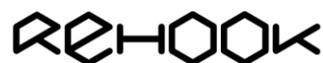


PRESS RELEASE FROM: Rehook



Contact: Wayne Taylor

Date: 18/09/2017

Phone: 07877739517

Rehook Introduces New Packages for Retailers

“The original tool that gets your chain back on your bike, without the mess”

Rehook is a simple tool that gets your chain back on your bike without the mess. It was piloted at The Cycle Show, NEC Birmingham in September 2016 and received great feedback. 12 months on from the pilot the family company is returning to The Cycle Show NEC 2017 with the finished product and new packages for retailers.

The company is offering its retail starter pack for a reduced price at this year’s show to encourage more independent retailers to stock the unique product. The pack includes 10 units in a handy countertop display case. They are priced at just £50 with a total RRP of £129.90, giving an impressive margin of over 53% with a low initial investment.

Rehook was created by MD Wayne Taylor after dropping a chain on his daily commute, and turning up late for his office job, covered in oil.

The tool was developed and launched using 3D printing. The launch product was 3D printed with the latest 'Laser Sintering' techniques and materials used for Formula 1 racing components. This enabled high quality production parts to be produced and the market to be tested, without a large initial investment. Using the power of 3D printing, Rehook was rapidly prototyped. With product development cycles measured in hours (not weeks) the team was able to fine tune the design, perfect the tool and test the market within a matter of weeks.

The production capacity of SLS 3D printing (around 400 units per month) was soon reached and the company has since invested in tooling for injection moulding. This allowed demand for online sales direct to consumers to be met as well as enabling sales through additional channels. Rehooks online sales are primarily via Amazon.co.uk and Amazon EU sites, as well as their website <http://rehook.bike>. A distribution deal for the USA is currently being finalised.

Packages for retailers include counter-top display boxes which enable shoppers to access demonstration videos, find online reviews and link to social media. The packaging was inspired by recent research which shows that in-store purchasing decisions are increasingly influenced by online reviews and videos - often viewed whilst in-store. It includes proximity technology, including NFC (Near-Field-Communication, which Apple introduced for the iPhone this month) to help make this a seamless experience. By tapping a mobile

device to the display, customers can find all the information they need about the product including watching videos to see how easy it is to use.

Rehook will offer a range of packages to suit the needs of all business types but aims to use this year's show to focus on bringing more independent retailers onboard. Retail starter packs, which include 10 units in a handy countertop display case, will be sold at a special introductory price of just £50 with a total RRP of £129.90, giving an impressive margin of over 53% with a low initial investment.

Product samples are available on request.
Please get in touch for further details,

Wayne Taylor

hello@rehook.bike

07877739517

Media

Media Links and Details

<http://rehook.bike/media>

Website

<http://rehook.bike>

Product Images and Logos

<http://images.rehook.bike>

Videos

<http://watch.rehook.bike>

Customer reviews

★★★★★ 24

4.4 out of 5 stars

★★★★★ **No oily fingers...**

By [Trina](#) on 8 May 2017

Fantastic little helper! I ride 6000 miles a year and a good chunk of them on my commuter. This nifty gadget is brilliant. Avoiding oily fingers when delivering parcels and envelopes. A no pre-meeting hand washing to remove as much oil as possible before hand shaking. Don't hesitate!

★★★★★ **Really useful tool**

By [Maddy](#) on 18 June 2017

Verified Purchase

Great product works very well. Made an excellent present

★★★★★ **Five Stars**

By [carriann](#) on 15 August 2017

Verified Purchase

this little tools works so well

★★★★★ **This is a great product. Its easy to carry when cycling**

By [J B.](#) on 23 May 2017

This is a great product. Its easy to carry when cycling. Its extremely easy to use. It gets your chain back on in seconds while keeping your hands clean.

★★★★★ **A good handy tool to have for any keen cyclist**

By [Lisa Lowe](#) on 7 March 2017

Verified Purchase

A good handy tool to have for any keen cyclist. Makes light work of getting you chain back on and the added bonus of clean hands.

★★★★★ **Does what it says on the tin.**

By [Amazon Customer](#) on 27 September 2016

Verified Purchase

It's not one of those problems that you admit to - that your bike chain occasionally falls off. So I was pleasantly surprised when I was searching on Amazon for a solution and found a dedicated product.

The rehook works really well - it's very light, I've got it strapped to my bike frame, and works perfectly. I've used it twice already, and both times I've been able to get my bike chain back on in about a minute, without getting any dirt on me.

Good purchase.