

K-EDGE – Made by Us

Who We Are

Since 1959, our family-owned factory has solidified its reputation for designing and machining premium tools. K-EDGE's unique advantage is our ability to turn cyclists' most urgent needs into reality by tapping into this legendary precision craftsmanship. Boise, Idaho's backyard mountains are the ideal setting for the K-EDGE lunch ride. It is here, on our bikes, that new product ideas are born and our work begins. There is no magic; just a block of aluminum, hard work, learned skill and a whole lot of pride.

Not Just Made in the USA, but Made by Us

K-EDGE's design, testing and CNC machining facility is world-class. Our engineering and machining know-how down to a thousandth of an inch was perfected long before we were tasked with securing a Garmin computer or GoPro camera. We are not only confident that your computer and camera will be safe while pounding across the Belgian cobbles in the lead of Paris Roubaix, but we also have the test data to guarantee it.



Why Your Shop Should Sell K-EDGE to Your Customers

Adding a K-EDGE computer mount or chain catcher could be the most important upgrade you suggest for your customer and their bike.

As the trusted voice of your bike shop, you can:

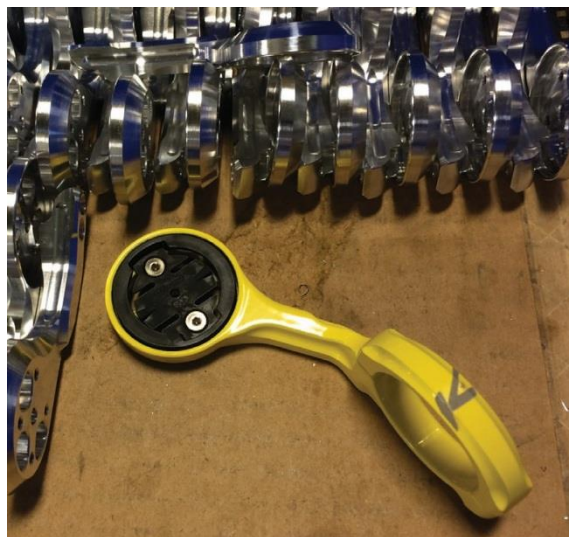
- Make sure your customer will never damage their bike, ruin their ride, or lose the Tour de France because of a dropped chain.
- Improve your customer's ride experience by helping them upgrade to the ideal way to mount their computer, camera or light on their handlebars: out front in the ideal viewing and aero position.
- Enhance rider safety. K-EDGE handlebar mounts move the rider's eyes up and out front toward the road and the wheels ahead.
- Increase security. K-EDGE mounts are machined out of a block of aluminum, lab-tested and proven in the world's toughest races.

Retail Therapy for Your Customers

How often do your customers come into the shop and hang around only to walk out without buying anything? Why not help them buy "a little something" with a simple suggestion of an upgrade computer, camera or light mount? At \$20-\$50, these mounts are an easy impulse buy that can help your customer feel better.

Differentiate Your Bike Shop: Stock K-EDGE

- Whether or not the customer bought their bike, computer, light or camera from your shop or the internet, you can still sell the ultimate upgrade mounts to them. Having K-EDGE products in stock allows your customer to make this luxury impulse buy.
- Selling K-EDGE mounts is like sending a salesperson on the next group ride to promote your shop. Your customer will proudly show off their shiny new mount to anyone in earshot, leaving others wondering why their shop didn't suggest this.
- Customer service doesn't end at being friendly. Shop employees are the experts, and your customers appreciate their knowledgeable advice: "We strongly suggest you buy a helmet, a tire kit, and this chain catcher from K-EDGE."



Computer Mounts Are NOT Created Equal

- Why does three-time Tour de France winner Chris Froome and Team SKY choose K-EDGE computer mounts?
 - **Strength:** K-EDGE CNC aluminum mounts will not break or flex.
 - **Pro positioning of the computer:** out front, low, and flush with the top of handlebars.
 - **Definitive click:** You'll know your Garmin, Wahoo or Sigma computer is locked in.

"K-EDGE has long been the standard for robust and secure cycling computer mounting systems."

— Kristen Legan, VeloNews, September 2016



Camera and Light Mounts

K-EDGE mounts improve onboard video footage by removing the shake caused by lesser camera mounts. Don't risk losing your dream ride footage back on the trail. Today's bike lights now come with a GoPro interface adapter so you can mount your light where it makes sense: out front, centered and under your computer.

"I've come to love the sturdiness of the K-EDGE mounts, especially the new combo mounts they've made (Garmin + GoPro). It's hard to explain to someone how incredibly rock-solid these mounts are until you attach a camera to them and don't even get a sliver of a millimeter of sway on them (unlike a stock mount). Incredible. I've bought front/back mounts for every bike I have. Love them."

— DC Rainmaker, November 2016



Chain Guides and Chain Catchers

K-EDGE invented the modern chain catcher. K-EDGE chain catchers have ensured the success of Tour de France, Olympic and World Cup champions. But it is the general consumer who benefits most from this "bike insurance" by making sure a dropped chain will never ruin their ride, race or bike frame.