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**Lexco Open House a Huge Success**

**Norridge, Illinois (April 15, 2009)** The economy may be uncertain but this year's Lexco Open House was far from it.

"The 2009 Open House was very successful," says Karen Peterson of Lexco. "The vendors were very pleased; we wrote good size orders; and we may have a quality new salesperson."

The four-hour event showcased numerous new and veteran Lexco vendors, offered valuable door prizes to attending IBDs, gave a 10% discount on all orders, plus everyone enjoyed a scrumptious free catered dinner.

"The Open House format is one of the single best arena's for us to showcase our product assortment to a significant number of dealers on a given day, within a single location," says Jeff Nyhaug of Norco Products. "Lexco's Open House didn't disappoint in this regard, bringing Chicago area's finest Independent Bicycle Dealers to their distribution center for an evening of show-and-tell with vendor representatives from throughout the bicycle industry."

The night also allowed Norco the opportunity to showcase its new Axiom branded Urban Line of bicycle bags, racks, and baskets under the Phoenix label and to meet with dealers one-on-one to explain the company's vision and to receive feedback on product development.

"The evening was very helpful in indicating to us if we are on the right track, both with current product, as well as highlighting further direction on products for the future. And for those dealers who missed it, you really missed it!"

A new vendor, Bikebins with its line-up of hard case panniers, was also impressed with the Open House. "You think you've covered all possibilities, but it's amazing how everyone who sees Bikebins for the first time has a different take on them," says Sam Lowings, the product's inventor and president of the company. "You could put your team logo on the side, you could fill it with ice and carry your beers, you could write on your own graffiti..." were some of the comments from retailers at the Lexco Open House. But the best affirmation came from Karen and the team at Lexco. Their enthusiasm for my product continues as a huge encouragement."

A veteran vendor also was impressed with this year's event. Says Andy Hencke of Stay-Tru Wheels: "I have attended the Lexco Open House event the past several years. Each year the show grows in size, and we have experienced exceptional growth with Lexco over the same time period. Our ability to speak directly with dealers at this event has allowed us to make meaningful improvements to our product line as well as grow our business as a whole."

And for dealers, what's not to like.

"The Lexco Open House happens at a good time of year for us," says Roy Keller of Circle City Bicycles in Indianapolis. "The season is starting and we have a taste of what is selling. Plus, there are always good deals and a great look at new product."

Another dealer, Bob Kosmicki of Bob's Bike Shop of Park Ridge, Illinois loves the bargains. "The Open House this year offered some terrific deals on close-out items. And there were some great new vendors this year, as well."

Also at the Open House, Lexco debuted this year's 2009 Product Catalog. For a free copy, contact Lexco at (800) 626-6556, or e-mail [sales@lexcobike.com](mailto:sales@lexcobike.com).

### **About Lexco**

Lexco offers value-driven bicycle products and services to the marketplace. Lexco is a family-owned and operated business that began as a hardware store and Schwinn franchise on Chicago's west side in the 1950s. It continued as a Schwinn bicycle shop on the city's north side in the 60s, and in the 70s, Lexco began making bicycle security cables and has grown that into Lexco's cable division showcased at [www.lexcocable.com](http://www.lexcocable.com). Lexco became a full-scale bicycle parts distributor in 1978. For more information, call toll-free (800) 626-6556 or visit [www.lexcobike.com](http://www.lexcobike.com).

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