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Editor Kristy Woodroof

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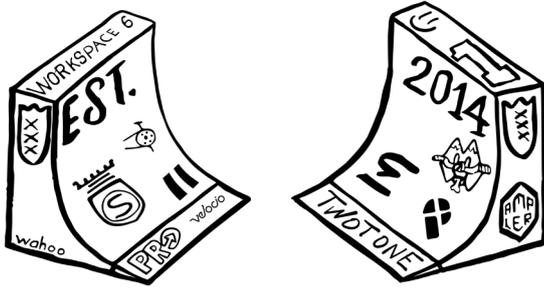
Writers Jon Woodroof, Kike Molares,
Bob Kemper, Malo Gagé



RADICAL ROOTS

Back in 2007, Twotone’s founder – Jon Woodroof – co-founded a sweet fixie shop in Atlanta, GA. Entrepreneurialism met the come-what-may full-send approach to how Twotone manages its business to this very day. Jon cut his teeth on promoting his own shop, the brands they sold, and even suppliers, athletes, and other organizations they partnered with all before Instagram! The Twotone team rides track bikes equipped-to-crit roadie whips with slammed stems, cyclocross size tire’d gravel-grinding rigs, cargo bikes, e-bikes and everything in between! Promoting life on two wheels is in our DNA.

“Brakes only slow you down!”



Since November 2014, Twotone has been helping brands find their way & have their say. We were fortunate to dive in with campaigns supporting California-based colleagues at TRUE Comms with Zwift when it was beta, Wahoo before the Kickr or the Elemnt and scores of lesser internationally known success stories like for Amsterdam locals Mokumono, and Detroit-based Shinola. Of course Twotone also represents innovative brands like Ampler from Estonia, as well as legendary names like Brooks England. Over the course of the past 8 years, we're grateful for the successes, lessons and trust!

Illustration: Paul van der Zwaard
@paulsmoothsailingtattoo

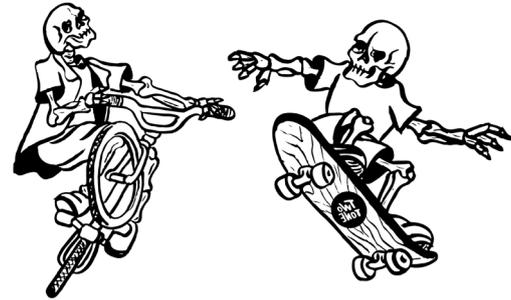


Good things take time & hashtags should rhyme!
We've been marketing, making magic happen, and living where the rubber hits the (off)road since 2005 as serious cyclists and going on a decade as a company. The real deal is the riders. Not paid campaigns, clicks, or growth hacking tricks. We've done most of the epic rides & events you've heard of and sent others in our stead equipped with our clients' products when we couldn't ride ourselves.

"If you're willing to put the time in, we are sure we can help you win!"



