

Green Notes

Cateye Launches Global Commuter Web Site

BOULDER, CO—Cateye is reaching out to the growing bike commuter population with a new Web site designed to show the environmental, health and financial benefits of going by bike. The site, www.worldcommute.com, is set to launch this month in seven languages. It will allow users to create a profile and will track bike commuter miles, dollars saved, gallons of gas saved and carbon emissions offset for individuals and for the entire Cateye online community. A location-specific resource library will address questions people might have that would be potential barriers to biking, such as how to find safe routes, said Ellen Hall, marketing manager for Cateye. Users can invite friends to the site, and companies can customize a landing page to run internal challenges among employees. The early stages of the site began last year before Interbike as a way to promote cycling within the industry. “The more we developed the idea, we realized the greater potential to just encourage everybody to ride,” Hall said. Cateye plans to advertise the site in non-endemic media to drum up interest, although companies like Blue Cross of Minnesota and Callaway have expressed interest in using the site to encourage employees to live a healthier lifestyle. Trek launched a similar program earlier this summer called the Go By Bike Challenge and Clif Bar started the 2 Mile Challenge last year to encourage people to bike to destinations within two miles of their home.

California Designer Develops Plastic Bicycle

RANCHO PALOS VERDES, CA—California designer Matt Clark has developed a plastic bicycle in an attempt to simplify the labor-intensive process of manufacturing a traditional bike frame. His IV-1 frame is made with plastic, a choice material because it's versatile, it costs less than aluminum and it can be recycled, said Clark, who has worked in the industry, but builds bikes as a personal endeavor. The bike is made with an innerframe to provide structural support and an outer casing, both made with commercial grade polypropylene, while the rear chainstays are made with reinforced polypropylene. “It was designed to lower the cost of the bicycle for the manufacturer and bike enthusiasts. Lower-cost bicycles could have an even greater benefit to community bicycle programs and many other applications,” Clark said. Clark is working on a second version of the IV-1 to be sold at retail. For more information, contact matthewclarkdesign@yahoo.com.



Nalgene Partners with Cities to Reduce Waste

ROCHESTER, NY—Nalgene has partnered with the City of Davis in California to help the municipality cut out single-serving water bottles as part of an overall effort to reduce waste and greenhouse gas emissions associated with the production, shipping and waste of the bottles. The partnership marks the first in Nalgene's nationwide Community Sustainability Program created to help cities reduce their carbon footprints by making small changes at the local level such as using reusable water bottles in place of single-serving bottled water. Last fall, the City of Davis adopted citywide restrictions on the purchase of single-serving sizes of bottled water. “The City of Davis has demonstrated a serious commitment to environmental sustainability,” said Bill Emlen, city manager. “We're very excited to partner with a company like Nalgene who shares these goals and beliefs with us.” Nalgene will donate reusable water bottles to employees and community members in Davis. Additional bottles will be available for purchase with proceeds supporting the city's sustainability programs. Nalgene will expand its Community Sustainability Program in cities across the country and expects to make several announcements about upcoming partnerships, said Eric Hansen, Nalgene senior business manager.

Have green news? E-mail nformosa@bicycleretailer.com.