



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

CONTACT: CHRISTOPHER ZIGMONT 978.239.2370 or CZigmont@pedros.com

FOR IMMEDIATE RELEASE

Pedro's Named 'Green Giant' by *Bicycle Retailer and Industry News*

WILMINGTON, Mass. (Jan. 9, 2007) – America's journal of record for the bicycle business, *Bicycle Retailer and Industry News*, recently selected its "Fab Five" for companies dedicated to environmental principles. The first company listed in the Jan. 1, 2007 issue was Pedro's USA.

"We really appreciate this recognition," said General Manager Christopher Zigmont. "We feel as if we're just getting started here. Honestly, we would be thrilled to have others in the bike industry knock us off this list. There is so much more we could be doing."

Zigmont took over as general manager of Pedro's one year ago after spending several years as marketing director of Mavic USA. Drawing inspiration from the book *Cradle to Cradle* and the film *An Inconvenient Truth*, Zigmont has forced the company to re-examine every product in the Pedro's line. How a product is made, how it is packaged, how it is used, and how it is disposed of all comes under his scrutiny.

"He's amazing. Every weekly meeting starts with Zigmont showing us this bag, that box, this article, or that book," said Richard Fries, marketing and communications manager. "He's jogged the minds of everybody in the company, top to bottom."

The other four companies listed in the Fab Five for being Green Giants were: Clif Bar, Outdoor Gear Canada, Chris King Precision Components, and Ellsworth Handcrafted Bicycles.

"When I see somebody such as Gary Erickson of Clif Bar, I am humbled," said Zigmont. "We have a different product but a mutual goal."

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