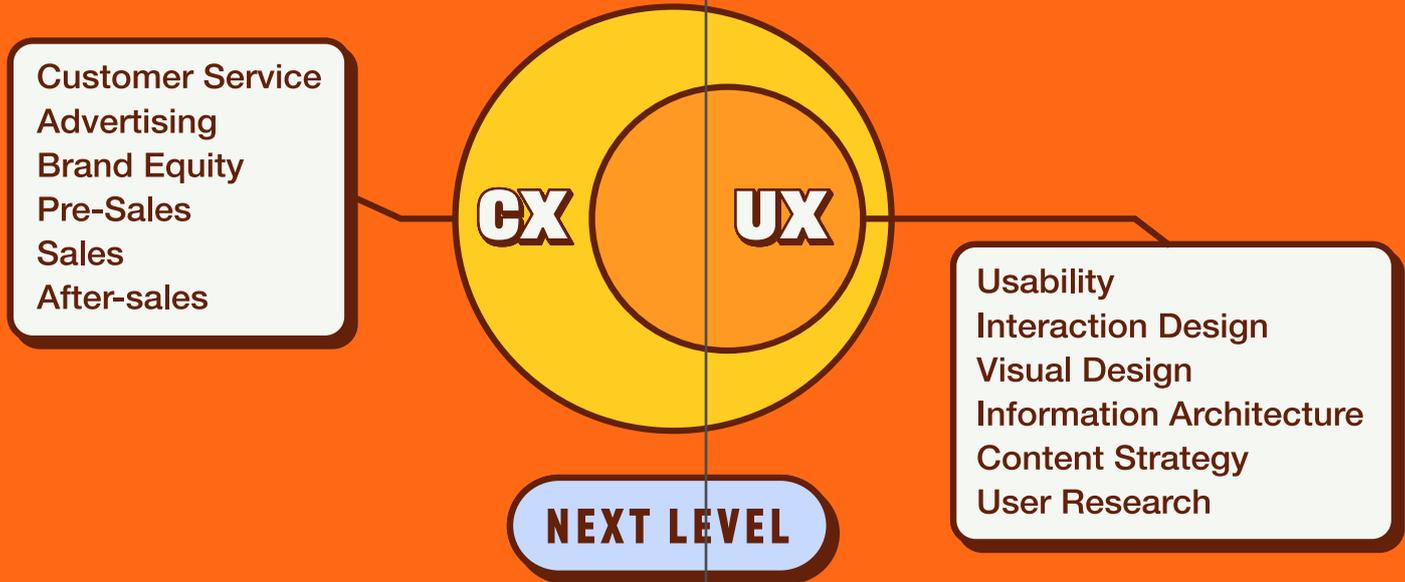
Far from home & outta your comfort zone! Brands come to Twotone for insight into other markets, access to media and simply getting editorial attention for their goods and services. We talk the talk & walk the hike-a-bike walk! Back in 2018, Jon embarked on the 1st Silk Road Mountain Race in Kyrgyzstan. Before that, it was the first Torino-Nice Rally in 2016 & thereafter Further in France and the Atlas Mountain Race in Morocco in 2020. We love to live our brand & explore other lands. And after months of canceled events, Jon finished the first Bohemian Border Bash Race through the Czech Republic, Germany, and Poland in 2021. And we are all stoked for more!!



If you slow down, you go down! Or, in German: Geschwindigkeit Bringt Sicherheit! (Speed brings safety).

Harkening to our brakeless roots, Twotone likes to move quickly and drop right in. Sometimes that means road rash but scars are cool and going for it is really the best way to learn. For our clients, we get first-hand feedback from editors, spotlight exposure to the public and commercial introductions as each project brief requests, while and often delivering more than expected: when in doubt, lead it out!

Illustration: Paul van der Zwaard
@paulsmoothsailingtattoo



WHAT YOU NEED TO SUCCEED



We've earned our stripes through dozens of campaigns, and we've found out that it comes down to two fundamental ingredients for success:

- A compelling story – Stoke sells! People should feel the fire and want to pick up what your brand is putting down. Flashy assets & cheesy hype don't really raise eyebrows.
- Street cred is a team sport – regardless of if it's an upstart challenger brand or an established player, nowadays trust is distributed across ambassadors, editors, brands, and partners like never before. The “rising tide lifts all boats” effect takes at least a year to stick.







Jon has an enduring passion for moving things forward on two wheels. He has 15 years of competitive cycling experience, ranging from dodging traffic in alleycats, track sprinting internationally, amateur road racing and criteriums, to digging deep in Dutch mud racing cyclocross. Though Jon enjoys going off-road & ultra-endurance events to get away from it all, he also loves family bike vacations & his relaxing daily commute along the canals of Amsterdam.

"It all comes back to the bike."

Founder
jon@twotoneams.nl



Kristy joined Twotone after three years at Rapha, where her passion for the cycling industry was ignited. Originally from San Francisco, she became immersed in the consumer product and tech world. Kristy has held Director of Corporate Communications roles at multiple start-ups, where she managed international PR campaigns for product launches, as well as analyst tours where she positioned businesses for acquisition by Microsoft and IBM. After starting a family her next chapter brought her to Amsterdam, where she managed dance music artists and an indie record label, signed to Armada Music.

Director of Operations
kristy@twotoneams.nl

The Mechanics of Joy

every
4 weeks
at 2pm (CET)



Jon Woodroof & Kike Molares

A show about the nuts & bolts of finding your stoke! Join Jon & Kike for an hour each month and explore typically two-wheeled topics, music, adventure and more.

