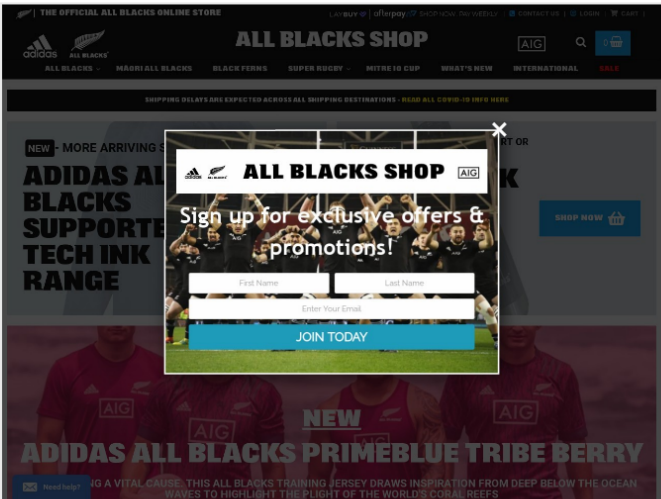


SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

All Blacks Official Store



The All Blacks are New Zealand's national rugby union team, consistently the most successful international sporting team over the past 100 years.

Statistically the best side to have ever played the game, the New Zealanders jointly hold the record for the most consecutive test match wins for a tier one ranked nation, with a phenomenal 77% winning record in international rugby, and a winning record against every opponent.

The team famously perform the haka before each match. Considered one of sport's greatest and most spectacular sights, the haka is a Māori challenge to the All Blacks' opponents and has been closely associated with Kiwi rugby ever since a tour of Australia and the United Kingdom in 1888–89.

New Zealanders eat, sleep and breathe rugby, the national sport by some distance. The nation is steeped in rugby-playing culture, ritual, and tradition.

We selected WooCommerce as it allowed for easy integration into [the team's] other back-office systems. The All Blacks are a major Kiwi brand; the website has been a great success and testament to WooCommerce meeting the technology requirements for major retailers.
– Norm McKenzie, Meta Digital

With such a storied history and fearsome reputation, it's no surprise that **replica team jerseys**, training kit, and supporter gear are immensely popular among fans the world over.

Their recently relaunched online store boasts a range of products for supporters of all ages, with the added bonus of international shipping via **New Zealand Post**, backed by the open-source freedom of WordPress and WooCommerce.

EXTENSIONS USED

- Mailchimp for WooCommerce
- WooCommerce Advanced Shipping Packages
- WooCommerce Windcave (Payment Express) PXPost Gateway
- WooCommerce Anti-Fraud
- Segment.io Integration
- New Zealand Post
- Smart Coupons

DEVELOPER

Meta Digital

DESIGNER

Meta Digital

CATEGORY

Enterprise

COUNTRY

New Zealand

VISIT WEBSITE

<https://allblackshop.com>