

FFWD Wheels appoints new distributor for Italy

LARM will become exclusive FFWD distributor

03 MARCH 2017, ZWOLLE, THE NETHERLANDS

SUMMARY

With the cooperation between LARM and FFWD Wheels a next step in the professional distribution network of FFWD has been made.

FFFWD Wheels is happy to announce a new distribution partner for Italy and believes that LARM is the right company to build the brand further.

In below press release from LARM more information about the company and its reasons to work with FFWD.

Larm's long-term strategy points towards a continuous expansion in the cycling business, through the enrichment of its brand portfolio and increasing its market penetration.

In this direction, LARM continues to invest to strengthen and balance its product mix.

The decision to distribute the brand FFWD comes from an intuition and a precise need for Larm: we felt that our portfolio was missing a high quality wheels brand, namely the perfect complement in to the other big names we have in distribution. That's why we decided to use our expertise to launch this brand and make it available to the public through the best shops.

FFWD will enter the roster of our premium brands as from 1 March 2017, with its wide range of products for the most various disciplines and for bikers who are looking for style, value and quality, while being price-conscious.

FFWD products are designed by thinking to the needs of every cyclist and are characterized by excellent reliability and aesthetics. Road and MTB collections are manufactured and assembled in the Dutch modern plant of Zwolle, where high-tech components are combined with the best craftsmanship, and are subsequently placed on the market only after a thorough quality control, that makes these products among the most reliable in the industry.

An effective and rapid system for on-line guarantees, combined with a "crash replacement" program puts FFWD in a position to offer the best service to every consumer.

Larm's mission will be to implement the best distribution channel for FFWD, making its products available to as many users as possible and not to a narrow elite.

So our consolidation path in the Italian territory continues through the promotion of leading cycling brands.



RELEVANT LINKS

 LARM

<http://www.larm.it>

SPOKESPEOPLE



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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.



Fast Forward Wheelsnewsroom