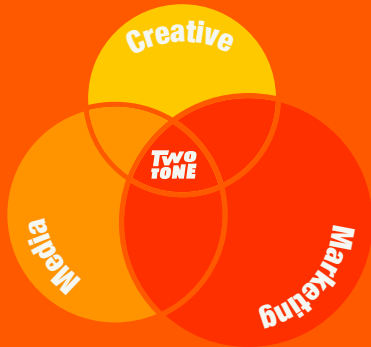




VOL.7



Editor in Chief Jon Woodroof

Editor Kristy Woodroof

Design Kike Molares

Writers Jon Woodroof, Kike Molares, Kristy Woodroof.

Cover Image: Kike Molares of Jon's Italian 'My Wild Love' at our 2nd Velocio Ride Series event in Utrecht, May 2024



RADICAL ROOTS

Back in 2007, Twotone's founder – Jon Woodroof – co-founded a sweet fixie shop in Atlanta, GA. Entrepreneurialism met the come-what-may full-send approach to how Twotone manages its business to this very day. Jon cut his teeth on promoting his own shop, the brands they sold, and even suppliers, athletes, and other organizations they partnered with all before Instagram!

The Twotone team rides track bikes equipped-to-crit roadie whips with slammed stems, cyclocross size tire'd gravel-grinding rigs, cargo bikes, e-bikes and everything in between! Promoting life on two wheels is in our DNA.

"Brakes only slow you down!"



THE EARLY YEARS

Since November 2014, Twotone has been helping brands find their way & have their say. In the early days, we were fortunate to dive in supporting California-based colleagues at TRUE Comms with Zwift when it was beta, Wahoo before the Kickr or the Elemnt, and scores of lesser internationally known success stories like for Amsterdam locals Mokumono, and then unknown outside of DACH komoot to bring their route building app to the masses here in Holland and beyond.

Nowadays, Twotone represents leading brands like SILCA, OMNIUM, Old Man Mountain, Moustache Bikes, Velocio, Procraft & more.

Nearly 10 years into the game, we're more grateful than ever for the successes, lessons, and trust we've earned to build our name



THE MEDIA SPACE RACE

Good things take time & hashtags should rhyme!

We've been marketing, making magic happen, and living where the rubber hits the (off)road since 2005 as serious cyclists and going on a decade as a company. The real deal is the riders. Not paid campaigns, clicks, or growth hacking tricks. We've done most of the epic rides & events you've heard of and sent others in our stead equipped with our clients' products when we couldn't ride ourselves.

"When in doubt, lead it out"



OFF THE ROAD

Far from home & outta your comfort zone!

Brands come to Twotone for insight into other markets, access to media and simply getting editorial attention for their goods and services. We talk the talk & walk the hike-a-bike walk! Back in 2018,

Jon embarked on the 1st Silk Road Mountain Race in Kyrgyzstan. Before that, it was the first Torino-

Nice Rally in 2016 & thereafter Further in France and the Atlas Mountain Race in Morocco in 2020.

We love to live our brand & explore other lands.

More recently, Jon finished the first Bohemian Border Bash Race through in 2021 & competed in 2023's inaugural Hellenic Mountain Race in Greece & Traka 360 last year. We'll be heading back to Traka this year and Turkey next year for Nelson Tree's next race.



WHAT YOU NEED TO SUCCEED

We've earned our stripes through dozens of campaigns, and we've found out that it comes down to two fundamental ingredients for success:

- A compelling story – Stoke sells! People should feel the fire and want to pick up what your brand is putting down. Flashy assets & cheesy hype don't really raise eyebrows.
- Street cred is a team sport – regardless of if it's an upstart challenger brand or an established player, nowadays trust is distributed across ambassadors, editors, brands, and partners like never before. The “rising tide lifts all boats” effect takes at least a year to stick.



HIGH SPEED

Geschwindigkeit Bringt Sicherheit! Not just a cheesy phrase but how we spend our days! We work quickly to gain first-hand feedback from editors, generate brand exposure to the public, and create brand value via commercial introductions. With every project, we certainly look before we leap but when we go for it, we go full send.

Our 10 years of two wheeled consulting experience affords us the confidence to cover ground more quickly & consistently deliver more than expected: when in doubt, lead it out!

"Going full send pays off more in the end!"







