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Hiplok and uvex sports group start partnership

Hiplok and the uvex sports group have announced an exciting strategic partnership, combining uvex's history of offering class-leading helmets and protective gear with Hiplok's innovation in the cycle security market.

The German family owned uvex sports group has acquired a majority shareholding in the innovative British company, Plus 8 Industries Limited, which trades under the Hiplok brand name. The partnership will enable Hiplok to continue its strong growth and further establish itself as one of the leaders in innovation in the cycle accessories market.

Hiplok was founded in 2011 when co-founders and product designers Ben Smith and John Abrahams launched the world's first around the waist wearable bike lock. The pair have continued to develop a range of award-winning products each year, expanding the brand's security and storage line up and contributing to strong year on year sales growth. Under the new partnership, the co-founders will continue at the helm as the brand embarks on the next phase of its ambitious product development and international growth plans.

uvex group, to which uvex sports group belongs and which remains privately owned by the Winter and Grau family, has a long history of protecting people with its class-leading sports and industry equipment. Hiplok will join the uvex sports group portfolio of brands, alongside uvex and ALPINA, bringing together expertise in protective gear and security.

Christophe Weissenberger, CEO uvex sports group, commented: "The Executive Board welcomes the strategic partnership with Hiplok, as it offers new and fresh perspectives in the international growing cycling market Hiplok shares our values and our commitment to providing hi-end products that focus on user benefits and offer hi-end quality, innovation and design. We are all excited to create this new chapter in our company history."

Ben Smith, co-founder of Hiplok, says: "Our partnership with uvex sports group, a company whose people share our business values, commitment to quality and vision for innovation, provides a platform for delivering the next generation of Hiplok products to more cyclists and outdoor enthusiasts around the world."

About the uvex group

The uvex group brings together three globally active companies under one roof: the uvex safety group, the uvex sports group (uvex sports and ALPINA), and the Filtral group (Filtral and Primetta). The uvex group is represented by 49 subsidiaries in 22 countries, but proudly focuses its manufacturing operations in Germany. 60 percent of its 2900 employees (as of FY 2019/20) are employed in Germany. uvex is a global partner to international elite sport and equips a host of top athletes. The guiding principle—protecting people—is the mission and the duty of the company. To this end, uvex develops, manufactures and distributes products and services for the protection of people in sports, leisure and at work.

**Further information,
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press release

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