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LOOKING BACK AT — 2018



**FIBRAX®**  
UK Made Cycling Components

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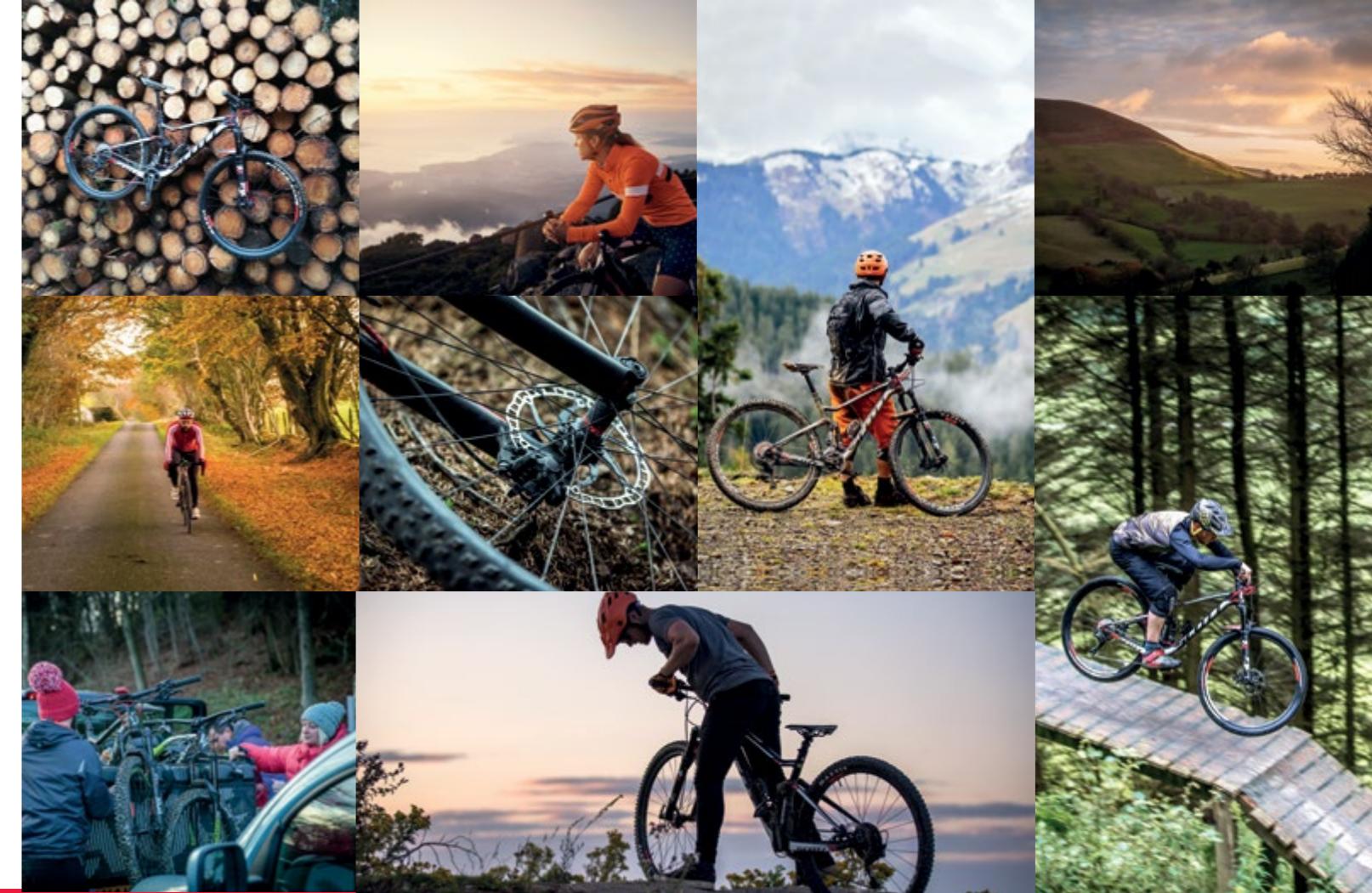
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# 2018 IN NUMBERS

2018 was an exciting year for us. We teamed up with Raleigh UK to promote the best of British manufacturing, introduced many new products to an ever growing market, launched our first merchandise range and best of all - got to meet many of you in person at various events.



