

THE GOOD STUFF / 2026 PGA Show Edition



Kailo Protein Bars

Kailo is carving out a unique niche by bridging the gap between high-performance fuel and ingredients you would find in your own kitchen. Debuting at the PGA Show, company Founder and Chicagoan Sri Kalapala explained that these plant-based bars are specifically marketed to golfers who are wary of the “melt factor” in their bags and the mid-round sugar crashes common with traditional snacks. Each bar delivers over 14g of protein and relies on Medjool dates for natural sweetness, ensuring sustained energy that lasts from the opening drive through the 18th green. We tried them and we liked them, a lot.

What sets Kailo apart in the crowded snack aisle is its focus on nostalgia and transparency. The brand offers three distinctive flavors: Oatmeal Chai, Peanut Butter & Jelly, and Walnut Brownie. Each aims to provide a comforting, “real food” experience on the course without the use of preservatives, fillers, or soy.

kailobar.com



Vence Electric Cart and Bag System

The Vence Golf System blends Scandinavian minimalism with high-precision engineering. Born in the Nordics and designed by renowned architect Vertti Kivi, this modular ecosystem challenges the traditional “bag and cart” setup by offering a seamless, all-in-one solution. The system is built around a patented click mechanism that allows golfers to transition between a hard-shell travel case, a stationary base, and the VENCE Race—a sleek, next-generation electric trolley.

Its European design is evident in its clean lines and silent operation. We also liked the click and catch club system making it a breeze to see and choose your club. The lithium-ion battery is designed for endurance, providing enough power for up to 27 holes on a single charge.

\$5,900
vence.golf



A Classier Way to Mark Your Golf Ball

Ringline Golf has emerged with a precision-engineered solution for one of the game’s most critical fundamentals: alignment. Unlike the plastic, mass-produced stencils common in many golf bags, the RingLine tool is CNC-machined from a single solid steel billet, offering a level of durability and professional-grade quality previously unseen in marking tools. The system features a unique “press-fit” design. The golf ball is inserted through a designated side and held securely by a self-centering mechanism. This ensures that golfers can apply a perfectly clean, consistent 360-degree line every time, a crucial aid for both putting accuracy and tee-shot orientation.

Adding a layer of sports-world prestige to the brand is the involvement of Tom Brady Sr., who serves as a part-owner of the company. Ringline is made for the serious golfer who views every detail of their equipment as not only solid but also unique. **Starting at \$40**
ringlinegolf.com



The Mahjong House

Founded by Stacey White, Houston, Texas-based Mahjong House has reimagined the traditional game with a focus on high-end aesthetics and social connection. Their products—ranging from acrylic tiles to vibrant neoprene mats—are designed with an artistic flair featuring peacocks, butterflies, and tropical motifs. For women who enjoy the strategic and social depth of Mahjong, the brand provides a “luxé” experience that transforms a standard game night into a stylish, curated event.

The Mahjong House taps into the “golf widow” and “country club” demographics. While husbands are out on the course, the “Mahj” table becomes the social hub of the clubhouse, offering a sophisticated competitive outlet. With custom travel sets and “Country Club” themed designs, the brand makes it easy for players to transition from a morning on the green to an afternoon of play.

Tiles: \$455

www.themahjonghouse.com



The Ball with a Brain

The Genius golf putting ball embeds a sophisticated electronic sensor array directly into the core of a regulation-weight ball. Dubbed the “ball with a brain,” it utilizes a high-strength, hollow-core construction designed to protect internal microelectronics—including a six-axis accelerometer, magnetometer, and gyroscope—from the extreme G-forces of a club impact. It connects via Bluetooth and has a battery life good for 10,000 putts.

These sensors capture precise, real-time data points such as ball velocity, launch angle, side spin, and skid distance, which are then transmitted via Bluetooth to a smartphone app for immediate analysis. Golfers receive actionable feedback on their stroke consistency and green reading without the need for expensive, stationary indoor studio systems, effectively turning any practice green into a high-tech training facility. Available this summer.

geniusball.golf



Square Golf Omni Launch Monitor

The Omni Launch Monitor is a second-generation camera-based system designed to bridge the gap between affordable indoor simulators and professional outdoor tracking. While the original Square Golf unit was restricted to indoor environments due to its sensitivity to light, the Omni features an upgraded sensor suite, multiple cameras, and a more robust build that allows it to function seamlessly on real grass in direct sunlight.

Setting Omni apart from previous iterations is the inclusion of four high-speed cameras that capture detailed impact location on the clubface, a metric usually reserved for units costing several thousand dollars more. The device features a new built-in display, allowing golfers to see immediate feedback on metrics like carry distance, and without needing to look at a phone or tablet. The Omni provides a “plug-and-play” experience that is equally effective for a compact garage studio or a day at the driving range.

\$1,600
www.playbetter.com



iLive Clear Truly Wireless Open Ear Clip Earbuds

The iLive True Wireless ANC Earbuds come with several attractive features for the price, including true wireless stereo design with no wires between left and right buds, Bluetooth for wireless connectivity, on-ear touch controls for play/pause, skip, and voice assistant. The sweat-proof design is aimed at workouts or active use. A USB-C charging case holds the buds for additional battery life. From a value standpoint, they are priced relatively affordably for true wireless earbuds compared to other high-end premium models. They wear like an earring, wrapping around your earlobe for a snug yet comfortable fit.

\$49.99
iliveelectronics.com



Ghost Anyday Bags

Ghost Golf’s Anyday bags are designed for golfers who appreciate convenience without sacrificing quality. They feature Ghost’s signature modern styling—clean lines, premium leather-like materials, and subtle detailing—while still offering thoughtful functionality like magnetic rangefinder pockets that snap securely shut, velvet-lined compartments that protect your valuables, 14-way full-length dividers that prevent club tangling, comfortable carry straps, and durable construction.

Each bag combines modern performance with sophisticated style. They are the kind of bags that feel effortless to use, blending performance with a refined aesthetic that stands out on the course without ever shouting for attention. Available in eight color options, Oreo shown.

\$415
www.ghostgolf.com



Drinkware Wows at Show

In the golf industry, Created Co. has established itself as a leader in premium, design-driven drinkware that bridges the gap between technical performance and lifestyle aesthetics. Specializing in vacuum-insulated stainless-steel tumblers, ceramic vessels, and glassware, the company focuses on high-quality, full-wrap customization that allows golf courses, resorts, and tournaments to offer merchandise that feels like a personal keepsake rather than a generic souvenir. Their products are engineered to withstand the rigors of an 18-hole round—keeping beverages at optimal temperatures in varied weather—while maintaining a sophisticated look suitable for the clubhouse or daily use.

Milk Glass Set: \$36
created.co



Master the Cold with Venustas Heated Technology

Venustas, a leader in performance heated apparel founded in 2018, is redefining golf with its advanced Heated Vest line. Designed to keep your core temperature stable without the bulk of traditional layering, these vests allow for a completely unrestricted swing—a critical benefit for any serious golfer.

At the heart of the vest is the proprietary Venustas-VWarm™ technology, utilizing ultra-thin carbon fiber or graphene heating elements strategically placed across the chest, back, and collar. These elements provide consistent, adjustable warmth (up to 144°F) for up to 10 hours on a single charge. The inclusion of graphene-infused or silver mylar linings ensures heat is reflected back to the body while remaining breathable.

Water resistant and machine washable, the Venustas Heated Vest is the ultimate layering piece for extending your season, ensuring you stay focused on the pin rather than the chill. **\$149.99**
venustas.com