



## SWISS Carbon Monocoque wheel brand continues to grow

**July 2019 - Swiss carbon wheel brand [SPENGLER](#) has bolstered their internal structures with the addition of Lukas Markusich to head up their newly formed trade sales team.**

Lukas joins the Swiss heritage marque as Business Development Lead with an eye towards the OEM and IBD markets alike.

As Business Development Lead Lukas is employee number 50 in this rapidly growing brand, with the formation of the trade sales team required after increased levels of trade enquiries from retailers and manufacturers was causing delays in customer responsiveness.

Said Lukas, “I’m very excited to be part of this fabulous brand, with such a strong heritage behind the firm, they are poised to once again turn heads across Europe and further afield, I’m thrilled to join at this time and play my part in the continued growth and success of the SPENGLER brand. Our product roadmap is incredibly exciting and will allow us to reach more fans of the distinct tri-blade design, and I’m looking forward to showing it to the trade”.

The trade sales team is initially focussed on continental Europe, and welcomes enquiries from retailers and OEMs looking for a stand-out product that can drive interest and footfall, provide strong margins, and also benefits from a lifetime warranty.

Pius Brauchart, CEO of SPENGLE says of the brand's continued growth, "It's great to have Lukas on board with us at this time, he will allow us to grow our work with manufacturers to provide bespoke offerings for their ranges, with our custom E-Bike monocoque offering proving to be increasingly popular. Having Lukas with us will provide more focus to our B2B efforts and allow us to service the needs of our retailer base as well"

*The SPENGLE carbon monocoque range currently consists of a 27.5" MTB wheel, plus a 650B gravel wheel. 700C and 29" wheels will be showcased at Eurobike, becoming available this summer and autumn.*

Lukas is available at [l.markusich@spengle.com](mailto:l.markusich@spengle.com) for enquiries and to talk carbon.



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#### ABOUT TWOTONE AMSTERDAM

We are an Amsterdam based sales and PR consulting agency. We pride ourselves on being flexible enough to adapt to any situation and tough enough to ensure things get moving. We love to drink good coffee, hear your story and learn how we can help you and your brand.

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