



2023 COLLECTION
A WHOMPIN' GOOD TIME...!



**THERE COMES A TIME IN YOUR LIFE
WHEN COMFORT MEETS SUBSTANCE.
WHEN ALL YOUR HARD WORK SEEMS TO
HAVE PAID DIVIDENDS, AND THE WORLD
IS AT YOUR COMMAND. ALL THE THINGS
YOU HOPED YOU COULD DO SOMEDAY,
YOU'RE DOING. THE TOILS OF YOUTH ARE
NOW YOUR EXPERIENCES....NO LONGER
THE STUDENT, BUT THE TEACHER.**

**TO CELEBRATE YOUR ACCOMPLISHMENTS
WE OFFER UP "OLD GUYS RULE" TO BE
WORN AS A BADGE OF HONOUR FOR A LIFE
WELL SPENT, BUT NOT NEARLY OVER....**



- 1. FRONT COVER**
- 2. MANIFESTO**
- 3. CONTENTS**
- 4-8. TEE COLLECTION**
- 9. NEW PRINTS**
- 10. LONG SLEEVE TEES**
- 11-12. NOTES & SCRIBBLES**
- 13. SOCKS / VACUUM FLASKS / TOWELS**
- 14-15. BEANIES / SNOODS**
- 16-19. DECALS**
- 20-21. AIR FRESHENERS**
- 22-23. SURF WAX / SOAP**
- 24-25. NOTES & SCRIBBLES**
- 26. BACK COVER / GENERAL INFORMATION**



OG5182-ME - AGED TO PERFECTION II
Metro Blue M - 2XL
Available Feb 2023



BACK BY DEMAND
NEW COLOUR
COMING SOON

OG6019-KE - AMBASSADORS OF ALOHA
Kelly Green M - 2XL
Available Feb 2023



NEW COLOUR
COMING SOON

OG5181-CR - BEEN AROUND THE BLOCK II
Cardinal Red M - 2XL
Available Now



OG6008-SG - BRITISH BUILT II
Sport Grey M - 5XL
Available March 2022



NEW COLOUR

OG6034-W - CUSTOM SURF SHOP
White M - 5XL
Available Feb 2023



NEW!
COMING SOON

OG6012-N - BUCKET LIST II
Navy M - 5XL
Available Now



NEW!