 Our products get an average 5 STAR RATING

Our aim is to provide the best possible quality at all times.

 OVER 40 NEW PRODUCTS launched

We want to make your cycling experience the best it can be. One product at a time.



Distributors in 12 COUNTRIES

And we're planning to expand even further.

 500KG of DISC PAD MATERIAL used

That's slightly more than the weight of the Caparo T1 Supercar.

 180KM OF CASING for brakes and gears

That's roughly 450 times around a football pitch.

 37% GROWTH of UK online sales

And we're not going to stop there...

 We supported hundreds of riders at AMAZING EVENTS

Including 'Lap of Mind' and the Welsh Enduro Series to name a few...

 Roughly 8,000 CUPS OF COFFEE

We don't even want to think about how much chocolate we consumed...

 2990 MILES TRAVELED to shows & events

That's almost the equivalent of a roadtrip from our factory to Beirut.

 11 RIDERS AND TEAMS sponsored

Including a two-time world champion.

## PROMOTING BRITISH MANUFACTURING 2 | NEW PARTNERSHIP

### IN 2018, WE JOINED FORCES WITH RALEIGH UK TO PROMOTE THE BEST OF BRITISH MANUFACTURING.

The oldest and most recognised British bike brand, Raleigh, has become a core stockist of the entire range of cycling components produced by Fibrax.

We have been pioneering advancements in cycling performance since 1902, which is almost as long as Raleigh's impressive heritage. Now, Raleigh has become the only UK supplier to hold Fibrax's entire range of products, including electric bike specific components.

In 2012, Raleigh became part of the Netherlands-based bicycle company, Accell Group. With a portfolio of 18 bicycle brands, including Lapierre, Haibike and Winora, the Group actively shares knowledge about latest technology and innovations. This collaborative effort has been particularly valuable in the development of high performance e-bikes across the Group.

As the only company to design and manufacture e-bike specific brake pads, Fibrax is able to offer a unique proposition to Raleigh and other producers within the Accell Group.



Kenny Wilson, Brand Manager - Multi Distribution, Raleigh UK Ltd (left) and Ellis Blackman, Cycle Sales Manager, Fibrax Ltd (right)

### PROMOTING BRITISH MANUFACTURING

#### New Partnership with Raleigh UK

Commenting on this new relationship, Ellis Blackman, Cycle Sales Manager at Fibrax, said:

"We are delighted to be working with Raleigh and proud to join forces with another well-respected UK brand. Supplying our complete range to a single distributor is very exciting. Having established in 1887, Raleigh has a massive heritage and is renowned for producing high quality, reliable bikes. In the cycling industry, distributors typically invest in different suppliers for individual component types so we are thrilled that Raleigh is stocking our entire catalogue."

"Due to the rise in demand for electric bikes, we have actively moved into this market by pioneering a specialist brake pad and motor cover. We look forward to developing this range for Raleigh and other brands within the Accell Group to whom we already supply many of our components, including Lapierre and Haibike."

Raleigh's Brand Manager, Kenny Wilson, said:

"I am pleased to be forming a partnership with Fibrax, as they offer a comprehensive range of high quality, great value products and are always keen to support, develop and keep abreast of trends and demand from us."

At Raleigh, we have listed every product in the Fibrax range. We will be working closely with each other to give the best service and cycle parts offering in the cycle trade."



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# DESIGNING YOUR WORLD

NEW PRODUCTS LAUNCHED IN 2018

THROUGHOUT 2018, WE EXPANDED OUR PRODUCT RANGE AND LAUNCHED A PACKED CATALOGUE OF CYCLING COMPONENTS

We introduced more finned pads to our existing product range, as well as ultralight brake and gear cable kits. Our S-Clips made their debut in 2018 and have proven to be very popular!

## DESIGNING YOUR WORLD

New Products Launched in 2018

For the thrills, spills and everything in between. Introducing Fibrax merchandise!

In 2018, for the first time in our company history, we launched our own merchandise range, which is now available to purchase online and at events. It comprises t-shirts, mugs and coasters, which have all been created by our in-house design team. So, what else is new?



