

DeMarini Gears Up For The 2012 Factory Hitter Program

What started out several years ago as an idea that would help DeMarini stay connected with players at the grassroots level has turned out to be a home-run for the company with an Insane Dedication to Performance. "Our Factory Hitter program has far exceeded our expectations," said Jerry Garnett, National Marketing Manager for DeMarini slowpitch. "Our primary goal for this project was to make sure that we kept our finger on the pulse of the slowpitch softball community by teaming up with great players at various levels of play all over the country. We are very pleased with the product feedback, grassroots brand influence and incremental sales that we have experienced from this program." Garnett added.

DeMarini's current Factory Hitter roster contains 40 players from 18 different states selected by DeMarini to be field level brand ambassadors. DeMarini equips each of their players with their latest bat models and asks them to do what they do best; play ball and influence their peers. DeMarini's plan for the 2012 season has them growing their Factory Hitter program to a total of 70 players representing 40 states.

"This program is helping us grow our bottom line and we will support it with the attention that it has earned. We are looking for sharp individuals in the men's, women's and senior areas of play that understand the relationship between players and equipment manufacturers. We need more good people to assist us in building our slowpitch business in untapped areas across the country," stated Garnett.

It would appear that DeMarini has found a great solution to the age old desire to try it before you buy it. Look for a DeMarini Factory Hitter in your area and try their great new 2012 bat line-up featuring the GTL Cartel, ONE Sunday Swagger and ONE SR.1 senior model.

For more information about the DeMarini Factory Hitter program please visit their website at www.demarini.com



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