COMING SOON



OG6026-DH - D.P.L.C
Dark Heather M - 2XL
Available Feb 2023

OG5053-B - DARK SIDE OF THE SHED

Black M - 5XL
Available Now



BACK BY DEMAND

COMING SOON



OG6002-OL - DIRTY WEEKEND

Military Olive M - 3XL
Available Feb 2023

NEW COLOUR

COMING SOON



OG5179-HN - DOG'S BEST FRIEND II
Heather Navy M - 3XL
Available Feb 2023

OG5188-BD - DOG'S BEST FRIEND III

Blue Dusk M - 2XL
Available Feb 2023



BACK BY DEMAND

COMING SOON



OG5190-HC - FOREVER CRANKY

Heather Cardinal M - 2XL
Available Feb 2023



NEW COLOUR

OGG013-T - GOOD THINGS COME TO THOSE
Tan M - 2XL
Available Now



OGG0195-N - GOOD VIBRATIONS III
Navy M - 5XL
Available Now



OGG023-DH - IMPROVED WITH AGE III
Dark Heather M - 2XL
Available Now



NEW!
COMING SOON

OGG031-N - IT TOOK DECADES II
Navy M - 5XL
Available Feb 2023



OGG000-B - LOCAL LEGEND III
Black M - 5XL
Available Now



OGG017-DH - NATURAL TRACTION
Dark Heather M - 3XL
Available Now





OG6001-SB - OLD DOGS RULE
Sports Grey M - 5XL
Available Now



OG6014-LB - OLD DOGS RULE II
Light Blue M - 2XL
Available Feb 2023

NEW COLOUR
COMING SOON



OG6036-IB - OLD SEA DOG
Indigo Blue M - 2XL
Available Feb 2023

NEW!
COMING SOON



OG6010-C - OLD GUYS GARAGE
Charcoal M - 3XL
Available Now



OG5178-N - PARKING LOT III
Navy M - 5XL
Available Now

OG6030-MG - SHED HAPPENS III
Military Green M - 3XL
Available Feb 2023



NEW!
COMING SOON



NEW!
COMING SOON

OG6027-B - SPEED SHOP
Black M - 5XL
Available Feb 2023



NEW!
COMING SOON

OG6033-SA - STILL CRAZY IV
Sand M - 2XL
Available Feb 2023



NEW COLOUR
COMING SOON

OG5199-SG - TALKIN' ABOUT MY GENERATION II
Sports Grey M - 5XL
Available Now



OG5168-B - TRIUMPH
Black M - 5XL
Available Now



OG6007-B - VINTAGE MOTORCYCLES III
Black M - 5XL
Available Now





NEW!



LST5182-SG - AGED TO PERFECTION II
Sports Grey M - 5XL
Available Now

BACK BY DEMAND



LST6008-HN - BRITISH BUILT II (FRONT)
Dark Heather M - 2XL
Available Now

NEW!



LST5167-N - IT TOOK DECADES
Navy M - 2XL
Available Now

NEW COLOUR



LST6017-C - NATURAL TRACTION
Charcoal M - 2XL
Available Now

NEW!



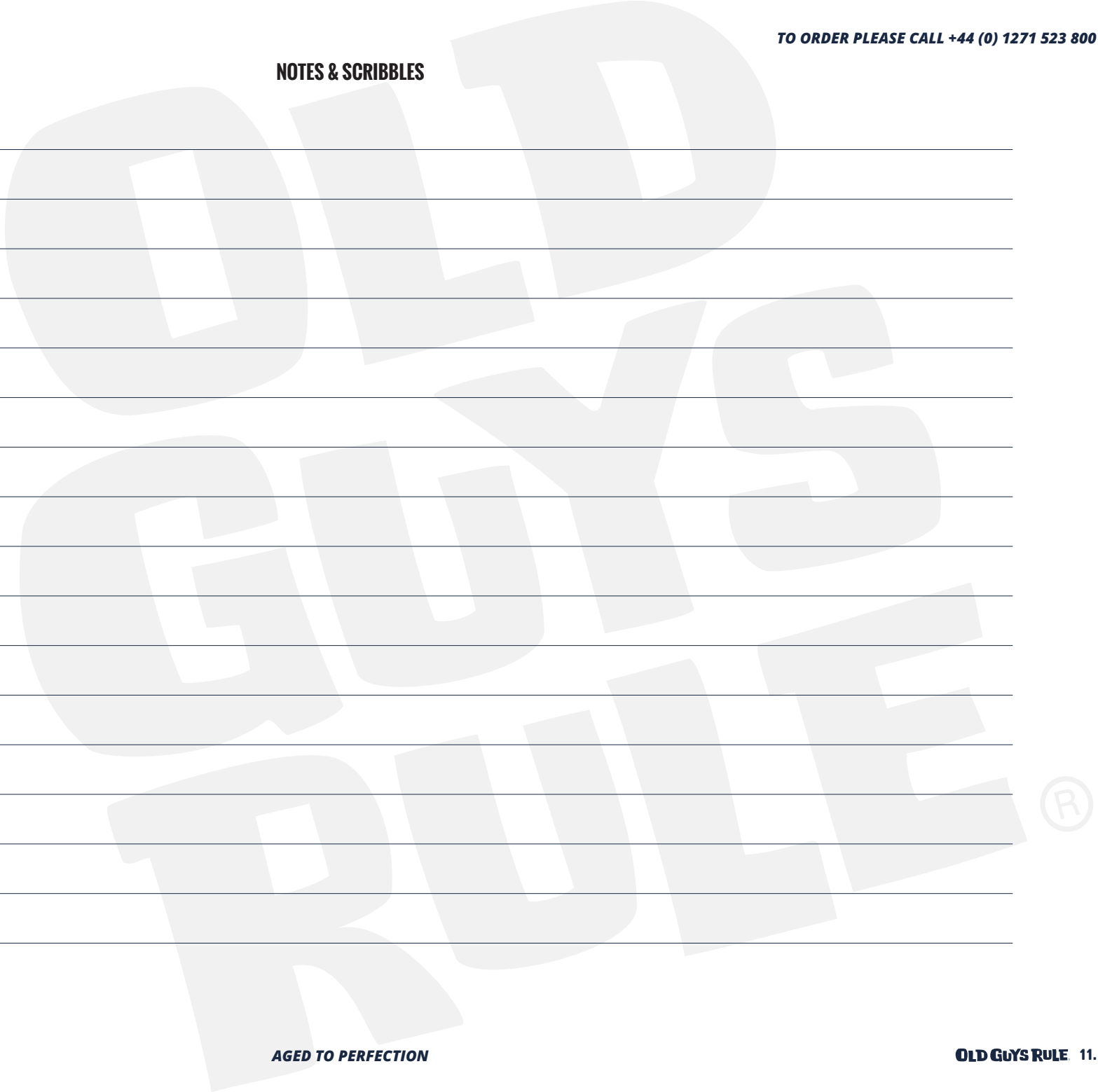
LST6028-B - RACE TEAM (CHEST/SLEEVE)
Black M - 2XL
Available Now