Echobox



Kike was born where the mountains meet the sea, in Alicante, Spain. He started his outdoor path as a rock climber, and naturally, he embraced wheels and gravity when he moved to the Netherlands in 2020. Whether it's steep rocks, roads, or work projects, Kike loves to be in the zone and deliver his best. Kike entered the realm of media through work in the music industry, followed by his M.A in Journalism at Birkbeck University, London. Kike now thrives producing creative design, illustration, and photography work at Twotone. Kike rides a custom-painted, cheap carbon road bike, and loves the feeling of its 25mm tires.

Creative Strategy
kike@twotoneams.nl



The tallest member of the Twotone équipe goes by the name of Bob Kemper. In his professional career Bob works for big brands, local heroes and everything in between.

Bob spends his free time hanging out with 'Bonnie', Twotone's shop dog. Needless to say there is a lot of cycling going on as well when the work is done.

Produced in The Netherlands. Constructed in 1988. Shipping worldwide. Express delivery if possible.

Come by, say hi!

Marketing & Branding
bob@twotoneams.nl



During his internship Malo out geeked even the geekiest cycling geeks with his extensive knowledge about all things cycling. Therefore it wouldn't come as a surprise he's a great mechanic and repairs most bikes that roll through the Twotone office. Next to working on bikes he also likes to ride them extensively. For his application interview Malo rode his Soma Rando from Dusseldorf to Amsterdam doing his intake interview in bibs (Geil!). After doing his 6 month internship he will continue his Twotone work as a freelancer which is great news for him, the team, our clients, the cycling industry and our universe in general.

Marketing & Branding
malo@twotoneams.nl



Quinda is the parttime freelancer at Twotone, assisting the team where needed. She is full time artist and taking ultra cycling way too serious! She would ride to the office leaving 5.30 from Rotterdam (80 km). She is founder of a non-profit called Kunstruimte Crooswijk, this initiative offers free art classes from their Pop Up van on local squares in the neighbourhood. She believes art connects people and through art you learn about your talents.

Founded in 1989 on 11.11
Very content solo traveler
Truly happy in the mountains

Project manager
Quinda@twotoneams.nl





One of Twotone's oldest clients, SILCA, will be joining Velofollies this year by way of the HARTJE booth.

Since 2018, Twotone has earned editorial features for SILCA across the Benelux, UK & DACH. Over the years, we've connected SILCA with partner brands, ambassadors, shot photos, produced shoots, led dealer tours and so much more. Most recently we did media outreach in France to support their new distributor, Mohawk Cycles.

Pictures here & next page: Kike Molares
@kike.molares





Twotone also supports Hyperice by way of their distributor Response Nordic AS. Having built a brand that has helped define an entire category, Hyperice's mission is simple - to help everyone on Earth move better, live better and be better. Founded in 2011, Hyperice technology has been used by the world's best athletes and consumers in over 60 countries throughout the globe. Over the last ten years, they've worked tirelessly to push the boundaries of innovation to help better serve athletes everywhere - allowing you to keep moving the way you want to, when you want to. Twotone is helping get this message out in the Netherlands & Belgium.



In 2016, Ampler launched their first e-bikes & Twotone is proud to have supported them since 2018. Initially with their launch in the Benelux market, multiple media rides and events over the years. Twotone also assisted with Ampler's UK PR event earning a review in the Guardian. Recently Twotone had the opportunity to support a media visit to their factory in Tallinn where each bike is hand assembled. Amplers are built to last you a lifetime and it was great to see everything done with great care and attention to detail! Come and see Ampler bikes at the heart of Amsterdam around the corner from the Twotone office at Haarlemmerstraat 41.



At this years Velofollies Twotone is proud announce the availability of the all-new PRO Bikegear Vibe Superlight Handlebar and Stem— the lightest road handlebar PRO has ever made. In addition, Twotone on behalf of PRO commissioned bikes from Feather Cycles and Quirk Cycles, two of the world’s award-winning builders, to make four bespoke bikes that showcase “Make It Yours” options available for customization for road and gravel riders. The four bikes will be unveiled in the PRO booth at 14:00 on Friday 20th January.

Pictures here & next page: Kike Molares
@kike.molares





Twotone was tapped by Ride Out Amsterdam (Pon's HQ showroom) to create memorable events and execute successful product launches for this mega hub of cycling culture in Amsterdam. The magnificent stencil portrait of Piet van Heusden (thanks Stefan Vis for the tip!), is the result of a great Puncheur collaboration with Ride Out and Twotone's art direction. This Belgian collective of artists who love cycling and graffiti culture equally, made their way to Amsterdam to produce an epic piece that you can still visit at the Olympiaplein, just in front of Ride Out Store's entrance, as part of the first-ever Ride Out Around the Olympic criterium race.

