



Montpellier, January 27, 2022

Teams in Black kick off the year with new playing kit

New Zealand Rugby (NZR) has revealed new playing kit for its Teams in Black to mark the start of its six year partnerships with Global Partner ALTRAD, as well as new training kit with Performance Partner INEOS.

Originally designed and tested by NZR's Principal Partner Adidas, the playing jersey will have the same world-leading design and technology as 2021, and features ALTRAD as the Official Front of Jersey Sponsor.

The All Blacks Sevens and Black Ferns Sevens teams are scheduled to be among the first Teams in Black to showcase the playing and training kits during the upcoming HSBC World Rugby Sevens Series. The All Blacks, Black Ferns, Māori All Blacks, All Blacks XV and All Blacks Under 20 are all scheduled to wear the new playing and training kits as part of the two Major Partnerships later in 2022.

"It's great to kick off the year alongside new Global Partners ALTRAD and INEOS, these partnerships provide a real opportunity for us to grow our presence internationally", NZR Chief Executive Mark Robinson said. "ALTRAD is a World leader in the Group's sector and demonstrates a passion for growing rugby in communities globally. With ALTRAD as the Official Front of Jersey sponsor, we hope to inspire and deepen connections with these communities through our shared passion for rugby".

Mohed Altrad, Founder and President of ALTRAD said: *"2022 marks the start of an exciting new era for ALTRAD Rugby with the logo first appearing on the iconic New Zealand jerseys. As proud partner of three unique rugby properties in the rugby world, ALTRAD is using the opportunity of these rugby partnerships to help make a positive difference - to our colleagues, customers and communities around the world. Everyone at ALTRAD wishes all the NZR teams the best of luck this year".*

About ALTRAD

ALTRAD is a World leader in industrial services and construction equipment. Its multidisciplinary activities include engineering, mechanical and specialised services as well as access solutions, insulation and painting. Headquartered in France, ALTRAD employs around 42,000 people across the world.

ALTRAD is also Major Partner of the French National Teams (FFR) as well as owner of the MHR [Montpellier Hérault Rugby Sport Club], and alongside its latest partnership with the NZR, ALTRAD is championing rugby's ability to connect communities, cultures, and fans with the aim to "build a future, together".

ALTRAD INVESTMENT AUTHORITY

Siège social : 16 avenue de la Gardie – 34510 Florensac – France

Direction : 125 rue du Mas de Carbonnier – 34000 Montpellier – France

www.altrad.com



Contact

Altrad: Group headquarters
125, rue du Mas de Carbonnier - 34000 Montpellier - France

For media enquiries:

Antoine Martinez / Antoine.Martinez@altrad.com / +33 (0)6 78 09 73 37
Bénédicte Carrière / Benedicte.Carriere@altrad.com / 00 971 52 166 7239

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