BACK BY DEMAND



LST5168-B - TRIUMPH
Black M - 2XL
Available Now

NOTES & SCRIBBLES





NOTES & SCRIBBLES

A series of horizontal lines for writing notes, overlaid with a large, faint, grey watermark of the text "OLD GUYS RULE" in a bold, sans-serif font.





SOC001 - STACKED LOGO SPORTS SOCK
Black / Navy / White
Available Now



SOC001-B

SOC001-N

SOC001-W

NEW!
OLD GUYS RULE®
OLD GUYS RULE®

- Fine Knit Crew Length Sports Sock
- Rosso Flat Toe Seam
- Cushioned Sole
- Micro Mesh Venting
- Elasticated Foot & Ankle Support
- Jacquard Stacked Ankle Logo
- Jacquard Horizontal Foot Logo
- One Size - UK 6-11 / EU 39-46 / US 7-12
- 80% Cotton 20% Nylon
- Made in the UK

TO ORDER PLEASE EMAIL INFO@APEINDUSTRIES.CO.UK

NEW!

- Heavyweight Beach Towel
- Jacquard Stacked Logo Stamp
- Jacquard Stripe
- Approximately 75cm x 160cm
- 100% Cotton
- Made In Portugal

TWL001 - STACKED LOGO STAMP BEACH TOWEL
Navy/Silver
Available Now



VAC001 - SUMMIT & SEA VACUUM FLASK
Black / Navy / Red / Silver / Turquoise
Available Now



VAC001-B

VAC001-IN

VAC001-IR

VAC001-SI

NEW!
OLD GUYS RULE®
OLD GUYS RULE®

- Double Wall Stainless Steel Insulating Vacuum Flask
- Approx 500ml / 17 fl. oz Capacity
- 12hrs Hot / 24hrs Cold
- Bamboo Lid Cap / Carry Handle
- Laser Engraved Summit & Sea Flask Logo
- Laser Engraved Stacked Logo Lid Logo
- Not Suitable for Carbonated, alcohol and Dairy-Based Beverages
- Do Not Over Fill as Liquid May Escape
- Hand Wash & Dry Thoroughly Before Use
- Wash with Mild Detergents Only (No Bleach or Chlorine)
- Not Dishwasher or Microwave Safe
- Made in China / Engraved in the Netherlands

TWL002 - GOOD VIBES BEACH TOWEL
Navy/Turquoise
Available Now



NEW!

- Heavyweight Beach Towel
- Jacquard Good Vibes Palm Icon
- Jacquard Stripe
- Approximately 75cm x 160cm
- 100% Cotton
- Made In Portugal

AGED TO PERFECTION

OLD GUYS RULE 13.



NEW!



NEW!



NEW!



NEW!



BNE010 - ORGANIC WAFFLE BEANIE
Charcoal OSFM
Available Now

BNE011 - ORGANIC WAFFLE BEANIE
Olive OSFM
Available Now

BNE012 - ORGANIC WAFFLE BEANIE
Navy OSFM
Available Now

BNE013 - ORGANIC WAFFLE BEANIE
Mustard OSFM
Available Now

NEW!



NEW!



NEW!



NEW!



BNE014 - ORIGINAL CUFFED BEANIE
Sport Grey OSFM
Available Now

BNE015 - ORIGINAL CUFFED BEANIE
Heather Navy OSFM
Available Now

BNE016 - ORIGINAL CUFFED BEANIE
Oatmeal Heather OSFM
Available Now

BNE017 - ORIGINAL CUFFED BEANIE
Burgundy OSFM
Available Now

NEW!



