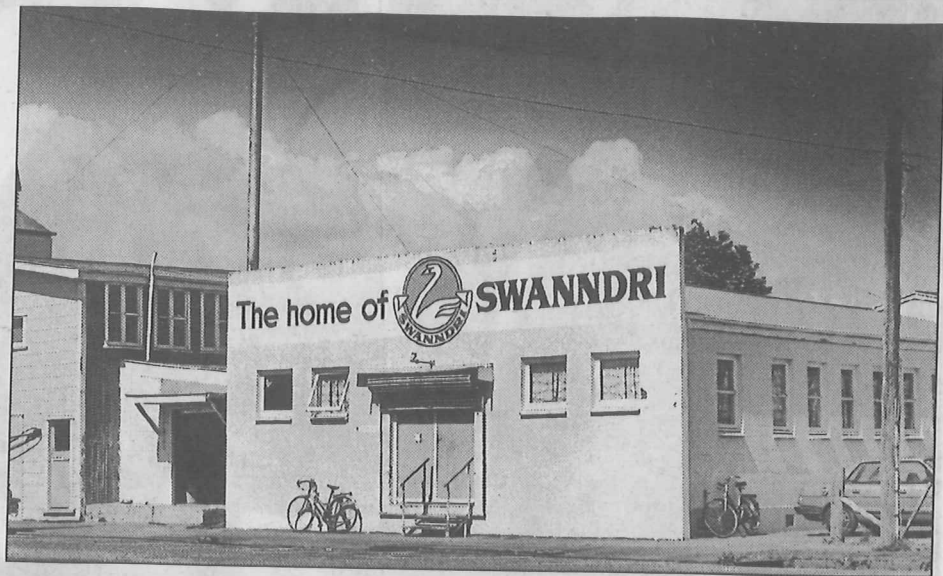


**M**onday is an important day in the history of commerce in Taranaki – it will be the 100th anniversary of the day William Broome registered the famous Swannndri trademark.

A tailor by trade, the New Plymouth man developed a woollen garment that was waterproof thanks to it being dipped into a mix of dissolved chemicals then dried.

The one-size-fits-all garment was manufactured in New Plymouth until the business was sold to John McKendrick in 1952, and from that point Swannies were made at a Waitara factory until 1991, which was when



Alliance Textiles purchased the brand and based production at Timaru.

In 1992 Swannndri New Zealand Ltd purchased the brand from Alliance.

These days Swannndri is something of a fashion brand, and the clothing is made under licence in China. But you

can still buy the original Swanny, and the water still runs off the woollen garment just like water off a duck's back – hence the famous brand name.

This undated photograph, which was published in the *Taranaki Daily News*, is of the Waitara factory.

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