

Borah Teamwear joins The Bike Cooperative

Coon Valley, WI (*July 12, 2016*) Borah Teamwear, an industry leader in custom cycling apparel has joined forces with The Bike Cooperative, a retailer co-op of more than 300 independent bike stores nationwide.

Borah Teamwear joins The Bike Co-op as its new custom cycling apparel supplier, and is the co-op's first apparel brand that produces its entire product line, from design to delivery, in the United States.

"I am so happy that Borah and The Bike Co-op will be able to work together to bring the members custom teamwear that they can truly make their own," said Tad Hylkema, director of business development. "I've had the chance to work with many of the members in the past, and look forward to working with them again. It is great to see new names and people I have yet to meet on the list," added Hylkema.

The Bike Cooperative supplier relations manager Bill Heins said, "We are very proud to be able to offer our members such a quality, custom apparel manufacturer. Borah Teamwear makes building beautiful custom kits simple, and the fact that they produce in the U.S., is something we are happy to support."

Why Borah Teamwear

In a crowded, custom apparel marketplace, Borah Teamwear sets the bar, providing quality product, extraordinary customer service, and a manufacturing platform where all products are precision-crafted inside a 100 percent vertically integrated facility.

Each and every garment that departs the company's Wisconsin headquarters is backed with a lifetime guarantee. For more information, visit borahteamwear.com.

About The Bike Cooperative

The Bike Cooperative is a member-owned cooperative with a mission of improving the profitability of independent bike retailers. The Bike Cooperative provides members with

exclusive product specials and rebates, consumer financing and credit card processing programs, and comprehensive advertising services. For information on becoming a Bike Cooperative member, call TBC Member Services at 1-800-450-7595 or visit .

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