

THE VELIMPEX COURIER

WIPPERMANN NEWS

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How to get rich selling bicycle chains

By Kate Starkebaum

Many cyclists don't realize (or don't remember) that a chain is a wearing part. If it is cleaned and lubricated on a regular basis, it will last longer than otherwise, but eventually every chain wears out. Worn chains chew-up chain rings and cassettes pretty quickly, so if you don't replace a worn chain these other more expensive drive train components will soon need replacement as well.

Wippermann's new ABS chain wear indicator is a sales tool that will help retailers sell chains while providing a service to their customers.

A one-act success story for two players

The scene - A Midwest bicycle shop. The shop service manager, Mr. Green, is behind the counter as Robbie, a passionate young cyclist, enters the shop.

Mr. Green: "Hey Robbie! It's good to see you. Boy! It really seems like you've been doing some serious riding."

Robbie: "Yeab, I sure have. I haven't missed a day in the past month."

Mr. Green: "Say, it looks like your chain might be a little worn. Mind if I check it?"

Robbie: "Really? I never gave much thought to the chain. Do they really wear out?"

Mr. Green (chuckling good-naturedly as he pulls a Wippermann ABS chain wear indicator from his breast pocket): "Sure they wear out! There are more than 800 wearing parts in a chain. Even if you clean and lubricate it regularly, eventually you need to replace it or it'll start to eat up your chain rings and cassette."

(Mr. Green comes out from behind the counter and lays his Wippermann chain wear indicator on Robbie's chain.)

Mr. Green: "See that? See how the indicator lays flat on your chain? Compare it to a new chain." (Mr. Green drops the indicator on the chain of a new bike) "See how there's a gap between the new chain and the indicator? Once your chain is so worn that the indicator lays flat on the chain, you need to replace it or you're going to start to damage to the rest of your drive train."

Robbie: "Jeez! Thanks! I didn't know I needed a new chain. What chain should I get?"

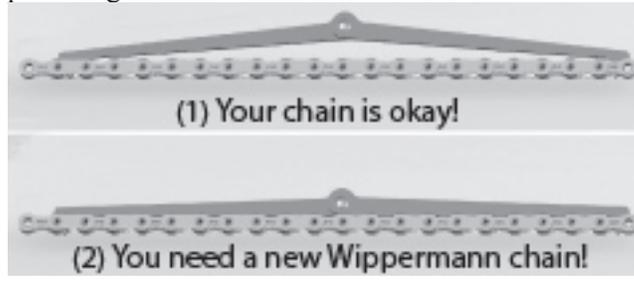
Mr. Green: "Well, Wippermann makes the best chains. They have the highest breaking load of any chains and, because of their multi-use connector link, removing your chain to clean it is a breeze!"

Robbie: "Great! I'll take one. Here's my Visa card."

(The lights fade and the curtain falls as Mr. Green swipes Robbie's Visa card.)



A free chain wear is available to all bicycle retailers. Visit www.velimpex.com/free_cwi.php for more information or contact us at 970.282.1880.



WIPPERMANN the chain maker

Featured Products

conneX 10sI
260gr/110 links
hollow pins and stainless steel inner plates guarantee outstanding lifespan and reduced weight

conneX 10sX
265gr/110 links
stainless steel inner links and high grade nickel coated outer plates make chain resistant to wear and corrosion

conneX 10s8
275 gr/110 links
all plates coated with high-grade nickel layer for reliable protection and stutter-free

conneX 10s0
275gr/110 links
durable steel provides fast and precise shifting for a reasonable price



conneX link

This famous multi-use Wippermann connector is made from stainless steel plates. No tools are needed to make cleaning and drive train maintenance a breeze!

All Wippermann 10-speed chains are compatible with all 10-speed drive systems!