

PRESS-RELEASE

For immediate release

Herrmans Bike Components Strengthens its position in the Aftermarket with New Sales Manager Appointment

Jakobstad, Finland / Holzwickede, Germany – January 24, 2025 — Herrmans Bike Components is proud to announce the appointment of Günter Kränzlein as the company's first-ever Aftermarket Sales Manager in Germany. This important addition to the team marks a new chapter in Herrmans' history, as the company continues to strengthen its presence in Germany and the broader DACH region while expanding its aftermarket business.

Günter brings nearly 35 years of solid experience in the bicycle industry, in wholesale, importing and selling bicycle products to dealers and wholesalers across Germany, Austria, and Switzerland. His deep industry knowledge and proven track record make him the ideal candidate to drive Herrmans' efforts in this vital sector. His appointment is part of Herrmans' strategy to not only consolidate its long-standing position in the OEM market but also establish itself as a significant player in the aftermarket segment.



To further support this strategic shift, Sebastian Wedhorn has been appointed as Sales Engineer. In his new role, Sebastian will continue to act as a key link between Engineering (R&D) and Sales while also managing customers in Belgium and selected accounts in North and West Germany. His technical expertise, combined with a customer-focused approach, ensures he will strengthen relationships and provide exceptional service in these key markets.

Building a Stronger Aftermarket Presence

“For the first time in Herrmans' history, we have a dedicated Aftermarket Sales Manager, and this is just the beginning,” says Thorsten Krüger, Customer Development Manager and Managing Director at Herrmans Bike Components GmbH. “We are committed to investing in the growth of our aftermarket business and we will expand step-by-step in the near future. With Günter leading the charge, we are confident that we can deliver practical, high-quality solutions that truly add value and meet customer needs.”



As Herrmans products are already widely recognized in the German market through their strong OEM presence, this expanded aftermarket focus ensures that customers will now more easily find the same trusted components available in bicycle stores. Whether replacing a worn grip or upgrading to a higher-performance light, Herrmans' aftermarket product range offers a variety of solutions at multiple price points.

This strategic development underscores Herrmans' dedication to meeting the evolving needs of bicycle dealers and end consumers, enhancing brand visibility, and driving long-term growth in one of Europe's most interesting markets. With the combination of Günter's market knowledge and Sebastian's technical insight, Herrmans is well prepared to make a significant impact in the German aftermarket.

Positioning for Success

Herrmans has a solid position since more than 65 years in the OEM business, with a broad presence on the bikes rolling in Europe. Herrmans strengthening the aftermarket business signals a broader ambition to extend its reach. By reinforcing its commitment to the German and DACH regions, Herrmans aims to solidify its reputation as a trusted partner for high-quality bicycle components with excellent value for money.

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Link to images: <https://shares.showellapp.com/mhgkfWcpNMHddhaVpeLFWSPB/7>

About Herrmans Bike Components

Herrmans Bike Components Ltd is a leading European pioneer in developing innovative and sustainable components for the bicycle industry. With over 65 years of expertise, Herrmans works in close collaboration with bicycle manufacturers to meet the needs of today and seize the opportunities of tomorrow.

*Our mission is to **develop innovative & sustainable** bike components through **collaboration**, offering **state of the art** manufacturing, and servicing our customers **wholeheartedly** through the journey.*

Herrmans Bike Components Ltd is headquartered in Jakobstad, Finland, with approximately 110 employees across Finland, Germany, and Taiwan.

Read more about Herrmans' products and sustainability initiatives at www.herrmans.eu.