



We Provide the Ride

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MEDIA RELEASE

QBP Designs Commuter Store in New Minneapolis Bike Transit Center

The Hub Bicycle Co-Op in Minneapolis has contracted the QBP ReTale Program to design a bike-commuter store in the new University of Minnesota (U of M) Bike Center. Located in a former transit waiting area in the university's Oak Street parking ramp the Hub store will be part of a facility designed to make it safer and easier for students, faculty, university employees and area residents to commute by bike. The Bike Center will provide commuters with bike lockers, restrooms and showers, and conference rooms for meetings and educational programs. The Hub Co-Op bike commuter store and the U of M Bike Center are scheduled to open in Spring 2010.

“This is a great opportunity for QBP to partner with the Hub and the University of Minnesota on such an important advocacy project,” said Steve Flagg, president of QBP. “The new bike center and other venues like it in the Twin Cities are making commuting by bike available to more people than ever. We see the Hub's new store as a critical element in supporting the commuter lifestyle and making Minnesota a leading bike-friendly state.”

Catering exclusively to the needs of commuters, the Hub's 700-square-foot store will offer repair services and essential products like gloves, helmets, tubes, tires, bike locks, lighting systems, racks, panniers and bags. Due to space limitations, the shop will not carry bikes. The store will also offer bike repair classes for commuters.

“Our goal is to be a really effective community resource that fully supports people biking to the University,” said Benjamin Tsai, development coordinator for the Hub. “Given the transit center's unique mission, we feel it is important to create a shop that fits the environment. We chose ReTale to design it because we knew they'd work with us to achieve the right look for our identity. It's a very interactive process where we get to offer a lot of feedback. The end result won't look like some generic concept store; it will be a genuine expression of who we are.”

Sarah Schleisman, QBP ReTale Program coordinator, said that well-planned and executed design is extremely important. “Because of the breadth of product categories in such a small space, it's very important to create a strong sense of visual organization. Products need to be easily accessible so busy commuters can grab what they need and go. It's equally important to define a sense of place by elevating the Hub's unique store brand.”



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Schleisman, who has an extensive background in merchandising, is designing the space, creating fixture and merchandise plans. ReTale graphic designers will create Hub-branded imagery and signage for the store interior and exterior.

The U of M Bike Center is one of six federally funded bike and pedestrian improvement programs under way in Minneapolis and St. Paul. Transit for Livable Communities, a local non-profit organization, has been designated by the federal government to administer \$21 million in funds for all these initiatives. Learn more by visiting tlcminnesota.org.

About QBP

Based in Bloomington, MN, QBP is a leading distributor to the cycling industry. Carrying more than 30,000 SKUs from 450 vendors, QBP offers domestic and international retailers a wide array of products and services including a 1,700-page catalog; an online ordering system; a merchandising and store-design program; a renowned custom-wheel service; a specialty bike-building program and more. The company owns five bike brands including All City, Civia, Salsa Cycles and Surly. QBP is also the exclusive U.S. distributor of Ridley, a Belgium manufacturer of road, mountain and cyclocross bikes. Through its Q-Active division, the company distributes products to independent ski, run and outdoor retailers. A strong proponent of environmental business practices, QBP operates from a Gold-level LEED-certified distribution center and office complex. For more information, please contact Jo Wright, director of marketing at 952 - 941-9391, or visit: www.QBP.com.

About the QBP ReTale Program

ReTale is a flexible, affordable store design and merchandising program that helps independent bicycle dealers compete effectively against concept stores and larger sporting goods retailers. ReTale works with storeowners to create retail spaces that engage customers and stimulates sales. Whether placing new fixtures or doing floor-to-ceiling remodels, ReTale provides tools to maximize the profitability of bike shops. For program information, contact Deb Stanke, ReTale Program Sales at 1-800-346-0004, ext. 1130 or email dstanke@qbp.com. For store consultations contact Sarah Schleisman, ReTale Program coordinator at 1-800-346-0004, ext. 1152 or email sschleis@qbp.com.

About the Hub Bike Co-Op

The Hub is worker owned and managed, operating the only cooperatively-owned bike shops in the Twin Cities. It is a democratically run workplace focused on providing excellent products and services in support of a bicycle friendly community. The Hub officially dedicates 5 percent of profits to supporting the community and helping the environment. Learn more at www.thehubbikecoop.org.

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