### ULTRALIGHT BRAKE CABLE KIT

Ultralight & compression-less casing, CNC machined ferrules, die-drawn inner wire and spiral frame protectors.



### ULTRALIGHT GEAR CABLE KIT

The significantly reduced weight and drag mean your gears can shift with reduced lever action.



### S-CLIP

These centre-rotating, dual-line hooks are perfect for silencing the cross-line chatter at the cable junction.



### FINNED PADS

We now offer finned pads for even more major brands.



### T-SHIRT

Our super soft black crew neck t-shirts for him and her feature our very own design.



### MUG & COASTER

Drink your coffee in style with our black mug and rest it on our funky coaster, which has been designed and manufactured in-house.



### GIFT VOUCHERS

The perfect gift for the cycling fanatic in your life.



Follow us on Facebook and Instagram or visit our news page to be the first to know about the new exciting products we will be introducing in 2019!

## SPONSORING 4 | TEAMS & RIDERS

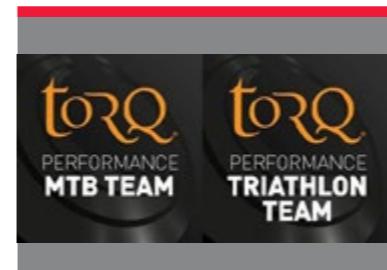
As in previous years, we continued our sponsorship of several riders and teams throughout 2018.

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.

### SPONSORING Teams & Riders

#### TORQ PERFORMANCE



A highly successful team with Iain Robertson maintaining a top ten position in the Always Aim High Series: Slateman, Snowman and Sandman Triathlons.

#### ROTOR RACE TEAM



With over 20 riders competing, this team has been placed in the top three at events like National RD4, Masters National XC Champs, Torq in Your Sleep 12hr Solo to name just a few.



©wideopenmag

#### CAMPBELL COACHING



#### CREATION CYCLES



#### MARKUS STITZ



#### TEAM WIDEOPENMAG



Overall winner at the Scottish Enduro, first at the Welsh Downhill Champs and the Welsh Gravity Enduro, this national championship winning team keeps getting better and better.

#### STEVE DAY



It was great to support Steve when he became the No Fuss Events WEMBO Singlespeed World Champion 2018.

#### IAN MILLENIUM



A young upcoming talent, Ian won the overall title at the 2018 Shimano Liga, Silver at the Danish National Championships XCO and Danish CX Championships.

MATT "TAZ" WADIE



JENNY COLLETT



FIBRAX WREXHAM ROADS CLUB



## SUPPORTING OUR COMMUNITY CHARITY FUNDRAISING



### MACMILLAN COFFEE MORNING

Our staff and friends donated an incredible amount of cakes, raffle prizes and funds for this fantastic cause.



### CANCER RESEARCH UK

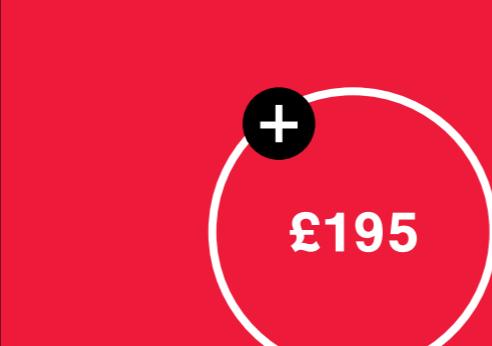
In memory of close family members, John O'Brien, Managing Director of the Fibrax Group of Companies, completed a challenging 35-mile walk in the hills of North Wales to raise over £2150 for Cancer Research UK.



### NIGHTINGALE HOUSE HOSPICE

**£213**  
raised in our Christmas Hamper Raffle!

**£727**  
raised by Carole Parry, a Production Operator, by completing a daring zip wire challenge following her 70th birthday.



### SAVE THE CHILDREN UK

The bling came out for our 2018 Christmas Jumper Day. Lots of fun was had for a good cause.



