



© 01 September 2019, 09:00 (CEST)

SILCA Shows Strength with New Partnerships



Sunday, September 1, 2019 — INDIANAPOLIS, IN. – US-based SILCA, known for their premium bicycle air pumps, tools, and bags proudly announces a new partnership with German Distributor, HARTJE covering Germany, Austria and Denmark. HARTJE was founded in 1895, and the company is known for upholding traditional “hanseatic” values, having a close and long-established relationship to IBDs across Germany as well as Austria and Denmark. The company is based in Hoya, in the north of Germany, close to Bremen.

“HARTJE is the exclusive German distributor for some of cycling’s most renowned, innovative and qualitatively outstanding brands like 3T, Bollé, CAMELBAK, CAMPAGNOLO, G-Form, FIZIK and Fulcrum. SILCA is a perfect match for us, adding new categories and strongly underlining the premium character of our entire portfolio”, says Steffen Fischer, HARTJE Category Manager Exclusive Brands.

HARTJE will stock a variety of classically innovative SILCA products that range from the Italian Army Knife to the SuperPista Ultimate Hiro Floor Pump. For 2020, the exclusive partnership combines exceptional distribution, remarkable customer service & sales, and unrivaled product offerings to create a solid foundation and a strong growth potential for both organizations.

"Aligning SILCA with a partner, like HARTJE, reflects the superior level of product quality and customer service that our customers expect. Germany, Austria and Denmark are all growing markets for us, and we could not ask for a better partner to represent our brand." says Josh Poertner, who purchased the SILCA brand in August 2013 from Claudio Sacchi, grandson to Felice Sacchi.

Felice Sacchi, the father of SILCA, founded the company in 1917, just outside of Milan, Italy. Almost 100 years later, SILCA operated as the oldest, family-owned company in the bicycle industry. By mid-2013, Claudio’s rapidly failing health jeopardized the future of the brand. Josh Poertner made the decision to continue the legacy and purchased SILCA. Prior to running SILCA, Poertner was the Technical Director at Zipp Speed Weaponry for 14 years. He had been a lifelong fan and his love of SILCA began when he bought his first pump in 1990; a pump he still uses today.

SILCA products are now available at HARTJE retailers across Germany, Austria and Denmark. To discuss any additional opportunities, both Josh Poertner, SILCA, and Tristan Zerdick, HARTJE, will be available at EuroBike 2019.

Contact Europe



Frank van der Sman

frank@twotoneams.nl

[遊 frankvandersman](#)

[é twotoneams](#)

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.

[Twotoneams.nl](https://www.twotoneams.nl)

 pr.co



Twotone Amsterdam