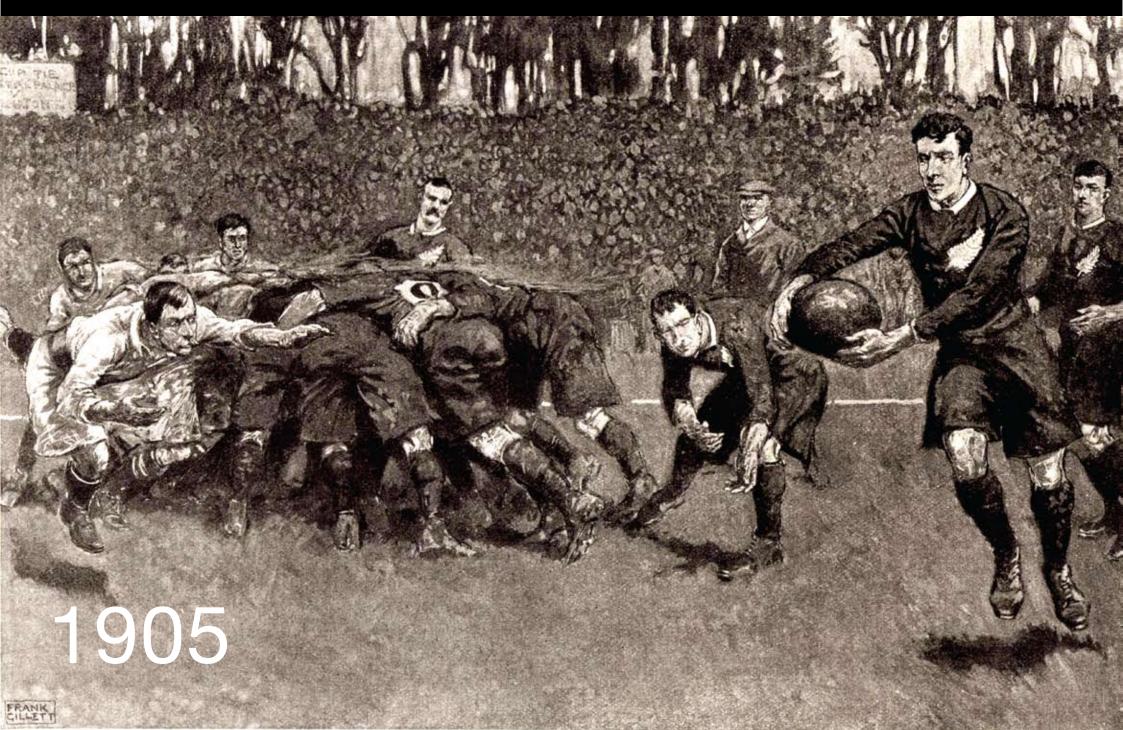
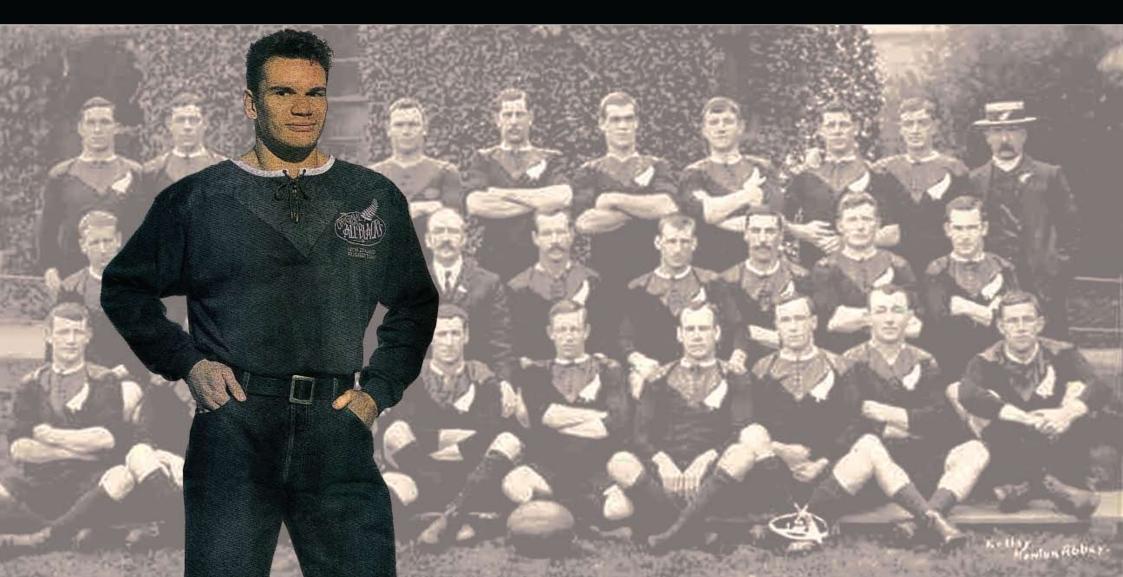
England versus "Original" All Blacks, 1905.



