



We Provide the Ride

## Media Information 6 August 2008 QBP

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## MEDIA RELEASE

### QBP Now Distributing SmartWool Cycling Apparel & Accessories

QBP will partner with clothing maker SmartWool to distribute its wool apparel and accessories. This is the first time SmartWool has partnered with a distributor in the US to sell its products, giving them contact with bicycle retailers with whom they previously had little interaction.

“As we expand our line to include more cycling-specific products we’re looking for those companies who not only offer great access to bike dealers, but also align with SmartWool’s corporate values,” explained Mark Satkiewicz, SmartWool vice president of sales. “QBP has a solid reputation for providing excellent service and support for their dealers, while leading the industry through their advocacy and environmental efforts.”

“We are very excited to be bringing in a great brand like Smartwool,” said Nick Essma, QBP soft goods product manager, “They are a fitting complement to our already vast apparel selection. This opens up great opportunities for our dealers.”

QBP will only distribute SmartWool’s cycling-appropriate apparel and accessories, including jerseys, shorts, base layers and socks for men and women. The product line can be browsed on [qbp.com](http://qbp.com) and will be displayed in the QBP soft goods booth #965 at Interbike.

#### About SmartWool

SmartWool’s award-winning apparel was born on the ski slopes of New England by ski instructors looking to keep their feet warm and itch-free. Little more than 10 years later, SmartWool distributes internationally. By forming long-lasting partnerships with woolgrowers in New Zealand, they’re able to produce the finest Merino wool possible. Through strong advocacy efforts, SmartWool aims to positively impact the world economically, socially and environmentally. Learn more at [www.smartwool.com](http://www.smartwool.com).

#### About QBP

Based in Bloomington, MN, QBP is a leading distributor to the cycling industry. QBP offers domestic and international retailers a wide array of products and services including a 1,500-page catalog, a robust online ordering system, a renowned custom wheel service, a specialty bike-building program and more. QBP continues to be a vigorous advocate for the cycling industry. For more information, please contact Jo Wright, director of marketing at 952-941-9391, or visit: [www.qbp.com](http://www.qbp.com).