BNE009 - OMBRÉ BEANIE
Black/Grey OSFM
Available Now

NEW!



BNE018 - APRÉS BEANIE
Charcoal/Orange OSFM
Available Now

NEW!



BNE019 - APRÉS BEANIE
Navy/Mustard OSFM
Available Now

NEW!



BNE020 - THINSULATE™ RIBBED BEANIE
Black OSFM
Available Now

NEW!



BNE022 - SUPRAFLEECE® SKI HAT
Black OSFM
Available Now

BNE023 - SUPRAFLEECE® SKI HAT
Navy OSFM
Available Now

NEW!



BNE024 - RECYCLED FLEECE SNOOD
Black OSFM
Available Now

NEW!



BNE025 - RECYCLED FLEECE SNOOD
Navy OSFM
Available Now

NEW!



BNE021 - THINSULATE™ RIBBED BEANIE
Navy OSFM
Available Now



BACK BY DEMAND

COMING SOON

DEC001 - STACKED LOGO (BLACK)
Approx 10cm x 10cm
1 Colour on Clear



DEC002 - STACKED LOGO (WHITE)
Approx 10cm x 10cm
1 Colour on Clear

DEC010 - COIN LOGO FLURO
Approx 9.5cm x 9.5cm
Fluro Gradient on Clear



DEC003 - HORIZONTAL LOGO (BLACK)
Approx 27cm x 4cm
1 Colour on Clear



DEC004 - HORIZONTAL LOGO (WHITE)
Approx 27cm x 4cm
1 Colour on Clear

DEC005 - REAR VIEW
Approx 12cm x 4cm
3 Colour Gloss on White



DEC006 - REAR VIEW HIBISCUS
Approx 12cm x 4cm
3 Colour Gloss on White



DEC011 - IT TOOK DECADES
Approx 11.5cm x 9cm
Full Colour Gloss on White

DEC007 - OLDER I GET
Approx 12cm x 5cm
3 Colour Gloss + Metallic on White



BACK BY DEMAND

COMING SOON

DEC008 - LOCAL LEGEND
Approx 12cm x 5cm
1 Colour Gloss on White



DEC009 - LOCAL LEGEND GB
Approx 12cm x 5cm
3 Colour Gloss on White

DEC012 - GOOD VIBES
Approx 10cm x 12cm
2 Colour Gloss on White





DEC013 - LOCAL LEGEND III
Approx 12.5cm x 8cm
2 Colour Gloss on White



DEC014 - QUALITY TACKLE
Approx 12.6cm x 8.5cm
3 Colour Gloss on White



DEC015 - ALOHA LOUNGE
Approx 12cm x 13cm
Full Colour + Gradient on Clear



DEC016 - GOOD VIBES III (FRONT)
Approx 10.5cm x 13cm
4 Colour Gloss on White



DEC017 - GOOD VIBES III (BACK)
Approx 10.5cm x 13cm
4 Colour Gloss on White



DEC018 - ORIGINAL CLASSIC
Approx 12.75cm x 6cm
3 Colour + Metallic Gloss on White



DEC019 - TRIUMPH
Approx 12cm x 8cm
3 Colour + Metallic Gloss on White



DEC026 - STACKED LOGO OVAL
Approx 14cm x 7.5cm
2 Colour + Metallic Gloss on White



DEC020/21/22/23 - TRIP TYPE SPLASH
Approx 10cm x 10cm
2 Colour on White Gloss



DEC025 - STACKED LOGO (METALLIC SILVER)
Approx 10.5cm x 10.5cm
2 Colour Gloss + Metallic on White



