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MEDIA RELEASE

Problem Solvers Launches Revamped Website

New Site Creates Online Community for Basement Bike Mechanics

Problem Solvers launched a completely rebuilt website today. The ambitious makeover, which includes a blog, interactive forums, and updated and expanded product pages is designed to make the brand more accessible and relevant to bike dealers and consumers.

“Our goal was to improve the amount and quality of information for dealers and home bike mechanics,” said Chris Duerkop, Problem Solvers marketing manager. “We wanted to create a forum that truly lives up to the brand’s name—where we could directly engage with our customers, share solutions back and forth, and see how customers are using our products.”

Apart from a fresh new look and feel, the site includes a *What’s Your Problem* button that helps users ask technical questions, submit stories about individual products and share inspirations for new products. The site’s new blog will be regularly updated with DIY solutions, product stories and helpful hints. It will also include technical information about new products.

“This is a place where bike mechanics can come together and share tips and tricks,” Duerkop said. “We’re also encouraging people to offer their personal stories: their bike misadventures and photos of Problem Solvers products in action. We want goofy stuff, too, like shots of a bike that’s tricked out with too many accessories or oddball personal projects. Anything goes. Well, within reason.”

About Problem Solvers

Problem Solvers manufactures bicycle parts and accessories that resolve compatibility issues, making it easier to be a do-it-yourself bicycle mechanic. Based in Bloomington, Minnesota, the Problem Solvers team designs and engineers products based on their own experiences and the ever-changing standards of the bicycle industry. Visit us online to see our practical, affordable bike solutions or submit your own bike problem: www.problemsolversbike.com