



K-EDGE NEWSLETTER JUNE 2016



K-EDGE Restructures Ownership

AceCo Precision Tools owner, Eric Jensen, takes over as Owner and President of K-EDGE. Eric is a co-founder of K-EDGE and his company AceCo Precision Tools has always been the design and manufacturing source of K-EDGE products. Joe Savola and Kristin Armstrong have sold their interest to focus on the Olympics and family.

New K-EDGE Logo

K-EDGE has a fresh new look. The new logo will be integrated into all product, packaging and marketing going forward. Please join us in updating your website, catalogs, team cars, etc. to our new logo. See Dropbox folder for a full collection of logos and guidelines.



New K-EDGE Website

www.k-edge.com is our new home on the web. You will find new our new products featured in detail on the site, including distributor listings, news and technical instructions and compatibility charts. Please update your links and listings to this new address.

TEAM SKY chooses K-EDGE again for Tour de France title defense

We have just shipped Team SKY their K-EDGE Garmin Mounts, Combo Mounts and Chain Catchers. Team SKY will be the first to race another new K-EDGE product that will roll out next month. What is it you ask? Tune in to see the debut. K-EDGE outfits not only Chris Froome and Team SKY, but also Etixx-QuickStep, Saxo Bank and others.





K-EDGE Retail Display proven to increase sales

Survey results of key retail partners who utilized K-EDGE in-store product displays were conclusive - the dealer sold more K-EDGE products. Those retailers who featured the three product categories on their display saw a 35% uptick in sales in 2015.

K-EDGE's three product categories include:

- Computer Mounts
- Camera Mounts
- Chain Guides

Retailers reported not only an increase in sales when they added color options to their product collection - retail staff soon realized the consumer became more aware that K-EDGE was not "just another plastic mount" when shoppers spotted the CNC machined aluminum products in red, blue and gun metal displayed alongside the standard black option.

K-EDGE MOUNTS- GARMIN, CATEYE, PIONEER, WAHOO, SIGMA IN STOCK NOW!

WHAT'S NEW

Our current Garmin Mount is the strongest mount on the market. We invested \$20,000+ on testing equipment we call "the shaker" which replicates the worst of Paris Roubaix for 1000's of hours on end. We are absolutely sure the largest computers and cameras are safe aboard our new mounts.



K-EDGE GO BIG On-Center Mount

The GO BIG On-Center Mount perfectly positions your camera or bike light out front and low. Precision CNC machining offers ultimate fit and locking for flawless performance over the roughest terrain.



K-EDGE Wahoo ELEMNT mount and combo

Our current Wahoo computer mount is the strongest, most tested and trusted mount on the market. 100% carbon handlebar safe. We offer a combo mount option for mounting your action camera or light under your computer. The Blue interface is designed in partnership with Wahoo Fitness for the ELEMNT.



K-EDGE SIGMA ROX GPS Computer Mount

K-EDGE is in-stock on all its out-front computer mounts- Garmin, Cat Eye, Pioneer, Wahoo and now SIGMA. This fits the top end SIGMA ROX GPS computer.



Boise, Idaho USA K-EDGE's Hometown at Sunset