



## Media Information 17 July 2008 QBP

6400 West 105<sup>th</sup> Street  
Bloomington, MN 55438

[www.qbp.com](http://www.qbp.com)

Contact: Jo Wright

[jwright@qbp.com](mailto:jwright@qbp.com)

1-800-346-0004, Ext. 1250

---

## MEDIA RELEASE

### Q-Active Announces New Partnership with One Way Sport

In response to demand from its ski retailers, Q-Active, a division of Quality Bicycle Products (QBP), has partnered with One Way Sport to be the exclusive distributor of its roller skis, roller ski poles and related small parts.

“With the landscape of the ski industry evolving and freight prices rapidly increasing, ski retailers need a central distribution hub with a high level of customer service for ski products,” said Frank Lundeen, Q-Active manager. “This will prove to be a mutually beneficial relationship for Rossignol, Q-Active and ultimately, our retailers.”

Based in Finland, One Way’s products are distributed in the US by partner company Rossignol. According to Rossignol USA’s Nordic Division manager, Robert Lazzaroni, the partnership will “further raise the level of customer service to US ski shops. Q-Active will allow dealers to conveniently order select One Way products and others on-demand, increasing inventory turns through their same-day shipping, perfect order guarantee, excellent fill-rate and huge product range.”

Under this dual-distribution agreement, Rossignol sales representatives will be paid a commission on all sales, whether the retailer purchases through Q-Active or through Rossignol. Q-Active will have One Way products in stock and ready for sale in August of 2008.

#### About One Way

Headquartered in Helsinki, Finland, One Way strives to be the global leader in Nordic Sports. While specializing in poles for Nordic walking, cross-country and alpine skiing, One Way also produces Nordic accessories, roller skis and floorball sticks. For more information visit [www.onewaysport.com](http://www.onewaysport.com).

#### About Q-Active

A division of Bloomington-based Quality Bicycle Products (QBP), Q-Active serves as a distribution center for the nation’s ski and run retailers. Backed with the 27 years of distribution experience that has made QBP an industry leader, Q-Active offers a one-stop shop for retailers, currently providing more than 3500 sku’s from over 130 vendors. For more information, visit [www.qactive.com](http://www.qactive.com).



### About Rossignol

Rossignol made its first pair of wood skis in 1907. More than 100 years later, Rossignol is one of the most recognized names in skis and ski accessories. Now producing apparel and lifestyle-oriented products, Rossignol is the “Pure Mountain Company.” For company and product information, visit [www.rossignol.com](http://www.rossignol.com).