### WOMEN V CANCER CHALLENGE

We proudly sponsored and supported local cyclist, Linda Hampton-Jones, who took on an epic London to Paris Women V Cancer cycling challenge! Linda raised an incredible £3,475, which has been shared amongst a number of cancer charities, including Breast Cancer Care, Jo's Cervical Cancer Trust and Ovarian Cancer Action.



### LAP OF MY MIND

Lap of My Mind participants cycle a non-stop lap of the UK in support of charities Mind Over Mountain and Mind and Calm. To support these events we donated a range of goodies.

# Brake Pads · Cables · Rotors Components · Accessories

## 6 | OUT ON THE ROAD

### SHOWS AND EVENTS



#### 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 Scotland to the South of Germany in European shows hosted throughout 2018.

As well as sponsoring and supporting events like the Welsh Enduro Series and Muckmedden, 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.

We visited: The Bike Place, London Bike Show, MTB Meetup, York Cycle Show, Eurobike, Pedalfest, The Cycle Show and Muckmedden.

On top of that, we sponsored some fantastic events, including Lap of My Mind.

### OUT ON THE ROAD

#### Shows and Events

Much fun was had and new friendships made.

#### THE BIKE PLACE

Silverstone, England



#### LONDON BIKE SHOW

London, England



#### PEDALFEST

Sherwood Pines, England



#### EUROBIKE

Friedrichshafen, Germany



#### MUCKMEDDEN

Perth, Scotland



#### THE CYCLE SHOW

Birmingham, England



# UNVEILING NEW PROJECTS

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## WE CAN FINALLY REVEAL TO YOU

2018 saw us launch a number of projects that would take our brand and products to a wider audience. At the end of 2017, we teamed up with Eastwood Media to produce two videos showcasing our love for cycling and North Wales. We loved sharing these with you.



## UNVEILING NEW PROJECTS

We Can Finally Reveal to You



In preparation for the videos, we designed our own MTB jersey and expanded our merchandise range with a t-shirt, mug and coaster. All these items are now available to purchase online and at events.



