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Optimal and Reliable Project Management with ergotec Customized Bicycle Components

The bicycle industry is undergoing a transformation: **individualization, integration, sustainability and efficient, cost-reducing processes** are becoming increasingly important. With its new **Customized Bicycle Components** solution, **ergotec** offers bicycle manufacturers a **holistic project management concept** based on seven key arguments. These principles ensure successful collaboration and are arranged in a **heptagon around the core of "ergotec Services."**

Tailor-Made Solutions Instead of Standard Components

As an experienced component manufacturer, **ergotec** offers a wide range of **OEM standard products** for **cockpits, saddles/seat posts and pedals**. However, the focus is on **customized development and precise implementation** – from the initial idea to series production.

7 Success Factors for Optimal Project Management

1. **R&D Project Team:** Development and product testing according to international standards – with early insights into upcoming regulations.
2. **In-House Test Center:** Independent testing for maximum quality and safety.
3. **Humpert Asia – Asia Interface:** Efficient management of production, delivery times, and quality monitoring in Asia.
4. **Made in Germany – Handlebar Manufacturing:** High-quality production in steel and aluminum with sustainable in-house electroplating.
5. **Logistics Solutions – Just-in-Time Deliveries:** Reduction of stock levels and capital commitment through optimized delivery processes.
6. **Ergotec Experience Hub:** Interactive training and testing center for hands-on product development.
7. **Sustainability Report & Product Carbon Footprint:** Transparent sustainability strategy with CO₂ footprint analysis.

Immanuel Jesse, Key Account Manager at ergotec, describes the new approach:

"With the new ergotec Customized Bicycle Components concept, we are responding to the changing demands of the OEM market. In the past, we independently developed OEM components and offered them to bicycle manufacturers. This business model was successful before and during the COVID era. Now, the focus is on addressing the individual needs and requirements of bicycle manufacturers. The topic of 'Clean Cockpit' plays a decisive role."

"With Customized Bicycle Components, we provide our OEM partners with a holistic solution that combines technical excellence, top-quality manufacturing and sustainable production processes," explains **Markus Krause, Chief Sales Officer at ergotec.**

Willi Humpert, Managing Director at ergotec, highlights the strategic direction:

"For the future, it is of great importance to clearly separate product and project management between the OEM and after-sales markets. That's why, in addition to developing Customized Bicycle Components, we have also conceptualized the **ergotec After Sales World.**"

More Than Components – A Partnership for the Future

This concept is designed specifically for **bicycle manufacturers** who focus on **custom solutions** and want to take their product development to the next level with a reliable partner. **ergotec** supports this with a **perfectly coordinated process**, from the first idea to series production – **for maximum performance, perfect fit, and long-term success.**

