooperation such as the high technical standard, continuous quality control and excellent communication as well as short delivery distances, contribute to the success of the product,” says Schwara.

## More details at <http://www.lignum-golf.com>

## Here once again the event information Beat the Pro by Lignum Tee, Lyoness Open Time: June 8 and 10, 2017Place: Diamond Country Club Atzenbrugg

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