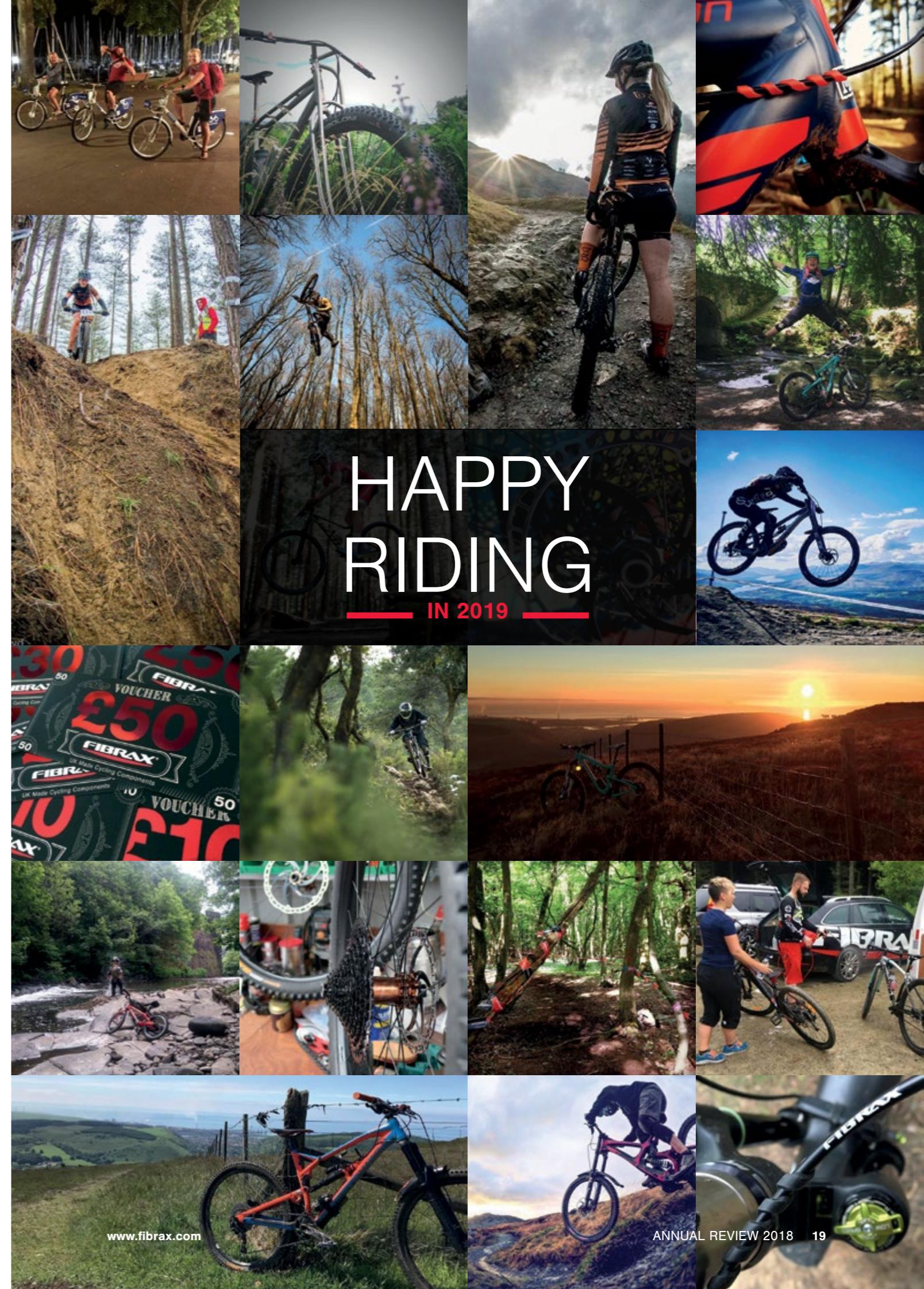
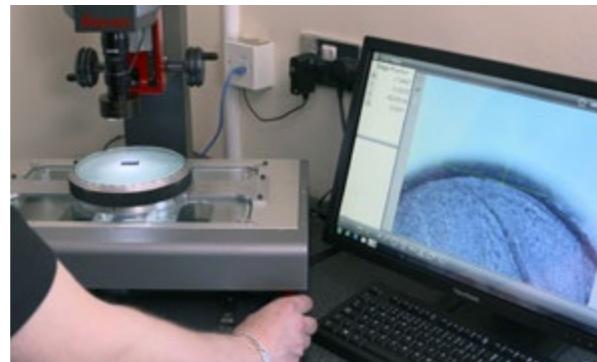
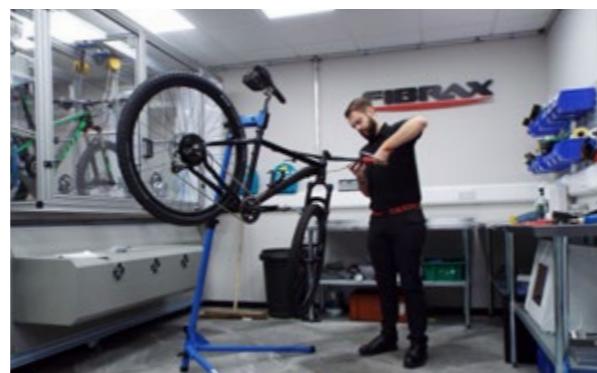
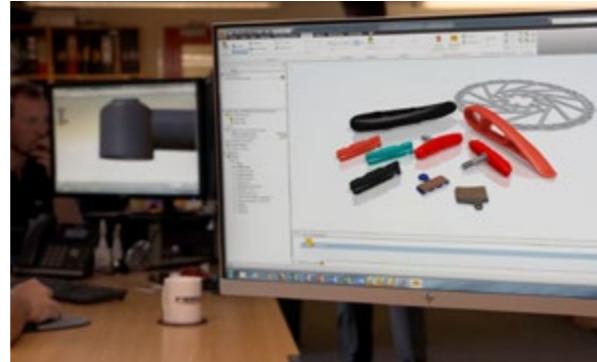
# YOUR TEAM

## BEHIND THE SCENES AT FIBRAX

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!



Ellis Blackman, Cycle Sales Manager (3rd left) and Agata Mirowska, Sales & Marketing Administrator (left) with the assembly and manufacturing team.





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