



ABOUT PURELY CUSTOM

Created out of a passion for cycling, PURELY CUSTOM constantly strives to manufacture the highest level of professional fit bikes and fit tools, as well as personalized bicycle accessories for the bicycle industry. Purely Custom has developed and built the Fit Bike Pro 1 along with fit bike platforms, software and a line of precise fitting tools that have become the gold standard with bicycle fitting professionals worldwide. Our products are Made in America, in fact right in our very own manufacturing facility located in Twin Falls, Idaho.

These fit products are used by some of the world's top fitting and performance professionals, such as Paraic McGlynn of Cyclologic and Chris Jacobson, Director of Serotta International Cycling Institute (SICI). No matter what a person's fit philosophy or brand preference may be, these fit products provide a complete solution and are the logical choice for all fitters, since they integrate and complement many of the tools already in their studio.

Invested in the success of bicycle shops and fit studios, PURELY CUSTOM offers some great ideas for promoting a business with custom wall art, decals, and professional solutions to achieve top-of-mind awareness. From laser engraved head set caps, to personalized bicycle accessories, many of these products are offered as a great way for consumers to also personalize their own bicycle!

Key Personnel:

Bob Seastrom-CEO, Purely Custom
Paraic McGlynn-President, Cyclologic
Gary Casella-Purely Custom Brand Manager
Peter Hillman-Marketing Coordinator & Media Contact
Cash Sigler-Director of Sales

Purely Custom

456 Seastrom Street, Twin Falls, Idaho 83301

www.purelycustom.com 866-758-9696

While visiting the Purely Custom Booth #20036 at Interbike, you'll be able to experience the most comprehensive suite of bike fitting tools. Interact with some of the world's top fitting and performance professionals and get a first-hand look at how the business of bike fitting is offering independent bike dealers a real opportunity for success. New this year will be the release of our Pedal Analysis software and a new Fit Bike designed with an integrated platform to offer a lower price point to bike fitters. Along with our new products, here are a few people you'll want to meet:

Paraic McGlynn is known world-wide as an innovator in the world of fitting, biomechanics, and athletic training and in some circles; Paraic is known as the "Professor". A native of Ireland and former successful Cat 1 racer, Paraic has been coaching and fitting elite athletes world-wide since the early 1990's. He has studied extensively and is well versed in all aspects of cycling, biomechanics, and physiology. He has worked with and trained Olympians, world champions, studied with the French Cycling Federation, the Federation of Irish Cyclists, and the Irish National Coaching and Training Center. Undoubtedly, Paraic's passion is for technology and education within the realm of Cycling Science.

As the founder and chief technologist, Cyclologic, located in Scottsdale, Arizona, was founded to create an education, research, consulting, and comprehensive fitting solutions business that is dedicated to world class service and technology. The company uses all of Purely Custom's fit bikes and fitting tools as part of its daily operations and school of fitting.

Bob Seastrom, CEO of Seastrom Manufacturing and Purely Custom, is passionate about business and cycling. This passion led to the creation of Purely Custom, an industry leading company in bicycle fitting tools, fit bikes and software, as well as personalized bicycle accessories. Combining his expertise in manufacturing with his knowledge of bicycle fitting as a certified fitter, Bob oversaw the design and manufacture of Purely Custom's complete line of fit tools, fit bikes and fitting software. All are now considered the gold standard of the bike fit community. As a certified fitter, Bob actively uses the Purely Custom fit tools along with continually designing new prototypes that will assist fitters in achieving the most accurate fit for all levels of cyclists.

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Gary Casella, Brand Manager of Purely Custom, is a third generation competitive cyclist that jumped into his first race in Jones Beach, New York when he was just ten years old. Over the years Gary has organized teams, been in the role of team director, worked with many cycling organizations and enjoys working in the cycling industry. As Brand Manager at Purely Custom, Gary is involved at all levels, testing Fit Bikes and working with our partners and customers. He shares his vast knowledge of cycling in all areas of Purely Custom.

A highlight of some of our products:

Fit Bike Pro 1: As the standard for fit bikes in the bike fitting industry, this bike provides the closest experience to a true ride allowing for accurate readings and corrections while the rider is in motion. Integrated with **Pure Logic** software and **Pedal Analysis**, a fitter is able to achieve the most accurate fit possible with the highest level of analysis available.

Fit Platform 360: This platform has been engineered for efficient bike fitting. It's designed for a Purely Custom Fit Bike, but can also accommodate a bicycle on a trainer. It raises the rider up to level more viewable by the fitter, organizes all cords into one power cord and offers a complete 360 degree rotation of the bike and rider. The front end lift system elevates the rider to simulate climbing and the platform offers custom branding for a professional look.

Pure Position Fit Software: This unique bike solution software allows a fitter to select the correct bike model, size, stem, spacers, and seat post almost instantly. The database of bicycles is sorted on the X & Y coordinates of the rider against the geometry of their bike or a new bike. This customer interactive software intimately involves the cyclist in the fit and bike selection process.

Purely Custom Wheel Riser: This durable piece of equipment can be used anywhere to elevate a bike and rider to simulate climbing conditions up to a 20% grade. It's easy to slide around and is durable enough for indoor training or pre-race warm-ups.

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Purely Custom Fitting Tools: As the only unrestricted, non-proprietary company of fit tools, our products are all thoughtfully engineered to integrate and complement any fitter's style. Our **X/Y Tool** works great to document and transfer a rider's position on a bike. Our **Plumb Bob** and **Digital Seat Angle Tool** are standards in any studio along with our **Goniometer** and **Body Target** decals. We offer **Laser Knee Trackers** and several tools like our **Sizing Stem** and **Sizing Cranks** to make physical adjustments on a bike so a rider may experience changes in position.

To see more of our bike fitting products, visit www.purelycustom.com



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