



2025 COLLECTION
WORN AS A BADGE OF HONOUR



**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**
- 9-10. NEW PRINTS**
- 11. LONG SLEEVE TEES / PREMIUM HOODIES**
- 12. SOCKS / TOWELS**
- 13. BEANIES**
- 14-16. DECALS**
- 17. NOTES & SCRIBBLES**
- 18-19. AIR FRESHENERS**
- 20-21. CUSTOM SURF WAX / CUSTOM SOAP**
- 22-23. NOTES & SCRIBBLES**
- 24. BACK COVER / GENERAL INFORMATION**



OG6044-HN - AGED TO PERFECTION III
Heather Navy M - 3XL
Available Now



OG6049-IB - BEEN AROUND THE BLOCK III
Indigo Blue M - 3XL
Available Now



OG6047-MG - BIGGER FISH II
Military Green M - 3XL
Available Now



OG6061-SG - BRITISH BUILT III
Sport Grey M - 5XL
Available End March

NEW!
COMING SOON



OG503-HC - CRANKY
Heather Cardinal M - 2XL
Available Now

NEW COLOUR



OG5053-B - DARK SIDE OF THE SHED
Black M - 5XL
Available Now

FRONT PRINT



OG6002-01 - DIRTY WEEKEND
Olive M - 3XL
Available Now



NEW COLOUR

OG5179-IR - DOG'S BEST FRIEND II
Iris M - 2XL
Available Now



NEW COLOUR

OG5188-FO - DOG'S BEST FRIEND III
Forest Green M - 3XL
Available Now



NEW COLOUR

OG6022-SA - FIVE A DAY III
Sand M - 3XL
Available Now



NEW!

OG6054-SB - GETAWAY CAR
Stone Blue M - 2XL
Available Now



OG6048-N - GOOD VIBRATIONS IV
Navy M - 5XL
Available Now



NEW!
COMING SOON



OG6058-DH - IMPROVED WITH AGE IV
Dark Heather M - 5XL
Available End March



OG6031-N - IT TOOK DECADES II
Navy M - 5XL
Available Now



OG6043-N - LOCAL LEGEND IV
Navy M - 5XL
Available Now

NEW!



OG6056-DH - NATURAL TRACTION II
Dark Heather M - 5XL
Available Now



OG6051-T - NEED MY GLASSES
Tan M - 2XL
Available Now

NEW!



OG6053-AS - No.1 LIVING LEGEND II
Ash M - 5XL
Available Now

NEW!

COMING SOON



OG6060-IB - OLD DOGS RULE III
Indigo Blue M - 3XL
Available End March

NEW COLOUR



OG6010-SG - OLD GUYS GARAGE
Sports Grey M - 5XL
Available Now

NEW!

