

# Boroughmuir Rugby announce new partnership with O'Neills Sports



Boroughmuir Rugby & Community Sports Club (BR&CSC) have announced a new three year partnership with leading Irish sportswear manufacturer O'Neills Irish International Sports Company Ltd.

The deal means that O'Neills will produce all playing and replica kit for the Club at Senior and Youth levels as well as providing a comprehensive online retail channel.

O'Neills Irish International Sports Company Ltd. was established in 1918. It is the largest manufacturer of sportswear in Ireland and has manufacturing plants in Dublin and Strabane.

The decision to move to O'Neills reflects the business strategy of the BR&CSC Board as part of their programme to become a more sustainable sports club.

Commenting on the announcement, BR&CSC Chairperson Ally Hay said:

"We are delighted to begin our kit supply relationship with O'Neills allowing us to ensure a secure supply chain to match both the needs of our teams, and our retail aspirations".

Duncan Small, who oversees all Scottish sales for O'Neills, added

"O'Neills are absolutely delighted to partner Boroughmuir Rugby and Community Sports Club in the coming years – we

really welcome the opportunity to work closely with such a progressive and forward thinking club. The impressive business strategy implemented by the Board at the Club underlines the benefits that such a relationship would offer the O'Neills brand. We believe O'Neills have a perfect model for working with all types of sports clubs and we are very much looking forward to assisting Boroughmuir Rugby and Community Sports Club continue to build."

The Director of Marketing & Communications with BR&CSC, Justin Tito, who led the supplier review, commented:

"O'Neill's expertise in customer service and aligned online solutions is key in getting our brand out national wide and was a key factor in our decision to partner with O'Neills. A good example is their ability to deliver products, within five days from their production facility in Strabane, Northern Ireland. We live in a time where speed and quality of delivery is key to us and our customers.

Main Cover Photo by Claire Watson.

From left: Iain Moody (Scotland 7s and Boroughmuir Rugby), Duncan Small (O'Neills Scotland), Justin Tito (Director Boroughmuir Rugby), Andy Rose (Zimbabwe, Boroughmuir Rugby)

Submitted by [James Thomson](#)

