

Brand Positioning & Differentiation through Eco-Design

Sporting Goods & High-Performance Materials



DUMA BEAR

World-Class Heritage
All-Age Centric Design
Injury Prevention
Taiwanese Innovation

Premium Golf Brand

Powered by world-class manufacturing, Duma Bear delivers biomechanically precise equipment tailored for youth and adult athletes, combining elite performance with safety.



tweener

Design & Engineering Agency

Tweener supports you at every stage of your project, from ideation to industrial production, with a clear objective : to design innovative and sustainable solutions while optimizing their environmental impact throughout the process. Tweener, *the right impact !*

Why Brand Positioning & Differentiation Matter

The Premium Challenge

Traditional golf markets face fierce price competition and OEM commoditization.

The Market Opportunity

Navigating strict European environmental guidelines while capturing consumer demand.

The Strategic Shift

Transitioning from transactional manufacturing to high-end sustainable prestige.

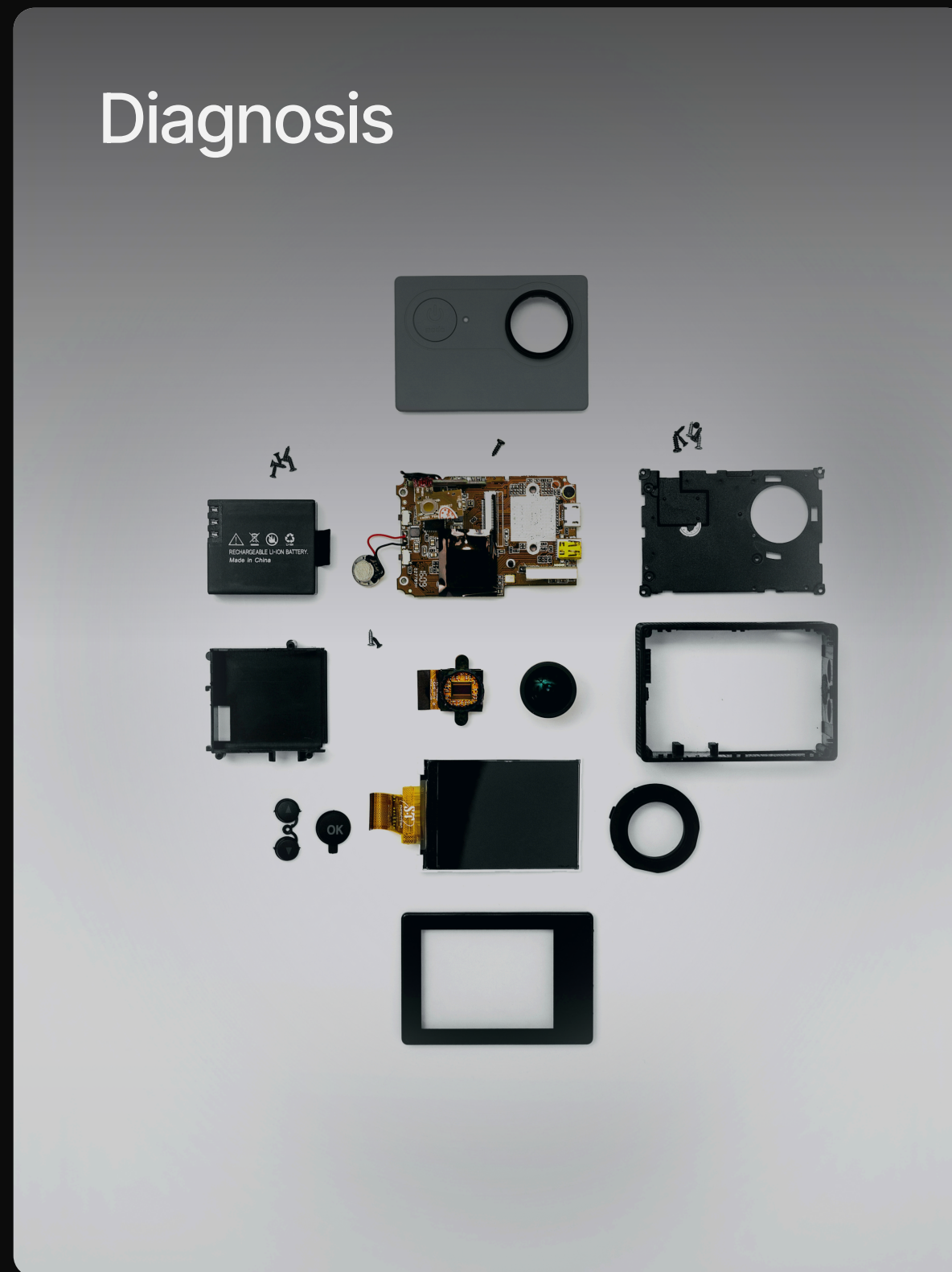
How we do Eco *Design*

We supports you in defining and implementing your eco-design strategies, to reduce the environmental impact of your products.

