



Gold Award\_London Edge 2009  
Best Fair-stand Design

*The Ride Hype!*



## Liix - media factsheet

### Philosophy:

A few years ago bicycles were nothing more than simple vehicles bringing their owners from A to B. That changed fundamentally. Today the routes continue to C – as in Communication: Modern bikes are cultural icons, bringing trends and fashions on the streets. And because a bike off the rack can hardly show the originality of its owner, Liix offers parts and accessories that make every bike an individual statement.

### History:

The success story of Liix began back in 2006. Cruiser pioneer Marcel Jansen and the team of his Cologne based bike shop *Radfiieber* were annoyed about the complicated purchasing process of bike parts: There were countless manufacturers, unreliable suppliers and dubious import companies. Wouldn't it be great if there were one supplier offering high-quality parts from a single source? With that thought in mind, Jansen started his own wholesale business. Today Liix offers over a broad range of 1600 parts and supplies hundreds of retailers throughout Europe.

At the same time Liix became a brand - with its own bells, lamps, baskets, seat covers and valve caps. In cooperation with the well-known American brand Bern Liix designs helmets that protect your head without looking awful. Liix also designs bike locks for the German security tech company Abus and acts as a distributor for brands such as Basil, Nantucket and Wald.

### Short facts:

Foundation: 2006, in Cologne

Owner: Marcel Jansen

Range of products: Modern bells, wicker-, rattan- and steel-baskets, fashionable helmets for summer and winter, bicycle bags, coloured tires, design locks, valve caps in many shapes and colours, dynamo and battery lights, fenders for cruisers, surf racks, front and rear racks, handlebar flowers, grips, streamer, comfort and sport saddles, seat covers, pedals, speedometers, rearview mirrors, chainrings, brakes, seat posts, gloves

Webseite: [www.liix.net](http://www.liix.net)

Vertrieb: [Beachcruiser.de](http://Beachcruiser.de), bicycle dealers throughout Europe (--> [store locator](#)), [Radfiieber](http://Radfiieber) (retail shop in Cologne)

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