

2019



Any bike. Anywhere.

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NEW PRODUCTS

Making your ride safer and even more enjoyable

Keeping you safe on your bike is our top priority and that’s why we introduced more models to our brake pad range in 2019. These included sintered and semi-metallic pads as well as more e-bike brake pad compounds in recognition of this growing market.

We have also added more products that help you to protect your bike or, more specifically, your bike frame. In our accessories range, we’ve introduced Cable Wraps and S-Clips to keep your frame looking neat and tidy.

Our Cable Wrap takes its inspiration from our spiral frame protectors and the need to silence cross-cable chatter. The ability to combine cables significantly reduces the birdcage effect at the front of the bike.

Our Cable Housing and Hydraulic Hose Rotating S-Clips offer a simple but brilliant solution to eliminating the clatter of cable outers and brake hoses. These handy clips are great for routing an additional or parallel run of tubing and keeping the front quiet.

OUT ON THE ROAD

We love to meet you

It's always great to meet you all in person and get your feedback about our products. We had such a good time meeting cycling enthusiasts from the North of England to the South of Germany in the European shows and events we attended throughout 2019.

As well as sponsoring and supporting events, such as the Welsh Enduro Series and Mountain Mayhem to name a few, we have attended many cycling shows and events across Europe. We love catching up with customers and our show family; it's always great to catch up in person, get feedback about our products and introduce you to our latest developments.

During the year we visited: London Bike Show, MTB Meetup, York Cycle Show, Eurobike, The Cycle Show and Mountain Mayhem.

We look forward to seeing you all again in 2020!



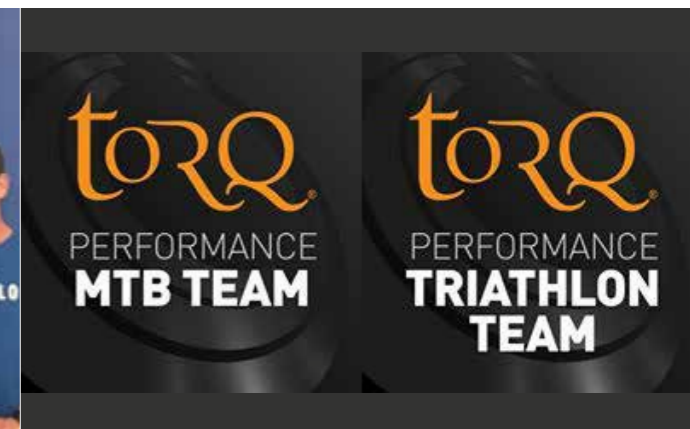
INVESTING IN NEW AND ESTABLISHED TALENT

Our sponsored riders and teams

As in previous years, we continued our sponsorship of several riders and teams throughout 2019.

It's always nice to see our sponsored riders excelling at events and gaining a spot on the podium.

As well as supporting emerging and established talents, we back those who shine a spotlight on the sport and community.



- Steve Day
- Torq Performance
- Campbell Coaching
- Markus Stitz
- Matt "Taz" Wadie
- Fibrax Wrexham Roads Club
- Rotor Race Team



OUR TEAM

Here for you

2019 saw a change in our cycle division management team. Agata Mirowska has been appointed Cycle Division Manager. As an integral member of the cycle division team over the last couple of years, Agata will be responsible for overseeing the division's processes and people as well as driving best practices regarding quality and efficiency. She will also play an instrumental role in identifying and maximising opportunities within the cycling industry.

Ellis Blackman will continue to support new and existing customers in his role as Cycle Sales Manager.



Team photo:

Agata Mirowska, Cycle Division Manager (left) and Ellis Blackman, Cycle Sales Manager (right) with the assembly and manufacturing team

Everyone here is proud to produce quality components, take care of your orders and answer your questions.

If you've ever wondered what we look like, here we are!

SUPPORTING OUR COMMUNITY

Charity fundraising

+ £635.57

The World's Biggest Coffee Morning for Macmillan

+ £202

Christmas Jumper Day for Save The Children and Stars - local bereavement support for children

+ Sweets & toys

Stars - bereavement support for children



OUTTAKES

A look behind the scenes

Ever wondered what happens when we are travelling to shows and events, and what we get up to in our breaks or after hours?

Let's just say it never gets boring and we always have a good laugh!



Happy riding in 2020.

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