

Dutch online cycling magazine Velozine.nl came to our facility to capture how we work and talk about our philosophy and history!

It resulted in a great story which covers everything we stand for.

Factory Visit FFWD Wheels: twenty years of wheel building without detours

"Anyone looking for a new set of wheels has plenty of options to choose from. Some manufacturers prioritise low weight, while others focus on aerodynamics. Then there are wheel builders who will make them entirely to your specifications. However, one question that actually matters most is missing from this wide range: what will you expect from your wheels in five years' time? The Dutch company FFWD Wheels explicitly asks that question, as we discovered when we visited the Zwolle-based wheel manufacturer in early February."

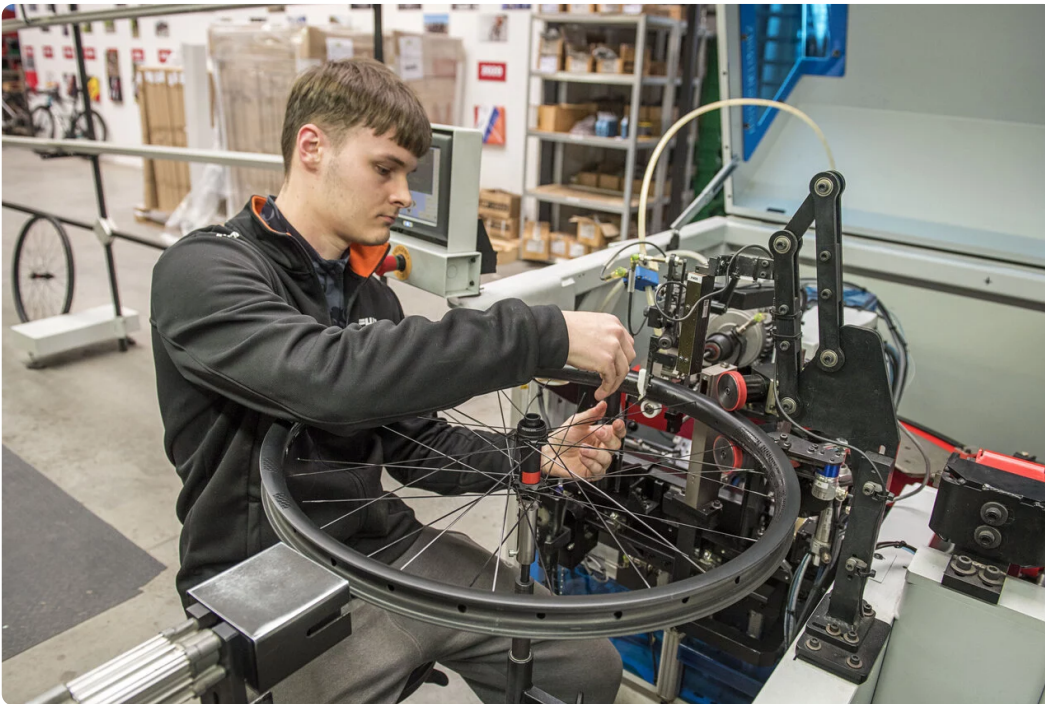
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Check the full story, including more pictures here;



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