

FFWD strengthens UK presence with Adaptive DCS partnership

Local stock, faster delivery, and an end to import headaches for UK dealers.

Fast Forward Wheels has partnered with Adaptive DCS to establish UK-based warehousing and logistics for the UK market. UK dealers will soon be able to order FFWD wheels and spare parts from local stock, both on next-day delivery, significantly reducing lead times for UK dealers. Warranty and servicing can also be handled in the UK via Adaptive going forward, saving dealers the extra hassle of sending products back to the Netherlands.

"We've consistently seen strong demand and a great reputation for FFWD wheels in the UK, but taxes and duties kept getting in the way for dealers. This partnership solves that. "

Jurre Schipper, responsible for FFWD's global commercial relationships

For Adaptive, the partnership adds a brand with two decades of history in the sport. Since 2006, FFWD has built a reputation for handbuilt carbon wheels and carbon spoke innovation, remaining family-owned and committed to the same in-house craftsmanship it started with.

FFWD will also join Adaptive DCS at UK trade and industry events, giving dealers more opportunities to see the brand and its products in person. The two companies are also exploring opportunities to collaborate on complete bike builds using brands from Adaptive's portfolio, including LOOK and 3T.

Stock is expected to land in the UK within the coming weeks, and FFWD's UK team is on hand to talk through what that means for individual accounts.

Dieter Pullan and Richard Staton, both familiar faces in the trade with years of experience representing premium cycling brands, will continue to play a key role in supporting FFWD dealers

across the UK and Ireland. Dieter will cover the south, with Richard responsible for the north, Scotland and Ireland.

Existing partners can expect the same personal service and support they know from FFWD, now backed by a faster, more efficient UK supply chain.

FFWD will be represented at CIN Live 2026 at NAEC Stoneleigh, Warwickshire, through the Adaptive DCS stand F24, where Dieter and Richard will showcase the brand and products together with the Adaptive team.

Local UK stock available within two weeks.

Interested in stocking FFWD? Email jurre@ffwd.com to set up a B2B account, ask Dieter or Richard to stop by, or find us at the Adaptive DCS stand at CIN Live 2026 this weekend.

Contact details

Rik van Putten
Marketing Manager
rik@ffwd.com

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