

# FFWD Wheels continues to support Team Roompot!

19 OCTOBER 2016, ZWOLLE, THE NETHERLANDS

## SUMMARY

*FFWD Wheels continues the support of Dutch Team Roompot for the next two years! An attractive style of riding in the front of the race has resulted in successes and publicity. The team also provides valuable feedback using our wheels in the professional peloton which we are able to use to develop our products.*

**T**eam Roompot has set the bar to develop and deliver young riders to the WorldTour so they can eventually make the jump to one of the bigger teams. This has been proven already with some big transfers of talents in the short existence of the team.

With its base in The Netherlands and the wish to support the sport by giving young talents a chance the foundation of a cooperation between Team Roompot and FFWD Wheels is there.

In the past two years the team has shown that it can be present in the races at WorldTour level and therewith offers great publicity. On the other hand the feedback from the teams' experience in the professional peloton is used to develop our products. As a result of our partnership with the team we have been able to be one of the first wheel brands with disc brakes in the WorldTour.

we have learned with the team about the first disc brake experience in the professional peloton and are able to use all there feedback to develop our products.

With the renewal of the contract FFWD Wheels is looking forward to the coming two years and to be part of the success of the team!

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## QUOTES

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— Rik van Putten

## IMAGES



## SPOKESPEOPLE



**Rik van Putten**

Marketing Manager

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## ABOUT FAST FORWARD WHEELS

Building fast, strong carbon wheels: that was our goal as we started our company FFWD Wheels in the year of 2006. Craftsmanship, high quality and durability are our most important values. In a few years of time FFWD Wheels has grown into a company with a global distribution network and a solid reputation.

All FFWD Wheels are handmade at our company in the Dutch town of Zwolle. Our wheel builders pay close attention to every wheel. This leads to wheels which are feather light and strong as iron: FFWD Wheels are no mass product. FFWD Wheels are of high quality, hand built in the Netherlands.

FFWD Wheels does not only produce high-end wheels for the Road, we also build wheels for the Track, Cyclocross, Triathlon and MTB.

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