



# Frog Bikes

**Initiative to source  
low carbon componentry**

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Chief Frog**

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# What will be covered

- Frog Bikes and the environment
- Frog Bikes Factory and sales
- The bike parts opportunity



**Despite  
our growth  
in volume  
we have  
already  
reduced  
our carbon  
footprint**



Bikes shipped by  
sea not air, where  
possible



Working with Suppliers  
who have been audited  
on environmental and  
ethical practices



Use of renewable  
energy on our  
sites



Reducing high  
embedded carbon  
materials e.g. rice  
husk pedals, novel  
spoke patterns



Reduced plastic in  
our packaging



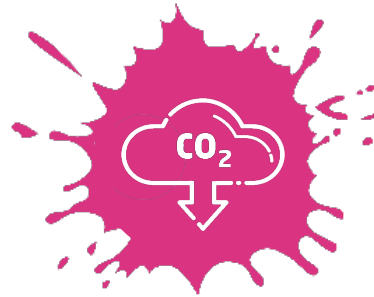
Extending the life  
of every bike  
through robust  
design, plus  
spares and repairs



# Commitment to Net Zero emissions



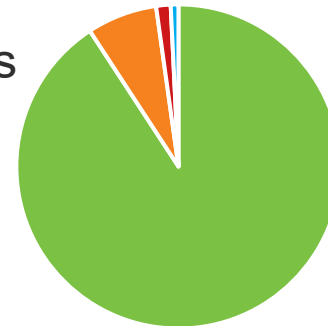
**RACE TO ZERO**



**We've committed to  
halving our  
emissions by 2030**

2019 Emissions

- Materials
- Logistics
- Travel
- Premises

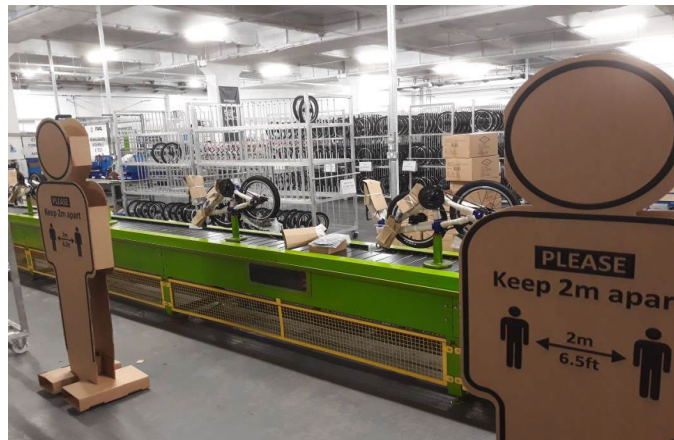
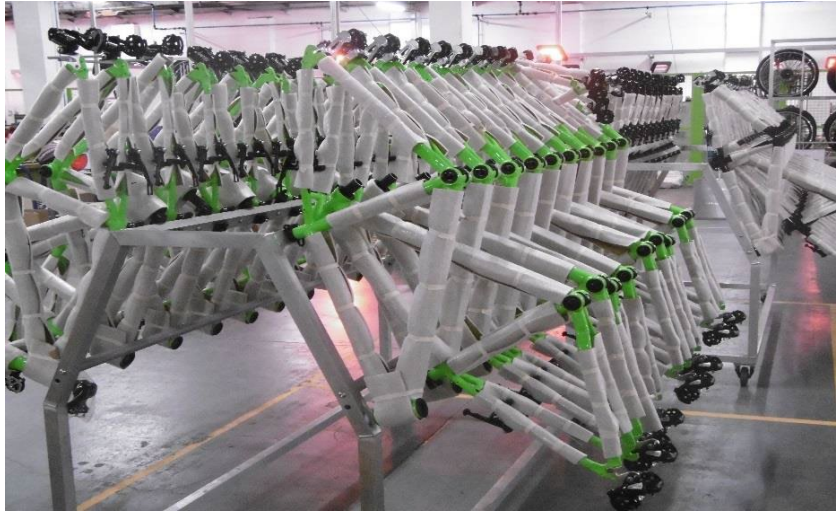


Focus on transitioning to low carbon aluminium and other materials (recycled and/or processed using renewables)



# 300-400 bikes/day

## 55 people, 120,000 sq ft factory



# Our Global reach

**1800+**  
stores

**45+**  
countries



## N. America

Canada  
United States

## United Kingdom

England  
Ireland  
Jersey  
Scotland  
Wales

## Europe

Austria	Finland	Luxembourg	Slovakia
Belgium	France	Malta	Slovenia
Bulgaria	Germany	Netherlands	Spain
Croatia	Greece	Norway	Sweden
Cyprus	Hungary	Poland	Switzerland
Czech	Italy	Portugal	
Denmark	Latvia	Romania	
Estonia	Lithuania	Russia	



## Middle East & Asia

China  
Hong Kong  
Japan  
Singapore  
United Arab Emirates

## Australasia

Australia  
New Zealand  
New Caledonia



# Aluminium, steel, rubber & plastic

## frameset

- F1 fork
- F2 frame
- F3 hanger
- F4 headset
- F5 spacer
- F6 top cap
- F7 seat post
- F8 seat post clamp
- F9 saddle

## handlebar assembly

- H1 handlebars
- H2 gear shifter
- H3 brake lever
- H4 gear cable
- H5 brake cable
- H6 grips
- H7 brake calliper
- H8 stem

## wheel

- W1 tyre
- W2 spoke
- W3 quick release skewer
- W4 spoke nipple
- W5 hub
- W6 rim
- W7 valve

## chainset

- C1 crankset
- C2 bottom bracket
- C3 chain
- C4 cassette
- C5 pedal
- C6 rear derallieur



Frames, handlebars, forks, seat posts, wheel rims

# Extruded Aluminium

(some welded and/or  
bent; some painted or  
anodised)





# Cast Aluminium (anodised)



Cranks, brake & gear levers, stems



# Stainless steel



Spokes



# Plastic or non-plastic alternative (injection moulded)



Reflectors, pedals, chain guards, saddle, mudguards





# Rubber parts



Tyres & tubes, brake blocks, handlebar grips



We would consider a novel material as an alternative to rubber

# Complex componentry



Derailleurs, hubs, bottom bracket, headset, chain,



We would like to find manufacturers who already make these parts but are decarbonising their business. No appetite to develop these components from scratch.

**Next steps.....**

