



Dynamic Discs Announces Major Expansion

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By Casey Woods

One of the world's most popular disc golf brands recently expanded. Dynamic Discs obtained a 10,000 square-foot distribution warehouse at 3601 W. Sixth Ave. to supplement their retail and office space located at 912 Commercial St. The warehouse space was necessary to accommodate their rapid growth within the disc golf industry, the inclusion of a new exclusive distribution agreement, new product lines and increased sales volume.

Approximately one year ago, the Swedish company, Latitude 64, began producing signature golf discs for Dynamic Discs. The resulting demand for their products among recreational and competitive disc golfers worldwide has helped Dynamic Discs launch new drivers, mid-range and putter discs. As a result of the increased sales and distribution, Dynamic Discs and Latitude 64 reached a cooperative distribution agreement that gives Dynamic Discs the exclusive right to distribute Latitude 64 products in North America. This agreement, the introduction of new products, and dramatic sales increases meant that Dynamic Discs required larger facilities.

Jeremy Rusco founded Dynamic Discs in 2005 while a student at Emporia State University. Initially, Dynamic Discs allowed Rusco and his friends to obtain higher quality disc golf equipment at wholesale prices while generating a few on-line sales. By 2010, Rusco moved the Dynamic Discs operation into a small storefront in the Emporia West Plaza to serve as a shipping station and the base of operations for Dynamic Discs-sponsored disc golf tournaments. The company quickly outgrew that location, and moved into a large downtown Emporia building that combined offices, a more traditional retail space and warehouse distribution for online sales.

By 2012, continued sales volume increases required Dynamic Discs to rent buildings adjacent to their downtown location, use semi-trailers for storage, and rotate two Dynamic Discs RVs to various national tournaments. The expansion to a larger warehouse facility in 2013 is another step for this growing company, with more growth possibilities on the horizon. Dynamic Discs is the world's only vertically integrated disc golf company, combining elements of manufacturing, wholesale, retail, tournament direction, and professional player sponsorship.

This growth, according to Rusco, is due to the tremendous support Dynamic Discs receives from fans, supporters of the sport of disc golf, and professional disc golfers. "Dynamic Discs is a family," he said, "... and our fans help us create and perfect products for recreational and competitive disc golfers. Through tournaments, and associations with skilled disc golf athletes like the 2010 Professional Disc Golf World Champion, Eric McCabe from Emporia, Kansas, Dynamic Discs has built a reputation for quality products in a rapidly growing sport.

"Disc golf is one of the fastest growing sports in the United States, with a growth rate of 10 to 15 percent per year," Rusco said.

Technology associated with the sport of disc golf has improved tremendously over the past few years. A skilled professional player can throw a disc golf driver approximately two football fields in length. A disc golfer's bag will also include putters that are made of softer plastic, and mid-range discs that resemble "irons" utilized by ball golfers, with a few major differences.

Beyond fans of disc golf, the Dynamic Discs "family," and the support Rusco receives from his wife, Wendy, Jeremy Rusco singled out one other group that has helped Dynamic Discs grow.

“Our mid range discs are specialized for distance and flight patterns, including discs designed to fly straight, angle right or veer left” Rusco said.

Discs vary slightly in weight, color, and flexibility to suit the needs of the individual player. The disc portion of Dynamic Discs is just one portion of their product offerings.

Dynamic Discs has its own clothing line designed around the needs of disc golf athletes. Through feedback from fans, Dynamic Discs creates retail custom disc golf bags, baskets, and a variety of other equipment. Recently, Dynamic Discs launched its own shoe line to meet the needs of disc golfers looking for Dynamic Discs signature performance and style. Products are produced with the Dynamic Discs Professional Team in mind, but the products are popular with avid disc golfers all over the world. In 2014, Dynamic Discs will add to its extensive accessory line with a division of shorts and two new bags. This product line will be available in the spring, in time for the disc golf tournament.

“It’s amazing to see the DD brand worn and used by people all over, and it’s humbling to see the support Dynamic Discs has received as we continue to build the sport of disc golf,” Rusco said.

The first ever Throwers Choice Awards at AllThingsDiscGolf.com named Dynamic Discs Disc of the Year, Rusco said.

“This is a tremendous award to receive after just a year of being considered a manufacturer. We were very excited to receive the support from the fans who took the time to vote...”

Currently, Dynamic Discs has 15 employees and a physical presence in Emporia, Lewisville, Texas, and Kansas City, Kan. Physical stores are supplemented by two Dynamic Discs RV’s that travel to different tournaments and promotional events all over the United States, and the www.dynamicdiscs.com online store that sells product all over the world. As Dynamic Discs continues to grow, more jobs are created.

“We are in the process of adding three new employees and we plan on adding probably ten more over the next two years with our anticipated growth,” Rusco said.