

Press Release

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FREEWHEELING TO COMMERCIAL SUCCESS

One of the UK's most successful mountain bike distributors is on track for even greater success, thanks to an investment in a new headquarters building.

Hot Wheels has just moved into a 15,000 sq ft building in Poole to support the extraordinary growth of a business that started life as a dream of a 13 year old boy. That was the age of founder Director Russell Merry when he persuaded father Graham to set up Hot Wheels in 1981 – now he oversees a company that sells more than 50,000 bikes each year.

Russell sees the new HQ as key to the future development of the business, because it enables the company to bring all its operations under one roof. To help him maximise this new opportunity, Russell, together with co-Director and brother Neil, turned to Romsey-based interior fit-out specialists Spaceway.

Spaceway Director Dominic O'Brien worked closely with the company to conduct a space planning exercise and then direct the detailed design work that married the need for warehousing and storage with office accommodation. A mezzanine floor was installed to provide the platform for a smart suite of offices and to maximise storage space. Spaceway managed for every element of the project – partitioning, ceilings, lighting, floor coverings and IT cabling.

“ Having dealt with Spaceway in past, we were confident that they could reflect our plans for the future,” says Russell. “What we now have is a building that creates an excellent working environment for the 17 people we employ. We have successfully brought everyone together under one roof and we are perfectly placed to achieve our next goal – 70,000 bikes a year by 2006.”

Hot Wheels, which also has plans on the drawing board for a Phase 2 development, currently supplies more than 800 independent retailers, plus the Halfords Group, and was last year named the 2002 Mongoose International Distributor of the Year.

www.spaceway.co.uk

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