Over the last 114 years, only three companies have manufactured official All Black rugby jerseys.





1905 -1997 **Canterbury**

Playing jersey and 'supporters' jersey.

1990 -1995 The Original Rugger Gear Co.

All Black leisure wear and the "Classic All Blacks" playing gear.

1998 -2019 Adidas

Playing jersey, 'supporters' jersey and branded leisure wear.













- 1. Dave Gallagher, captain of the 'original' 1905 All Blacks.
- 2. The Original Rugger Gear Co. logo.
- 3. Historic New Zealand rugby team logos.

In 1988 Paul Wilding conceived the idea to reproduce the 1905 "Original" All Black rugby jersey and market as leisure wear.

Paul commenced manufacturing and marketing the jerseys throughout New Zealand, while simultaneously seeking partners to take the concept to it's maximum potential.









- 1. The Original Rugger Gear Co. supplied the World Champion "Classic" All Black rugby team with their playing gear from 1991-1995.
- 2. Three of the greatest rugby players in the world, in their respective positions, endorsed the Original Rugger Gear Co. clothing.
- 3. The Prime Minister Jim Bolger launches the range from his Beehive office, 1991.

Image following page:

The range was launched in Treviso Italy 1991 with the All Blacks playing against a Colonna XV. The range was licensed to an Italian manufacture.

The concept was offered to Canterbury Clothing - they rejected the offer, replying: "We do not think the idea has commercial merit".





There were many battles, including a legal battle against the NZRFU over the use of the words; "All Black". In time Paul was successful in attracting two of the founding directors of Woolrest Corporation as partners. From there the business experienced rapid international growth.





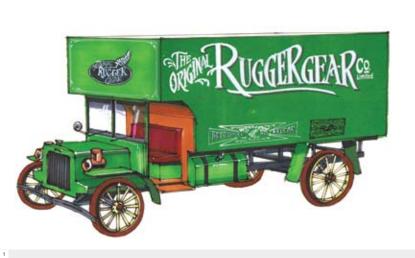




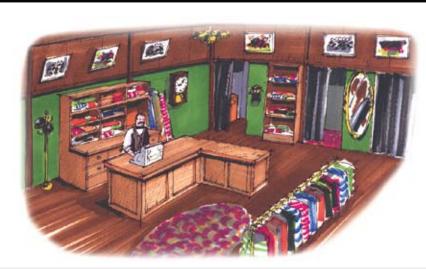


- 1. Embroidered jersey badge celebrating the NZRFU Centennary.
- 2. The Original Rugger Gear Co. provided the playing kit for the curtainraiser team prior to the All Blacks playing a World XV. at Eden Park 1992.
- 3. The Original Rugger Gear Co. t-shirt, sweatshirt, and pants leather label.
- 4. Illustration of the 'original' 1905 All Black jersey.





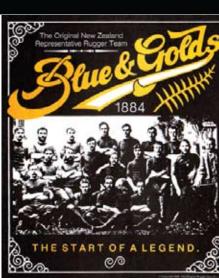




- 1. Sketch of promotion vehicle idea.
- 2. Illustration of the big selling jersey based on the 'Blue & Golds'.
- 3. Sketch of the successful 'Original Rugger Gear' Newmarket retail shop 1991.





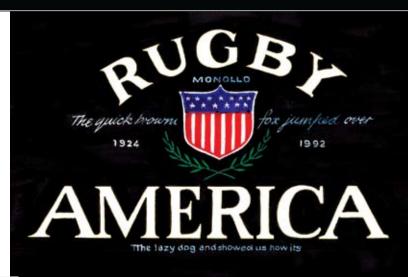


- 1. Proposed future 'Original Rugger Gear' branded clothing range.
- 2. Small watercolour of the 'Town versus College' by Paul Wilding.
- 3. The "Blue & Golds": the first team to represent New Zealand.







