

ergotec

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Ergotec Sharpens Brand Identity

Comprehensive Brand Refresh

For 15 years, the ergotec brand has been synonymous with innovative products and solutions that make cycling more comfortable and safer. With the sustained success of e-bikes across various model categories, the bicycle market has undergone significant changes. High-quality e-MTBs, cargo bikes and gravel bikes expand the model range and set high demands for their respective components.

"The focus on the 3 contact points has further propelled the themes of ergonomics and safety, covering the entire spectrum of different model ranges. This Brand Refresh is based on this approach and will position the ergotec brand to be more dynamic, sporty and internationally oriented," says CEO Willi Humpert.

The new ergotec brand identity builds upon the existing one while simultaneously modernizing key elements. The logo has been made sporty and unified in appearance. All letters now share the same thickness and a dynamic slant. The new brand claim "Perfect Fit. Full Performance" aims to encapsulate the brand promise internationally. The 3 signets, representing the 3 contact points between rider and bicycle, have been styled more fashionably and brought into a more dynamic design."

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**PERFECT FIT
FULL PERFORMANCE**

ergotec

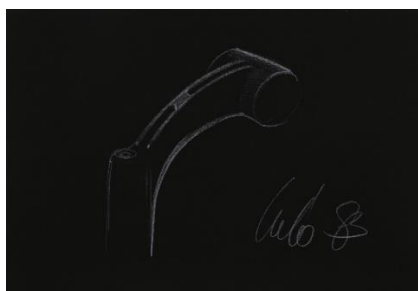


In addition, ergotec will adopt a new visual language through the Brand Refresh. Once again, lifestyle and a sporty approach take center stage.

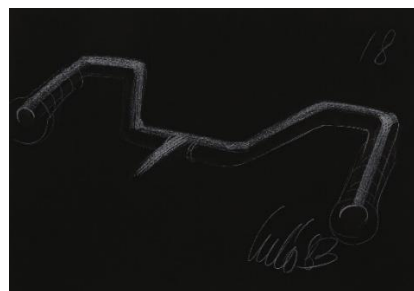


Historical Retrospect

For 105 years, Humpert in Wickede Ruhr has been developing and producing bicycle steering systems. Exactly 40 years ago, in 1983, the concept of ergonomics was first brought into focus through collaboration with designer Luigi Colani. Stem assemblies pointing upwards and handlebars with various grip positions were developed based on drawings—however, they were far ahead of their time!



picture: Colani stem



picture: Colani handlebar

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In the late 1980s, automotive designer Gerd Pollmann revisited the ideas and developed the so-called Aero-Group, including the ergonomically optimized Aerowing handlebar and the Kobra stem with the first two-part clamp for city and trekking bikes. The corresponding Aero-Grips, also ergonomically shaped, featured an enlarged hand rest. The Kobra stem gained successful traction, and the two-part clamp quickly became the new standard.

15 years ago, based on these insights and several studies conducted with the German Sport University Cologne, the ergotec brand was developed for OEM (Original Equipment Manufacturer) and particularly for the aftermarket. The first Brand Refresh occurred after 5 years, merging the sporty brand XtasY with ergotec. With the slogan “Cycling Right. With a System,” the focus on ergonomics continued, and with the web platform RightCycling.com, it was also introduced into the B2C area. The implementation of the sporty segment introduced the ergotec Safety Level.

5 years later, on the occasion of the 10th anniversary of the ergotec brand, the new slogan “Bike Parts - Ergonomic and Safe” was accompanied by the addition of three signets representing the 3 contact points (steering, sitting, pedaling) between rider and bicycle.