BACK BY DEMAND

COMING SOON



Front



AIRO02-CR - GOOD VIBES
New Car Air Freshener
Available Feb 2023

BACK BY DEMAND

COMING SOON

Back



BACK BY DEMAND

COMING SOON



AIRO02-N - GOOD VIBES
New Car Air Freshener
Available Feb 2023

BACK BY DEMAND

COMING SOON



AIRO02-PD - GOOD VIBES
New Car Air Freshener
Available Now

BACK BY DEMAND

COMING SOON



AIRO02-TQ - GOOD VIBES
New Car Air Freshener
Available Feb 2023

AIRO02-Y - GOOD VIBES
New Car Air Freshener
Available Feb 2023



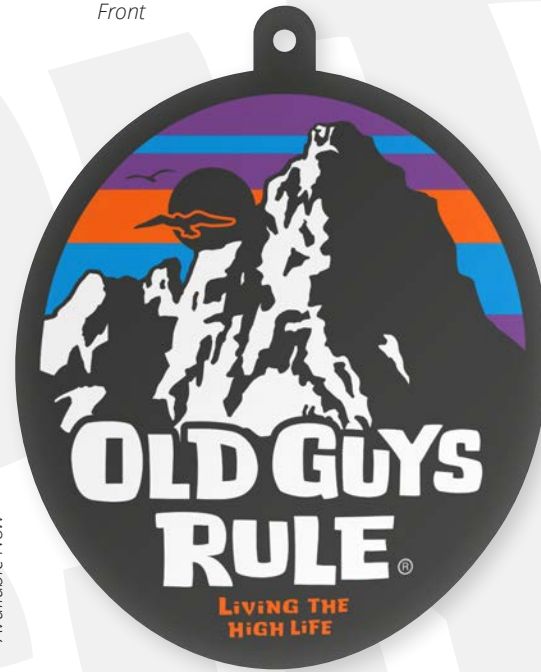
Front

Back

AIR003 - SUNSET YEARS
Mango Air Freshener
Available Now



AIR004 - HIGH/WAVES
Mint Air Freshener
Available Now



AIR005 - GOOD VIBES CLUB
Bubbligum Air Freshener
Available Now



KEY001 - STACKED CIRCLE LOGO
Antique Silver Die Struck Keyring
Available Now



KEY002 - BRAND LOGO
Antique Silver Die Struck Keyring
Available Now





WAX006 - COCONUT
Cold Water Surf Wax
Available Now



WAX007 - BUBBLEGUM
Cold Water Surf Wax
Available Now



WAX008 - CHERRY
Cold Water Surf Wax
Available Now



WAX009 - MINT
Cold Water Surf Wax
Available Now



WAX010 - PINEAPPLE
Cold Water Surf Wax
Available Now



WAX011 - COCONUT
Warm Water / Base Surf Wax
Available Now

SUD001 - PEPPERMINT & ROSEMARY
Cold Process Soap Bar
Available Now



SUD002 - COFFEE GROUNDS
Cold Process Soap Bar
Available Now



SUD003 - COCONUT OIL
Cold Process Shampoo Bar
Available Now



SUD004 - EUCALYPTUS & TEA TREE
Cold Process Shampoo Bar
Available Now



**CUSTOM HANDMADE LUXURY
COLD PROCESS SOAP / SHAMPOO BARS**

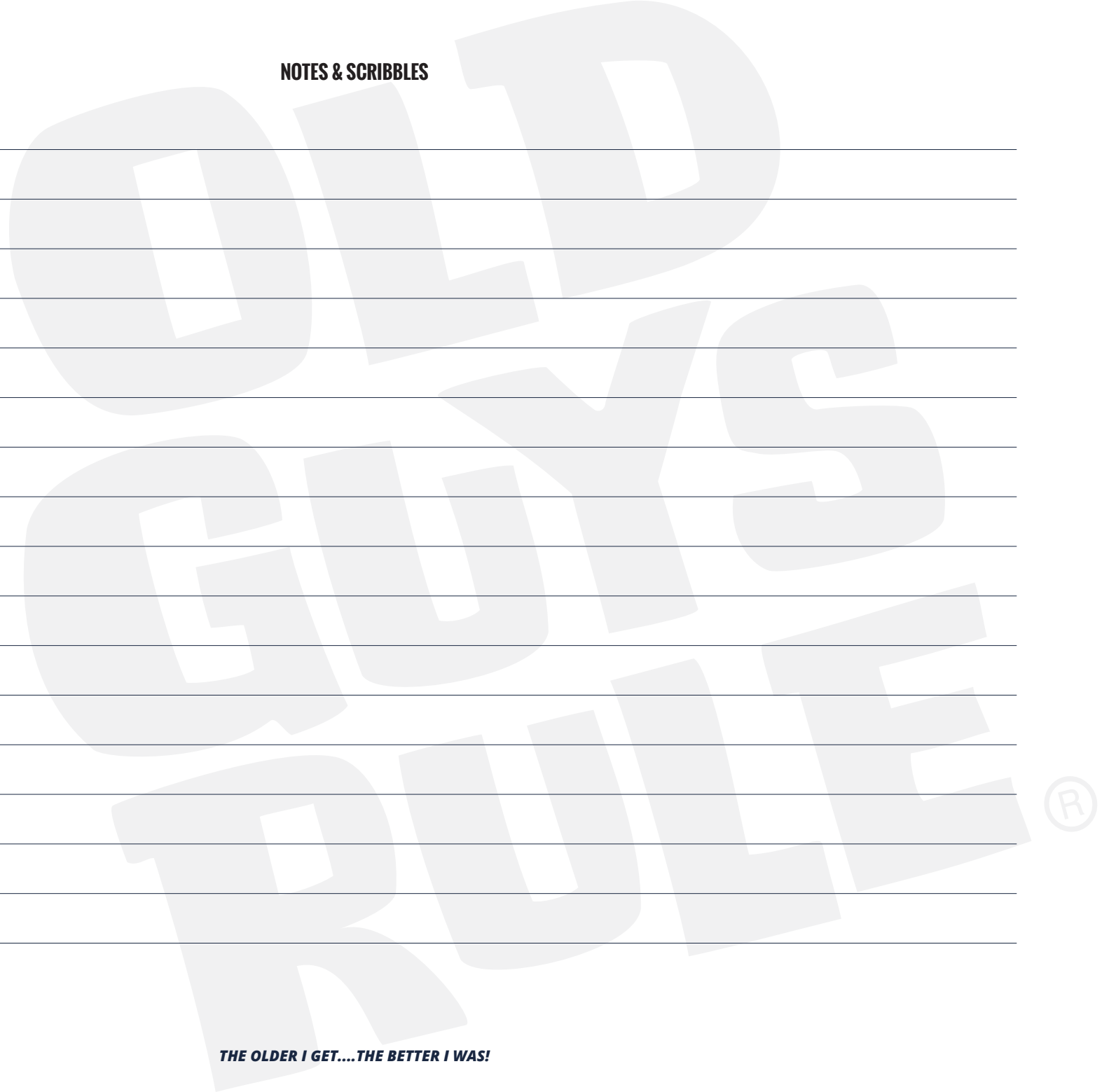
**APPROX 100G
100% NATURAL INGREDIENTS
VEGAN FRIENDLY
CRUELTY FREE
HANDMADE IN UK
DO NOT CHEW**