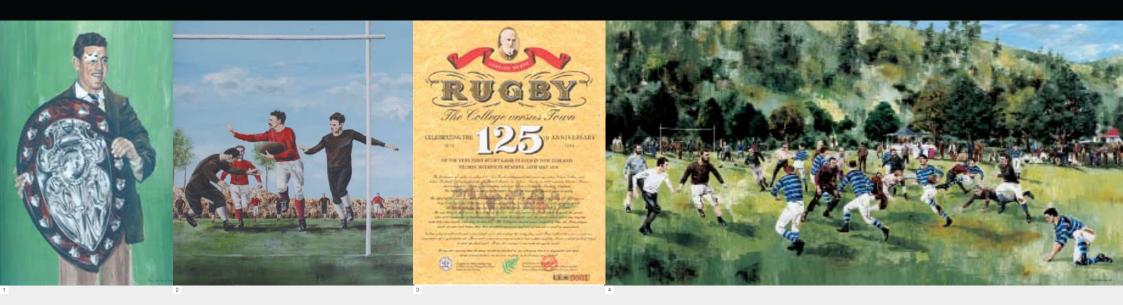


1- 3. Proposed logos for an American range.

The 2011 Rugby World Cup win cemented the All Blacks as the most successful rugby team ever, the sport's biggest brand and possibly one of the greatest sports brand in the world. The All Blacks have prevailed for well over a century as one of the most distinctive and successful international brands in the history of all sport.

Today the All Black jersey earns the NZRFU over \$30 million in royalties from Adidas each year, and an estimated \$30 million in sponsorship revenue from AlG and others (does not include TV).





- 1. Waikato captain Hugh McLaren after the successful 1951 Ranfurly Shield challenge against North Auckland. Painted by Paul Wilding.
- 2. Rugby painting by Paul Wilding.
- 3. Limited Edition certificate celebrating 125 years of amateur rugby in New Zealand.
- 4. 'The College versus Town' painted by Paul Wilding in 1993 is the first game of rugby played in Nelson, New Zealand, 1870. The painting hung in the International Rugby Hall of Fame for two years, before finding it's way to it's spiritual home: Nelson College.
 - It is recognised by the NZRFU as the "official" pianting of the game.

In time Canterbury hijacked the concept; their superior manufacturing, distribution channels, financial resources and unethical business practices ultimately strangled the Original Rugger Gear Co.

However, in time the NZRFU replaced Canterbury in favour of Adidas as the official jersey supplier and Adidas then redesigned the new All Black jersey using the 1905 design as the primary source of inspiration.

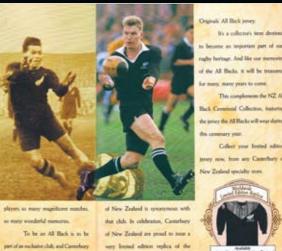


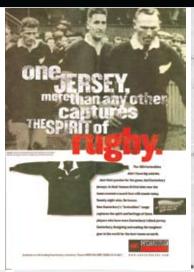


It began in 1992. In that year to New Zealand Ragby Football Union is formed, and at their first annual sening Tion Elban, a prominent player the 1887s and 1901, proposed that to New Zealand uniform for black may with oliver form lead, black cap with oliver manageram, white lanckerchers, and black enchange.

One handred years later th knickerbockers have changed, but the legend surrounding the All Black has endured. S







All Black label row blows up

Adidas threatens retailers

TE All Blacks jersey row has eruptwith adidas warning retailers it

wal invincibles jersey.

Canterbury has called in its lawers and plans to go to the Comperce Commission, but one major at ports retailer has already agreed to oldest demands.

In the latest twist to the jersey aga, adidas sent a letter to sports oods retailers last week, giving

nterbury invincibles jersey to idas management, at which stage oply of adidas licensed products

Stirling Sports retail development nager Phillip Howe sent a letter franchises, saying the company not want to upset adidas.

"We do not believe it is approprito tak compromising either al r relationship with adidas or b) r sales of adidas-branded NZRFU erchandise. The Canterbury incibles jersey risks both these d therefore it is inappropriate for

them until August 27 to choose tween its All Blacks merchandise the Invincibles iersey.

> Canterbury is "incredialous" with a addias letter and has sought leadvice on breaches of the Fair 8 ding Act and Commerce Act si is lawyers say the letter is unlawand damaging. They were writing didas yesterday, demanding it isa retraction to retailers.

But one of New Zealand's largest sporting goods retailers. Stirling Sports, has already asked its franchises to return the Invincible jerseys to Canterbury and request a refund. The group sells nearly \$2 million worth of adidas branding

each year.