Awareness



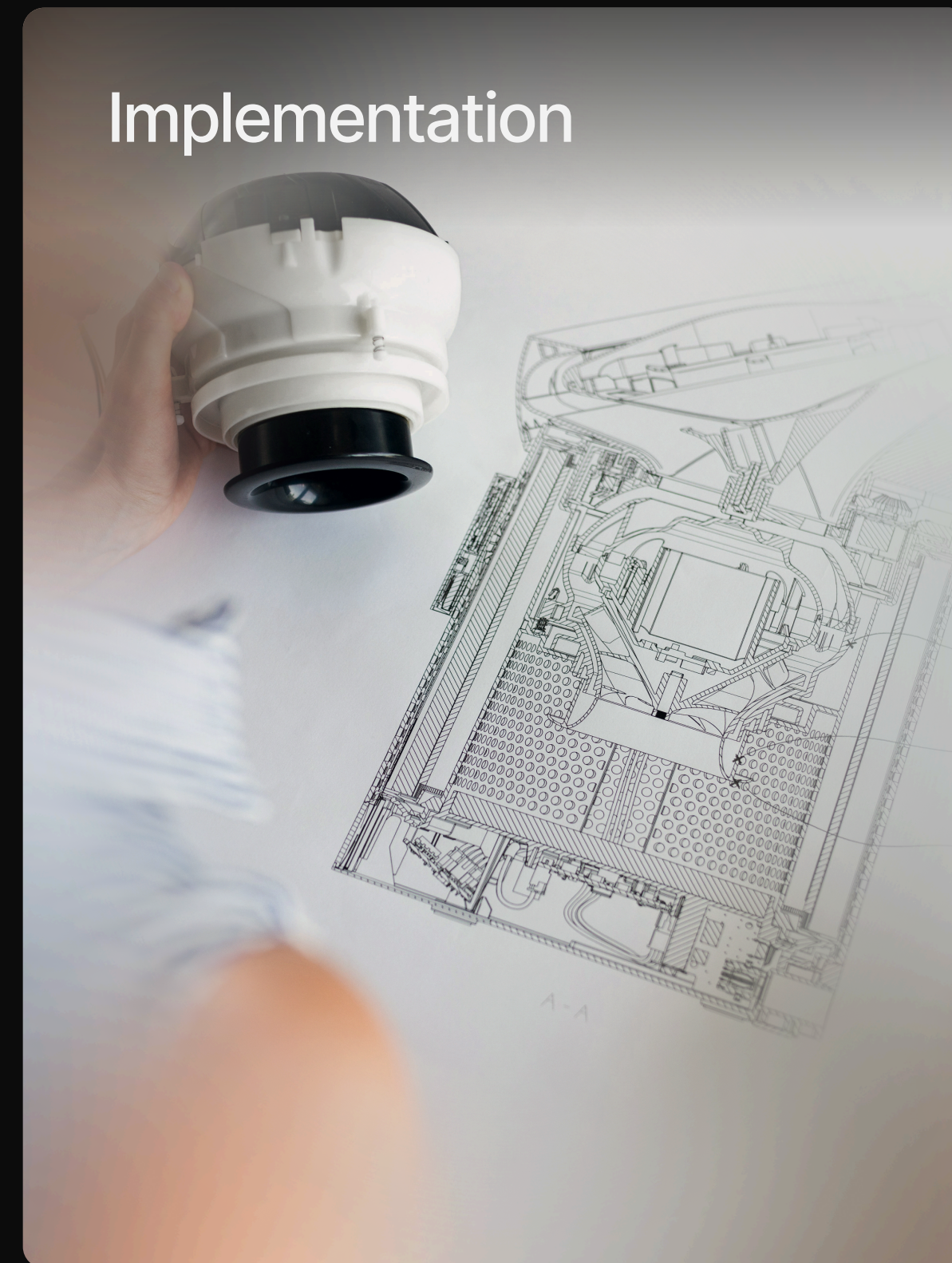
Diagnosis



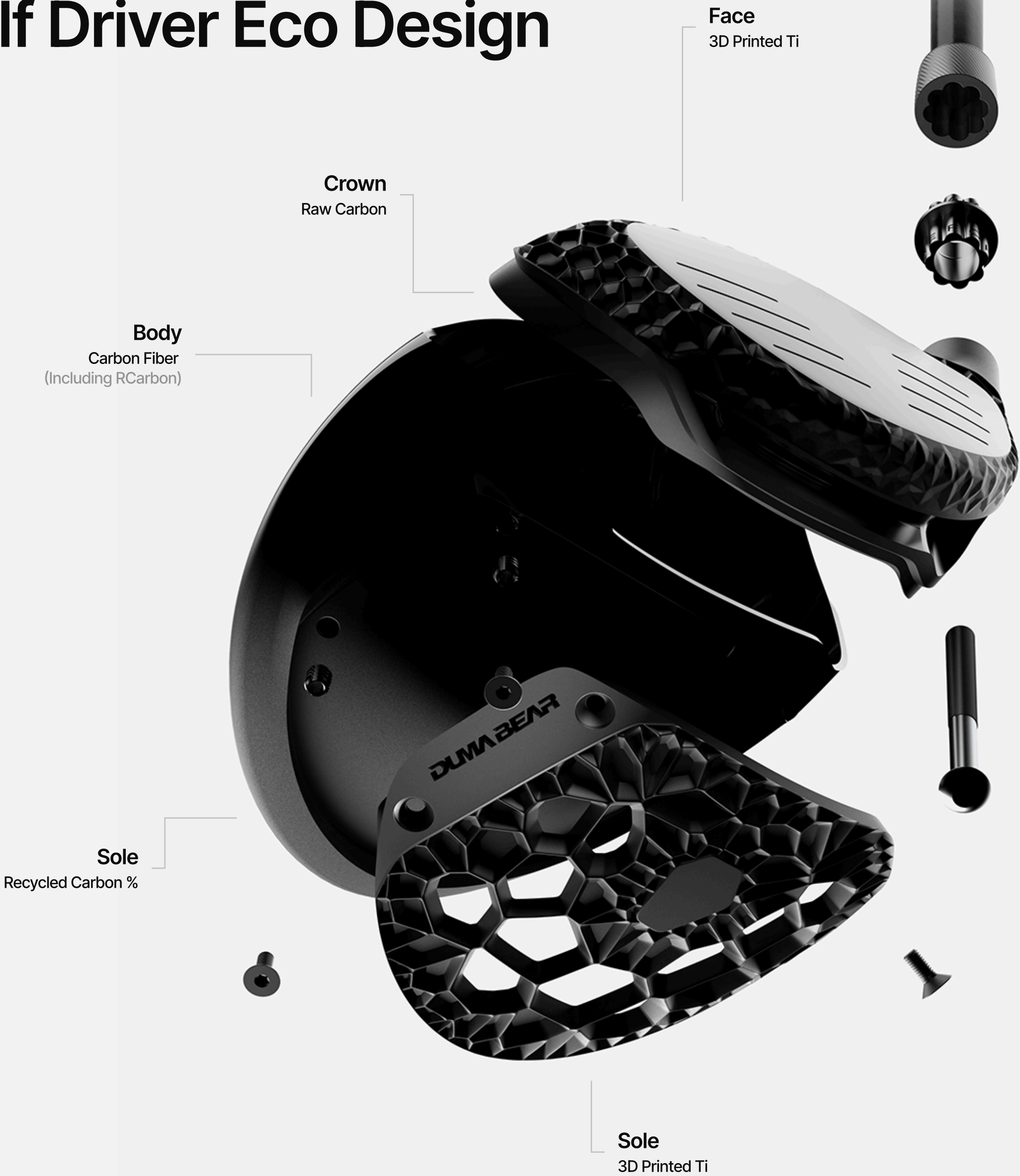
Eco Design Strategy



Implementation



Golf Driver Eco Design



Weight VS Process Impact

Materials / Elements	16%
Multi-Materials process	67%
Finishing process	16%

Weight repartition

Coating	1.5%
Hosel	4.4%
CF prepeg	9.7%
3D print sole	35.7%
3D print face	48.7%

Climate change impact

Coating	0.9%
Hosel	7.7%
CF prepeg	19.7%
3D print sole	20.7%
3D print face	50.8%

HyperCell™ Technical Breakthroughs Advanced Materials

Sustainable premium materials
without compromising structural
integrity.

Engineering Excellence

AI-calculated structures
3D Printing Technology
Modular Geometry System
Optimized Swing Efficiency
High MOI Performance



Sole
Hosel
Modular Structure



Thank you

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