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TWO TONE

TRUE GRIT



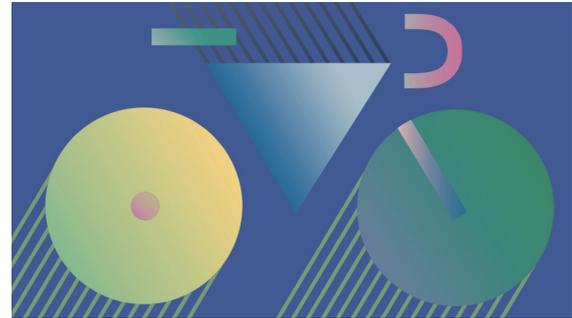
Protest Sportswear has been making trendy and functional apparel for the beach, the slopes and your everyday outfit since 1993. The Dutch brand also applies this wealth of experience to their new line of cycling gear. Protest Cycling took their apparel game to a new level to accommodate both experienced and casual riders. Twotone is proud to both have produced the shoot & pitched the collection to media for Protest's new summer and winter collection for 2022. The collection's span both road & gravel as well as MTB garments with fun colours and prints. Fun, challenging yourself and adventure are at the forefront here, without compromising quality.

Pictures here & next page: Nassos Triantafyllou
@nassosphoto





Serial 1, powered by Harley Davidson, offers premium eBicycles that are guided by intelligent, human-centered design. Serial 1 eBicycles are crafted using the most advanced bicycle technology available, to create the easiest and most intuitive way to experience the fun, freedom, and instant adventure of riding a pedal-assist electric bicycle. Twotone team covers the Benelux, UK & Spain in-house and with our partners in DACH, Central Europe, France, Italy and the Nordics .



Last year, the 22nd annual Bicycle Film Festival returned to Amsterdam and we were stoked to help them out on our home turf, spreading the word, getting media attention and providing helpful insights about the scene and city. We had 3 amazing days filled with films, music, races, rides and panel discussions and are more than proud to have been a part of this amazing festival!



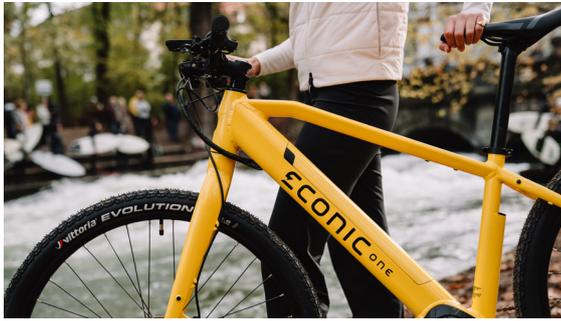
Epic vibes, great music, and a thriving cycling community, all come together at the great WS6 bbq's once Friday a month. Twotone and its co-space friends host an event to connect with the local and international cycling community, designers, artists, and business people. A really good place to have a taste of the Dutch gezellig spirit, have a blast and, who knows, maybe start your next project, adventure, and ride.

[Here the visit of the mighty Puncheur Collective to Amsterdam for Ride Out's production of Piet van Heusden, see page 26. Picture: Kike Molaes.]



