



Bicycle is Our Middle Name

## Media Information 18 June 2012 QBP

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

Bloomington, MN 55438

www.qbp.com

Contact: Jason Gaikowski, Director of Sales and Marketing

jgaikows@qbp.com

1-800-346-0004, Ext. 1533

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## MEDIA RELEASE

### QBP Named to Star Tribune's Top 100 Workplaces

#### *Bike Distributor Receives Distinction Three Years in a Row*

Once again, Quality Bicycle Products (QBP) has been named one of the Top 100 Workplaces in Minnesota based on an employee-based survey project from the *Star Tribune*. QBP was ranked 24<sup>th</sup> on the survey listing. This is the third time the company has been selected. The *Star Tribune Top Workplaces* special section was published in the *Star Tribune* on Sunday, June 17. The report can also be found at [StarTribune.com/topworkplaces2012](http://StarTribune.com/topworkplaces2012).

Star Tribune Publisher Michael J. Klingensmith said: "The companies in the Star Tribune Top 100 Workplaces deserve high praise for creating the very best work environments in the state of Minnesota. My congratulations to each of these exceptional companies."

Top Workplaces recognizes the most progressive companies in Minnesota based on employee opinions about company leadership, communication, career opportunities, workplace environment, managerial skills, pay and benefits. The analysis included responses from nearly 71,200 employees at Minnesota public, private and nonprofit organizations.

"Our great work environment is a direct result of the great people who work here. We live by our values and create a culture that provides the trust and support people need to grow as professionals and individuals," said Steve Flagg, president of QBP. "Together, we have built a company that makes a positive difference in the world."

QBP, the largest wholesale distributor to the bicycle and outdoor industries, employs more than 600 people and operates distribution centers in Bloomington, MN; Ogden, UT; and Middletown, PA. The company owns five bike brands including All-City, Civia, Foundry, Salsa Cycles, and Surly. Additionally, QBP assembles over 5,000 bikes and 50,000 wheels per year at its Minnesota headquarters.

Committed to promoting healthy lifestyles, QBP encourages employees to bike by offering merchandise credits of up to \$3.00 a day for bike commuters, discounts on bike and outdoor products, and a Bike Benefit program that helps employees purchase a bike from QBP's line of bike brands. The company's advocacy program helps build hundreds of miles of bike paths, lanes and trails across the country. A leader in environmentally sustainable business, two of QBP's distribution centers meet part of their energy needs from rooftop solar panel arrays. Additionally, the company's center in Utah, which has applied for LEED Platinum certification, is entirely cooled and heated using geothermal energy. QBP's Minnesota facility is LEED Gold certified.



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The rankings in the *Star Tribune Top 100 Workplaces* are based on survey information collected by WorkplaceDynamics, an independent company specializing in employee engagement and retention. To qualify for the Star Tribune Top Workplaces, a company must have more than 50 employees in Minnesota. Over 1,360 companies were invited to participate. Rankings were composite scores calculated purely on the basis of employee responses.

### *About QBP*

QBP is a leading distributor to the cycling and outdoor industries. Dedicated to high performance and outstanding results, the company is committed to being in the top 1% of all distributors. Carrying more than 36,000 products from 450 vendors, the company offers domestic and international retailers a wide array of products and services including a 1,700-page catalog; an online ordering system; a renowned custom-wheel service; a specialty bike-building program and more. The company owns five bike brands including All-City, Civia, Foundry, Salsa Cycles, and Surly. QBP is also the exclusive U.S. distributor of Ridley, a Belgian manufacturer of road, mountain and cyclocross bikes, and Lazer Helmets. Additionally, QBP owns 45 North, Whisky Parts Co., Dimension, and Problem Solvers. Through its Q-Outdoor division, QBP distributes products to independent ski, run and outdoor retailers. A strong proponent of environmental business practices, QBP operates a LEED-certified, Gold-level distribution center and office complex in Bloomington, Minnesota and has applied for LEED-certified, Platinum-level certification for its complex in Ogden, Utah. A third warehouse in Middletown, PA completes the distribution triangle, allowing QBP to reach 95% of its customers by ground shipping in one to two days. For more information, please contact Jason Gaikowski, director of sales and marketing at 952-941-9391, ext. 1533 or visit: [www.qbp.com](http://www.qbp.com).