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MEDIA RELEASE

QBP Launches Distribution for Outdoor Retailers with Q-Active Outdoor

QBP is launching Q-Active Outdoor, a new distribution division that will provide products to outdoor retailers. The initiative will be formally announced at the Outdoor Retailer Winter Market Trade Show in Salt Lake City on January 21st.

“With the landscape of the outdoor industry evolving and freight prices rapidly increasing, outdoor retailers need a central distribution hub with a high level of customer service for a wide variety of products,” said Frank Lundeen, Q-Active manager. “This will be a mutually beneficial relationship for our vendors, Q-Active, and ultimately our retailers.”

Although Q-Active Outdoor will focus on dedicated outdoor retailers, it will also serve crossover shops that combine bike, snow, run and other outdoor markets in their lineups. Key categories include auto racks, hydration, bags, lights, cooking equipment, nutrition and skin/fabric care.

“This new service will raise the level of customer service available to U.S. outdoor shops,” said Peter Grimes, Q-Active Outdoor coordinator and outdoor industry veteran. “Q-Active allows outdoor shops to conveniently order top brands like Thule and Yakima, Nalgene and Camelback, Clif and Powerbar, and more than 100 others—all on the same order. This enhances retailer profitability through increased inventory turns and reduced expenses. Dealers will enjoy a high level of service through same-day shipping, a perfect order guarantee, freight consolidation and an excellent fill-rate.”

About Q-Active

A division of Bloomington-based Quality Bicycle Products (QBP), Q-Active serves as a distribution center for the nation’s ski, run, and outdoor retailers. Backed with the 29 years of distribution experience that has made QBP an industry leader, Q-Active offers a one-stop shop for retailers, currently providing more than 3500 SKUs from more than 130 vendors. For more information, visit www.qactive.com