

Dr. Wack strong in new market

Bicycles and e-bikes increase sales of care products of the premium manufacturer

In the past year, the chemical company Dr. O.K. Wack Chemie GmbH was again able to increase its sales due to the consistent high demand for bicycles and e-bikes quality care products.

Based off of the 2015 second quarter sales figures, the Bicycle Industry Association (ZIV) predicts a 2% increase over the projected 2015 sales totals as well as continuous growth within the e-bike segment.

The demand for care products increased disproportionately. Between 2010 and 2014, total revenue increased by approximately 56%. This results in an average growth rate of 9% per year.

Since its successful launch in 2010, F100, the cleaning and care series specifically developed for the bicycle market, has continuously increased its unit sales in the accessories market.

The increased interest to maintain quality cycles, high customer satisfaction and the development of new innovative products has provided the company with additional market share and thus a significant increase in sales.

The quality and superiority of the products are routinely recognized through numerous tests and awards. Over the years, continuous innovations of reliable, high-performance products have made the F100 series one of the top product lines in the bicycle-care segment, making Dr. O.K. Wack Chemie GmbH one of the leading suppliers in this area.

Dr. Wack is committed to supporting the automotive, motorcycle and bicycle industries as demonstrated through the development of the many care products produced through his company. His business philosophy is to only bring products to the market that are superior to those currently available. This is exemplified with the successful launch of the new F100 E-Bike chain oil as this product is uniquely designed to reduce wear and friction on high stressed electric bike chains.

Based in Ingolstadt, Dr. O.K. Wack Chemie GmbH was founded in 1975 specializing in the design and manufacture of cleaning and care products for the automotive, motorcycle and bicycle industry.

For detailed information about Dr. Wack and the cleaning and care series F100 visit: www.wackchem.com