The row started when Canterbury produced a jersey to commemorate the 1924 All Blacks Invincibles. Both adds as the official All Blacks merchandise supplier – and the New Zealand Rugby Football Union cried

The NZRFU went to the High ourt to try to stop the jersey being sld, claiming it breached intellectuproperty rights. But the court disissed the case. The NZRFU is misdering further court action but lidas has some on the offensive.

"Any retail outlet that currently stocks attidas All Blacks/Super 12 products that is seen to be supporting the Canterbury Invincibles Jersey, by way of stocking [tt], will no longer enjoy access to adidas' rugby licensed products," adidas national sales manager Baloh Mosen rold re.

ers in the letter.

"Our sales team has been inucted that from Monday morning
h August, they must report any

Canterbury chief executive Pe

"It seems quite remarkable that a obal business is frightened of a mail company like Canterbury doing something that the courts have und to be perfectly legal," said

"I find it incredible to be quite honest. These are also our customers they are making demands of." In a letter to adidas, Canterbury's

"It is commercially irrational onduct, only facilitated by adidas

The letter's imputations as to anterbury are plainly intended to liminish Canterbury's standing, and lave had – and are likely to have – a letrimental impact on Canterbury's jusiness. The letter is thus defamaory, constitutes a slander on Canerbury's good name and is also extended.

Adidas managing director Craig awson is refusing to back down and

"It's important that our retailers fully understand and are under no llusions as to which is the correct icensed apparel. We don't want our retailers to be associated with another product which we believe doesn't save the same right."

Rugby union spokesman Peter arussini said the union was unware the letter had been sent out, de said it was a commercial matter etween adidas and Canterbury. The NZRFU supports anything that protects the intellectual property Jersey maker claims idea his

Clarke

SMALL dothing manufacturer has ned the All Blacks heritage rughy yey new, saying his company ked off the idea 10 years ago - bu out muscled by Canterborn

emational. Grahame Craig, of The Otigins ger Gear Co. claims his company per up with the concept of the ecialised jerseys, including ar michine jersey.

That Carnerhury has rubbished the aggestion, saying it had a range of energy planned two years before range.

The spot comes as the New of Rugby Union takes court of stop Canterbury selling a ran parel marketed under

pparel marketed under the nincibles name.

The union is also trying to stop anterbury from marketing a Chime-style collar jersey with a silver m and the words New Zealand.

rm and the words New Zealand.
The NZBFU has sought an injuncour which will be heard at the Weirigion High Court on Tuesday.
The NZBFU cut lies with Cantercists from years ago in larvour of a contract with international sporting tern edition, which now make and

ify two years ago in favour of a otzact with international aporting int adidate, which now makes and sriters the All Black gear. Cauterbury says it is not breach g patent laws with its Invincibles

orbing.
But Craig said if anyone should in getting credit for the high-profile in getting credit for the high-profile in the profile in the profile in the said he went to the NZRSU in the 1991 with an idea to produce the 1991 with an idea to produce the 1995 with Cap sixtony, the 1924 white controllers he 1966 Originals and in

Garbett said staff who s around at the time believed that the case. But he could not find catalogue concerned. The closes company could find was pattern a series of jerseys in 1991. After getting a sub licence

Canterbury, Craig sold his jerseythrough a chain of clothing stores. Soon after, Canterbury launched its jerseys and marketed them through its own stores. Craig said his company could no

work, as a resurt, name settle, me such.
Craig said he had considered taling legal action at the firm but is
liewed it, would be futile because.
Canterbury's financial resources.
Craig's company had an agree
teent with an American agent to se

ub licence agreement was that Certhury had final approval or elach US agent was used.

"They didn't agree with the cee had so we were restricted to a ng the jerseys in New Zealand, nort us," said Craig.

- Canterbury 1905 All Black 'knock-off' jersey advert, 1992.
 (In 1988 lawyers Russell McVeigh had ascertained that The Original Rugger Gear Co. had exclusive claim to the proprietary rights of the jersey design).
- 2. Canterbury 1924 All Black jersey advert.
- 3. After losing the contract to manufacture All Black jerseys to Adidas, Canterbury in 2001 released a range of "Invincible" jerseys. Within a short period of time, the might of Adidas stopped Canterbury in their endeavours.
- 4. Commentary from Original Rugger Gear Co. director Dr Grahame Craig in 2001.



The new 2015 All Black jersey.

The new jersey has paid tribute to the legendary 1905 All Black Original team, and incorporates many styling cues from the jersey.

The All Blacks won the 2015 Rugby World Cup and in 2016 won the "World team of the year" award at the Laureus Sports Awards.