



For Immediate Release

Seattle Bike Supply Improvements Implemented in 2014

KENT, Wash. (January 13, 2014) – Seattle Bike Supply (SBS) has made numerous changes to their operations in the last four months to markedly improve service to the independent bicycle dealer base.

As a member of the newly formed Accell North America (ANA), SBS has access to several new systems and capabilities that will enhance order fill rates and service levels. In the last few months SBS has made investments and changes that include: new ERP and B2B systems, new offices, significantly expanded parts selection, new warehousing and an expanded sales force that includes field sales in key regions across the country.

The SBS team began its move to the new campus on December 13, 2013. The office is located on a newly created ANA campus in Kent, Washington. The 20,000-square-foot facility includes research and development workshops, new showrooms for parts, accessories and bicycles, real time access to information systems staff and a warranty and service group to support the Redline and Torker brands.

“Until now, our purchasing and product development were in separate offices, our new office complex has all our staff under one roof,” said Greg Blackwell, President of Seattle Bike Supply. “Bringing all our teams together allows more collaboration on projects that have results in better products to sell and better service to the dealer.”

Many of the changes will be deployed on Monday, January 13, 2014. The first of these is a new B2B website system that will feature numerous improvements including: better navigation, easier access to account information, and an intuitive way to find new items. “We’re pulling out the stops in our effort to continually improve the service we provide our dealers,” said National Sales Manager, Rickey Strawn.

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SBS is now partnering with Menlo Logistics Worldwide for all warehousing and order fulfillment. “This partnership allows us to focus our energies on what we do best, while allowing Menlo to deliver the service quality they are known for and that dealers will appreciate,” said Vice President of Purchasing and Product Development, John Quattrocchi.

Mr. Quattrocchi continued to say that his team is committed to “Strengthening our selection of parts and accessories from all the best brands in the industry while developing our house brands that include Redline, Torker, XLC and Pryme Protective Gear.”

Over the last six months SBS has also worked with its key vendors to offer a deeper assortment of parts and accessories than previously offered to the independent bicycle dealer. “Now that we have new information systems and warehousing, we have confidently pursued a deeper product assortment to offer dealers. We have been working with our suppliers and key outside brands and they are excited about the changes. We expect a 20% to 30% increase in total product offerings this year with more to come,” said Mr. Quattrocchi.

SBS will now extend its outside sales efforts to the San Francisco Bay Area, Los Angeles, the Midwest and Oregon. “[We’ve brought in] four new outside sales representatives experienced and dedicated to helping dealers grow their business,” said Mr. Strawn. This new field sales group is tasked with bringing dealers the best service in the industry by focusing on quality training and in store support.

About Seattle Bike Supply

[Seattle Bike Supply](#), an [Accell Group Company](#) since 2006, is one of the United States’ largest cycling specific parts and accessories distributors. Seattle Bike Supply (SBS) serves the independent bike shop by providing rapid access to 100’s of cycling’s top brands. SBS provides the retailer with an online ordering system, expert in-house sales staff, a custom-wheel service, and a distribution system to serve all US independent bicycle retailers. SBS owns Redline Bicycles, Torker Bicycles, and Pryme Protective Gear. Additionally, SBS is the exclusive US distributor for XLC, Basil, WeThePeople, and MacNeil.

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