SMALL BATCH LIMITED QUANTITY

SUD005 - LEMONGRASS & PATCHOULI
Cold Process Soap Bar
Available Now



NOTES & SCRIBBLES





SALES REPRESENTATIVE:

GENERAL INFORMATION

MINIMUMS

We have no MOQ's, however to qualify for FREE delivery order value must total £400 net otherwise a surcharge of £10 will be applied for carriage.

DELIVERY

All orders are shipped via Next Day Courier (where available) unless other shipping arrangements are made prior to placement of order.

TERMS

New accounts Pro Forma via BAC's. Net 30 upon approved credit. A finance charge of 6% per month above Barclays Bank base rate will be applied to all overdue invoices.

ORDER PROCESSING TIME

Orders are normally processed and shipped within 48 hours of being received. This lead time does NOT include delivery. Please plan accordingly before major holidays such as Father's Day and Christmas when lead times may be as long as 4-6 days from receipt of order.

BACK-ORDER POLICY

Back-orders will be created only for orders missing more than ten (10) pieces. Any back-order of less than 10 pieces will be cancelled unless the customer indicates on the order form that they will accept back-orders of less than 10 pieces and accept that shipping charges will apply.

CLAIMS

ALL returns require a Goods Return Number (GRN) and must be made within 72 hours of receipt of goods. Returns accepted for incorrect shipments and defective merchandise only.

PRICES

All prices subject to change without notice.

**OLD GUYS RULE® UK is Licensed by
Ape Industries Co. Ltd.
Unit 6 Buzzard Court
Mullacott Cross Industrial Estate
Ilfracombe
Devon EX34 8PX**

+44(0) 1271 523 800 info@apeindustries.co.uk