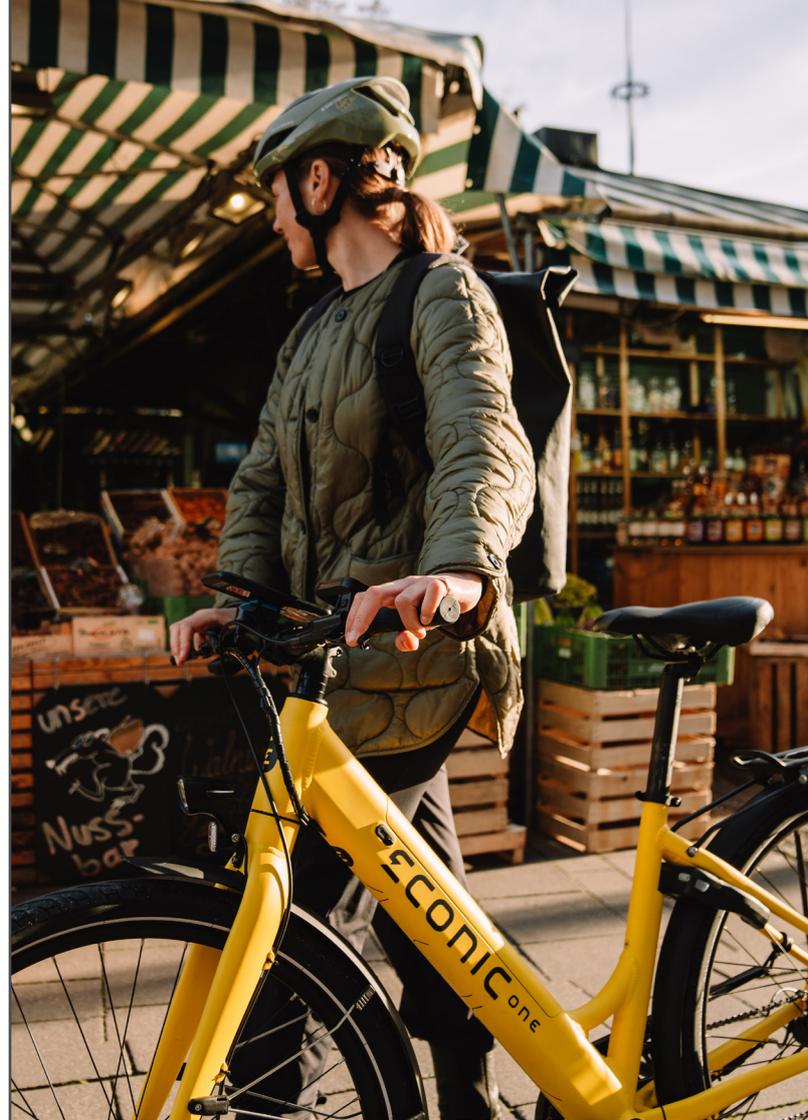
Old Man Mountain is expanding their presence on the European market and Twotone is proud to be helping them with their international expansion. Old Man Mountain was born from the need to mount racks on bikes without traditional mounting points. This started with QR skewer-mounted racks, and has evolved into a full line of optional Fit Kits for Thru Axle, or QR Skewer mounting our Divide racks on any bike.

“Old Man Mountain racks are the most versatile racks available. Capable of mounting to full-suspension mountain bikes, gravel bikes, road bikes, fat bikes, even tri-bikes if that's what you're in too”.



Econic One started building e-bikes by bikers for bikers in 2020, with the mission to enable people around the world to get around in a quick and eco-friendly way while having fun too. They are a brand of cyclists for cyclists and are obsessing over every detail to make the ride experience as natural and fulfilling as possible. Twotone pitches their broad range of bikes to media, helps them create sustainable relationships and also produced a lifestyle photoshoot in Munich

Pictures here & next page: Lina Jakobi
@linajakobi





Born in Amsterdam and raised in Australia since 2009. After years of learning and testing, LEKKER cracked the market with an innovative eBike range that fit the demanding Australian landscape paired with recognizable Dutch features and premium quality. Fast forward to today, LEKKER is the market leader in Australia, with brand stores in Melbourne, Sydney and Brisbane. Recently opened brand stores in Amsterdam and Berlin are part of their ambition to make tracks around the globe.



Velocio was created to celebrate cycling and cycling apparel. Launching with a women's collection in 2014 their approach has been driven by a three-pillar system: Design, Responsibility and Culture. From the functional details with leading edge design, to manufacturing and development, their design-first approach is at the heart of finding a better way. Velocio takes responsibility for its role in sustainable sourcing by seeking out the most environmentally responsible suppliers possible. Their cultural focus has been on being inclusive, experiential, and welcoming.