COMING SOON



OG6059-BD - ORIGINAL CLASSIC II
Navy M - 3XL
Available End March

NEW COLOUR



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

NEW COLOUR



OG6030-PD - SHED HAPPENS III
Prairie Dust M - 3XL
Available Now

NEW COLOUR



OG6027-N - SPEED SHOP
Navy M - 5XL
Available Now



NEW!
COMING SOON

NEW COLOUR



OG6062-HN - STILL CRAZY V
Heather Navy M - 3XL
Available End March



OG6050-C - STILL PLAYS WITH CARS
Charcoal M - 3XL
Available Now



OG5199-LB - TALKIN' ABOUT MY GENERATION II
Light Blue M - 3XL
Available Now



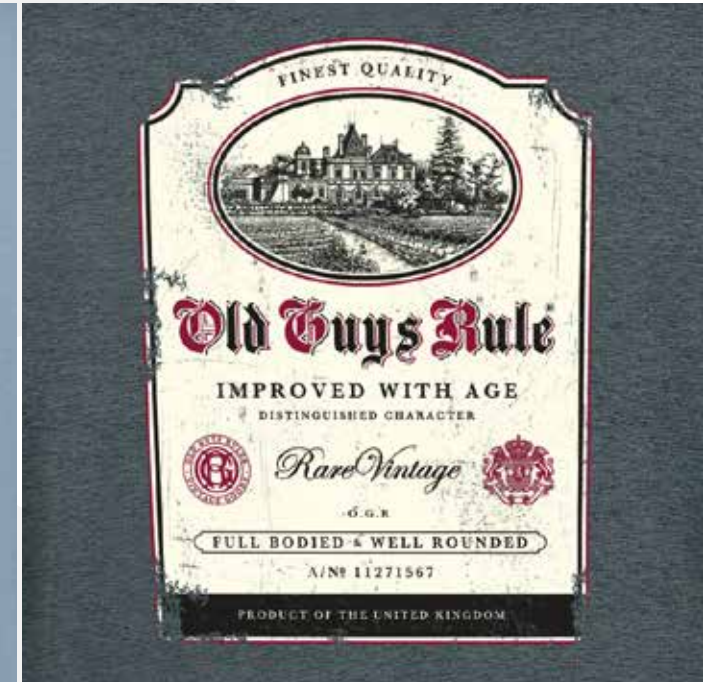
OG5168-B - TRIUMPH
Black M - 5XL
Available Now

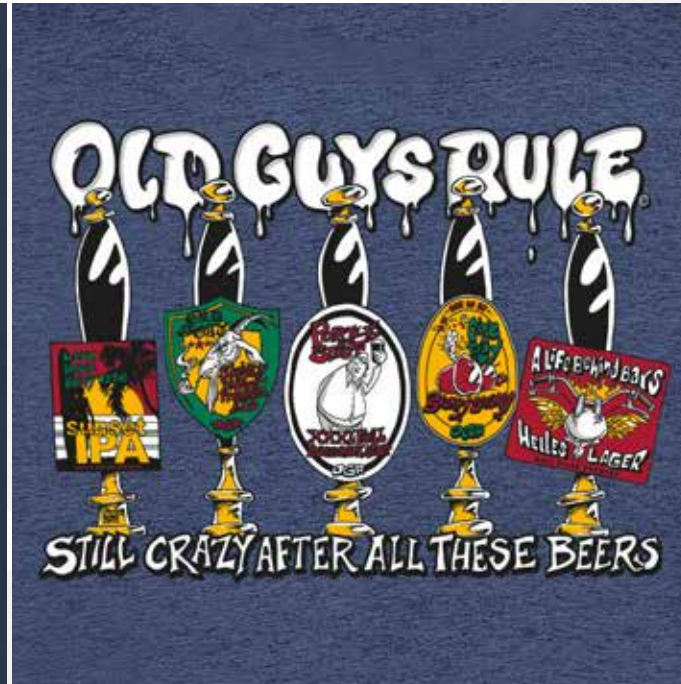


OG6052-B - VINTAGE MOTORCYCLES IV
Black M - 5XL
Available Now



OG6046-BD - 19th HOLE INVITATIONAL
Blue Dusk M - 3XL
Available Now





BNE023 - SUPRAFLEECE® SKI HAT

Navy OSFM
Available Now

10. **OLD GUYS RULE**

THE OLDER I GET....THE BETTER I WAS!



