



Bicycle is Our Middle Name

**FOR IMMEDIATE RELEASE**

April 14, 2015

Quality Bicycle Products

6400 West 105<sup>th</sup> Street

Bloomington, MN 55438

[www.qbp.com](http://www.qbp.com)

Contact: Ryan Johnson, Director of Marketing

[rjohnson@qbp.com](mailto:rjohnson@qbp.com)

1-800-346-0004, Ext. 1236

**Birzman partners with QBP as Exclusive US Distributor; Announces MAP policy**

Birzman will work with QBP as their exclusive US distributor for their line of tools, pumps, CO2 and bags. Birzman has received design awards from iF Design, Red Dot, Taipei Cycle, and Eurobike.

"Birzman places great importance on our relationship with QBP; so much so that we chose to work exclusively with them in the USA. We identify with QBP's strong emphasis on supporting IBDs as well as their firm commitment to preserving the positive image of the brands they carry. Formalizing this exclusivity reflects our shared values and commitment to brick and mortar stores. We look forward to working closely with QBP and their dealer network to add meaningful value to IBDs," said Ricki Nethercote, Birzman's Account manager.

By working together over the past 18 months, Birzman and QBP have found shared values such as customer service, commitment to and support of the independent bicycle dealer, and reducing environmental impact.

"Since we added Birzman to our assortment, they have proven to be an excellent partner to QBP and our dealer network," said Tyler Denniston, a QBP Product Manager. "Birzman has done a great job of creating demand in the market and defining their products' value. These efforts, paired with high quality and unique product, make Birzman an excellent option for shops and attractive to cyclists."

Birzman has created a new minimum advertised price and online sales policy. The MAP will prohibit advertising below MSRP and the policy will prohibit the listing of products on third party websites such as Amazon, Walmart, Sears or Ebay.

QBP has added Lauren Ziedonis as sales manager to support the brand and the US dealer network. Lauren's previous experience is as a demo coordinator for Liv/Giant, marketing manager for Mellow Johnny's, Sales Representative for Shimano, Pearl Izumi and POC and most recently the Global Sales and Reservations Coordinator for the Aspen Skiing Company. Lauren can be reached at [LZiedonis@qbp.com](mailto:LZiedonis@qbp.com). QBP will also handle all Birzman warranty in the US. Birzman warranties their tools for life and pumps, CO2, and bags for 2 years.

Birzman sponsored riders include Cam Zink, Jerome Clementz, Caroline Buchanan, Mike Steidley and the Lampre-Merida UCI World Tour Road Team.

Birzman's product line is currently in stock at QBP. If you're attending Sea Otter visit them at booth 404.

\*\*\*\*



Bicycle is Our Middle Name

#### About QBP

Quality Bicycle Products is an international wholesale distributor of bicycles, components, and outdoor gear. With distribution centers in Minnesota, Utah, and Pennsylvania, QBP serves a network of more than 5,000 independent retailers. QBP owns and manages a diverse collection of innovative bicycle brands including Surly, Salsa, All-City, 45North, Foundry, Cogburn Outdoors, Civia Cycles, and more. We strive to be an extraordinary business to partner with and to work for, and we have made good on that goal for more than 30 years. From our extensive advocacy efforts to our energy efficient facilities everything we do is aimed at making the world a better place and getting more butts on bikes. For more information about QBP, visit our website or contact Director of Marketing Ryan Johnson at 952-941-9391, ext. 1236 or [rjohnson@qbp.com](mailto:rjohnson@qbp.com).