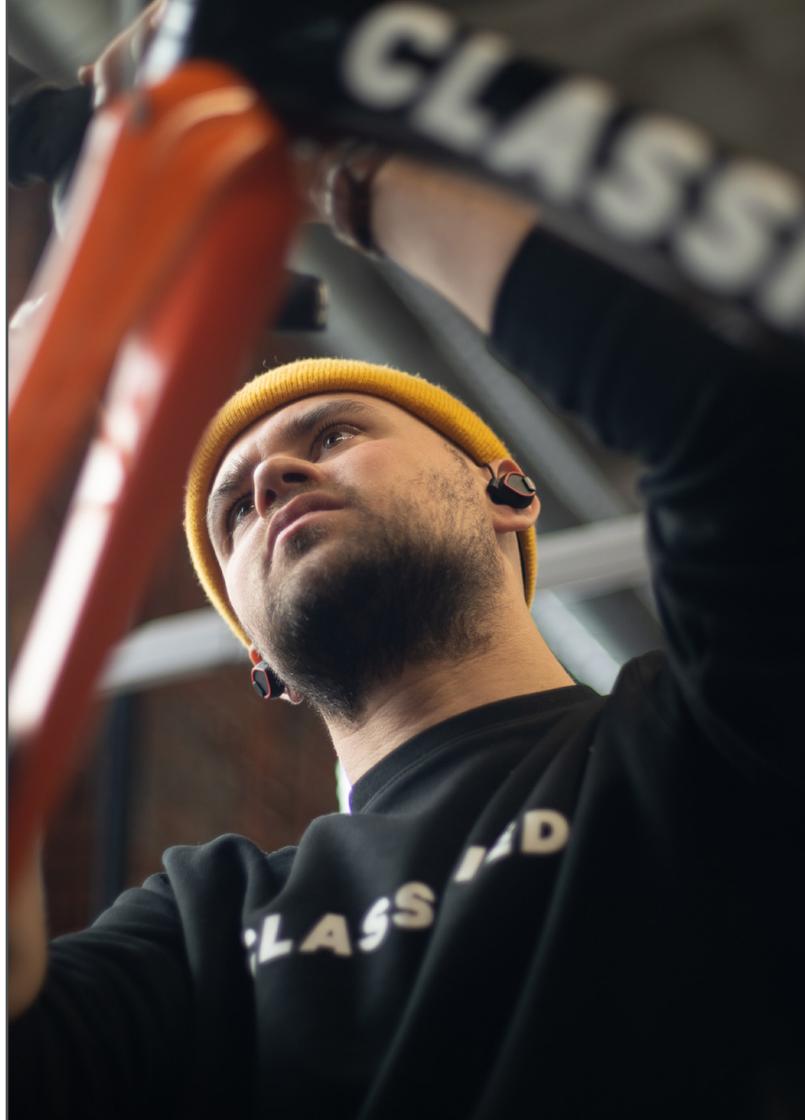


Classified, the Belgian front derailleur killers with more cycling culture and talent per m2 than a world tour bus, is one of Twotone most exciting projects. They are shaking and moving the industry and bringing a true tech disruption proposition. Don't let your chain drop again and stay tuned to this industry shift!

Make sure to check out their booth, 133, to experience the technology first hand and be ready for a cool challenge!

Picture on this page by the wheelbuilding geniuses @lightwolfstudio

Next page: Classified workshop
Picture: Kike Molares





Twotone sponsors FAST Amsterdam, a Dutch fixed gear racing team that also hits road and off-road racing. To understand the design of their new 10th anniversary kit, we'll take you on a small history lesson about the architecture in our hometown. Just like team FAST, The Amsterdam School was a club founded by a group of friends from 1910 through about 1930. Its brick construction & masonry created a quintessential appearance with art glass, wrought ironwork, and "ladder" windows (with horizontal bars) for a total architectural experience: both interior and exterior. Team FAST's 10 year kit, is an homage to the stylistic features & classic forms, colours and fonts; only faster!

Picture: Vincent Engel

A photograph of three cyclists riding on a road at sunset. The sun is low on the horizon, creating a bright orange and yellow glow and long shadows on the road. The cyclists are silhouetted against the bright light.

Join us when you visit Amsterdam!

A weekly group ride founded by Jon back in 2014 to meet local designers, engineers & entrepreneurs. Nowadays, Roll Call is on Fridays at 6.30am in Amsterdam & hosted by our friend Albin Bronkhorst.

Fridays at 6.30am
@rollcallams

CALL AMSTERDAM
XXXX



Rad Race 2022, it was Kike's first ever Kolektif + Rad Race and he had an epic time.
Picture: Kike Molares

velocio  LekkER 

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wahoo  

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