FRONT PRINT

LST6016-SG - ORIGINAL CLASSIC
Sport Grey M - 5XL
Available Now



ULTRA PREMIUM POP

FRONT PRINT

POP6016-HB - ORIGINAL CLASSIC
Heather Black M - 2XL
Available Now



ULTRA PREMIUM ZIP

ZIP6056-N - NATURAL TRACTION II
Navy M - 3XL
Available Now



FRONT PRINT

LST6056-C - NATURAL TRACTION II
Charcoal M - 2XL
Available Now





SOC001-B - STACKED LOGO SPORTS SOCK

Black

Available Now



BACK BY DEMAND

SOC001-N - STACKED LOGO SPORTS SOCK

Navy

Available Now



BACK BY DEMAND

SOC001-W - STACKED LOGO SPORTS SOCK

White

Available Now



BACK BY DEMAND

TWL001 - STACKED LOGO STAMP BEACH TOWEL

Navy/Silver

Available Now



BACK BY DEMAND

TWL002 - GOOD VIBES BEACH TOWEL

Navy/Turquoise

Available Now



BACK BY DEMAND



BNE005 - OMBRÉ BEANIE

Navy/Teal OSFM

Available Now



BNE026 - ORGANIC WAFFLE BEANIE
Black OSFM
Available Now



BNE010 - ORGANIC WAFFLE BEANIE
Charcoal OSFM
Available Now



BNE011 - ORGANIC WAFFLE BEANIE
Olive OSFM
Available Now



BNE013 - ORGANIC WAFFLE BEANIE
Mustard OSFM
Available Now



BNE009 - OMBRÉ BEANIE
Black/Grey OSFM
Available Now



BNE019 - APRÉS BEANIE
Navy/Mustard OSFM
Available Now



BNE027 - APRÉS BEANIE
Navy/Red OSFM
Available Now



BNE028 - APRÉS BEANIE
Navy/Azure Blue OSFM
Available Now



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



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

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



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



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



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

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





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



DEC026 - STACKED LOGO OVAL

Approx 14cm x 7.5cm
2 Colour + Metallic Gloss on White



NOTES & SCRIBBLES

Lined writing area consisting of 20 horizontal lines for notes and scribbles.

OLD GUYS RULE®



AIR001 - STACKED DIAMOND
Oriental Night Air Freshener
Available Now



Front

AIR002-CR - GOOD VIBES
New Car Air Freshener
Available Now



Back

AIR002-N - GOOD VIBES
New Car Air Freshener
Available Now



AIR002-PD - GOOD VIBES
New Car Air Freshener
Available Now



AIR002-TQ - GOOD VIBES
New Car Air Freshener
Available Now



AIR002-Y - GOOD VIBES
New Car Air Freshener
Available Now



AIR003 - SUNSET YEARS
Mango Air Freshener
Available Now



Front

AIR004 - HIGH/WAVES
Mint Air Freshener
Available Now



Back

AIR005 - GOOD VIBES CLUB
Bubblegum Air Freshener
Available Now





WAX006 - COCONUT
Cold Water Surf Wax
Available Now



BACK BY DEMAND

WAX007 - BUBBLEGUM
Cold Water Surf Wax
Available Now



BACK BY DEMAND

WAX008 - CHERRY
Cold Water Surf Wax
Available Now



BACK BY DEMAND

WAX009 - MINT
Cold Water Surf Wax
Available Now



BACK BY DEMAND

WAX010 - PINEAPPLE
Cold Water Surf Wax
Available Now



BACK BY DEMAND

WAX011 - COCONUT
Warm Water / Base Surf Wax
Available Now



BACK BY DEMAND

BACK BY DEMAND

BACK BY DEMAND

BACK BY DEMAND

SUDD001 - PEPPERMINT & ROSEMARY
Cold Process Soap Bar
Available Now



SUDD002 - COFFEE GROUNDS
Cold Process Soap Bar
Available Now



SUDD003 - COCONUT OIL
Cold Process Shampoo Bar
Available Now



CUSTOM HANDMADE COLD WATER SURF WAX
MADE IN THE UK BY SURFERS FOR SURFERS

60°F / 16°C +/-
APPROX 75G
100% NATURAL INGREDIENTS
OCEAN FRIENDLY
FOOD GRADE FRAGRANCES
HANDMADE IN UK
DO NOT CHEW



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

SUDD004 - EUCALYPTUS & TEA TREE
Cold Process Shampoo Bar
Available Now



BACK BY DEMAND

BACK BY DEMAND

SUDD005 - LEMONGRASS & PATCHOULI
Cold Process Soap Bar
Available Now



NOTES & SCRIBBLES

Lined writing area for notes and scribbles. The page features 18 horizontal lines. A large, light gray watermark reading "OLD GUYS RULE" is oriented diagonally across the page. A registered trademark symbol (®) is located at the end of the watermark on the right side.



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.
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