



PEDRO'S USA
600 RESEARCH DRIVE ~ WILMINGTON, MA 01887
P: 978-657-6551 ~ F: 978-657-6564 www.pedros.com

CONTACT: RICHARD FRIES 978.491.8192 or RFries@pedros.com

FOR IMMEDIATE RELEASE

Nothing But Net: Pedro's Inner Tube Program Refined Recycling Remnants Cuts Net Environmental Impact of Blowout Bags

WILMINGTON, Mass. (Oct. 24, 2006) – Several years ago Pedro's led the way in using post-consumer recycled products to manufacture cycling accessories. Tire levers and bottle cages were novel success stories.

The company's "Blowout Bags", initially made from post-consumer recycled inner tubes, were popular with both consumers, who wanted to support recycling, and retailers, who wanted a repository for the cases of inner tubes amassed in their shops.

But being environmentally aware requires an examination of the bigger picture. "You can't just look at material used," said Christopher Zigmont, general manager of Pedro's. "You also have to look at energy used. You have to look at the net impact." The inner tube recycling program required the burning of fossil fuels to ship the rubber to Pedro's. The company would then ship them to its plant, which in turn would ship them back to Pedro's as finished bags. In turn, Pedro's would ship the same material to a distributor and/or retailer. That's four trips made supposedly to help the environment.

"We did some research and learned that those manufacturers of inner tubes, who happen to be in the same town as the folks who manufacture our Blowout Bags, had remnant material they had to dispose of," said Zigmont. "By using that remnant material, we're dramatically reducing the net environmental impact. We're taking that energy used for making inner tubes and making a great saddle bag for cyclists."

Pedro's is asking shop owners intent on recycling inner tubes to contact the manufacturer for information about each company's recycling program. "We still get the occasional shipment of inner tubes here," said Richard Fries, marketing and communications manager. "It's great to see their commitment to this decade-old program, but we're not able to accept any more tubes."

About Pedro's: Pedro's makes top quality tools, lubricants and bicycle care products for cyclists and their mechanics, with a focus on sustainability. Based in Wilmington, Mass., Pedro's distributes to 34 countries. Since 1989, Pedro's products have helped champions reach the podium at events ranging from the World Championships to the Tour de France. Pedro's is a division of Swix Sport USA. Visit www.pedros.com for more information.

END