JON WOODROOF

Jon has an enduring passion for moving things forward on two wheels. He has 15 years of competitive cycling experience, ranging from dodging traffic in alleycats, track sprinting internationally, amateur road racing and criteriums, to digging deep in Dutch mud racing cyclocross. Though Jon enjoys going off-road & ultra-endurance events to get away from it all, he also loves family bike vacations & his relaxing daily commute along the canals of Amsterdam.

"It all comes back to the bike."

Founder
jon@twotoneams.nl



KRISTY WOODROOF

Kristy joined Twotone after three years at Rapha, where her passion for the cycling industry was ignited. She was originally from San Francisco and became immersed in the consumer product and tech world. Kristy has held Director of Corporate Communications roles at multiple start-ups, where she managed international PR campaigns for product launches. Her next chapter brought her to Amsterdam, where she managed dance music artists and an indie record label, signed to Armada Music. Kristy is now a Dutch citizen and renounced her US nationality! Joining Twotone 2 years ago, Kristy enjoys managing social media channels and PR campaigns for ebike clients.

Director of Communications

"When it comes to PR - it's better to be looked over than overlooked"

The Mechanics of Joy

every
4 weeks
at 2pm (EST)



**Jon Woodroof & Kike
Molares**

A show about the nuts & bolts of finding your stoke! Join Jon & Kike for an hour each month and explore typically two-wheeled topics, music, adventure and more.

Echobox



HIKE MOLARES

Kike was born where the mountains meet the sea, in Alicante, Spain. He started his outdoor path as a rock climber, and naturally, he embraced wheels and gravity when he moved to the Netherlands in 2020. Whether it's steep rocks, roads, or work projects, Kike loves to be in the zone and deliver his best. Kike entered the realm of media through work in the music industry, followed by his M.A in Journalism at Birkbeck University, London. Kike now thrives producing creative design, illustration, and photography work at Twotone.

Creative Strategy
kike@twotoneams.nl



PUCK HAGEMAN

Puck is the behind-the-scenes queen of Twotone making all the magic happen that keeps our wheels turning! She handles admin & liaising with our accountant as well as booking trips, placing orders and ensuring each shoot, show, and event is a slam dunk. We'd be shit outta luck without Puck!

Typically, working remotely from her crib in The Hague, occasionally Puck comes to Amsterdam for special occasions, and we always save her a desk!



MICROMOBILITY

Now in its third year, Jon has been historically tapped to moderate industry panels at Micromobility Europe here in Amsterdam & this year the show will head to Brussels, 17-18 June.

We take pride in keeping our finger on the pulse of innovation, trends, and top topics in the industry! Along with our weekly newsletter, we identify market trends and highlight interesting developments in the bike industry and beyond.

Unsurprisingly, our curated panels and meetups are informative and provoke conversations around policy and industry advances and challenges.

@micromobility



SILCA

One of Twotone's oldest clients, SILCA is always in the foreground of science applied to riding; from pumps to lubricants, they are there to bring the best science can deliver.

Silca has turned upside down the waxing world and chain efficiency with the launch of their new Wax System + Strip Chip.

Twotone has been earning editorial features globally and, since 2023, has managed the European Ambassadors & Seeding Program. With plenty of news ahead, Silca and Twotone are ready to bring those high-watt efficiencies to the cycling industry & culture.

@silca_velo







MOUSTACHE

Twotone is thrilled to team up with Moustache, the renowned French e-bike brand that proudly builds all its bikes in Thion Les Vosges, France.

This spring, we're gearing up to launch the new Lundi 20 longtail cargo bike, making its debut at Cycling World Düsseldorf. Catch a sneak peek at booth #1! We're also leading the BENELUX reviews campaign, securing coverage in Bright, Volkskrant, FietsActief, Kampioen, ANWB, Electrified, and Up/Down. These premium e-bikes set a new standard—don't miss out!

@moustachebikes





OMNIUM

OMNIUM is a beautiful brand from Denmark, born in 2012 and inspired by the bike messenger lifestyle. We'd been fans of these #carryshitolympics gold medal holders since forever and the track cycling homage ingrained in their name was the icing on the cake for us!

Since kicking off with them, we've helped produce a shoot with Ortlieb for them, arranged local dealers, community events, a film screening, and supported some great partnerships with brands like Patta, By Borre and more in the queue, too!

Our work with OMNIUM has been a great example of community involvement and organic growth in Amsterdam, other Dutch cities, the Benelux & ultimately across Europe and even in the States.

@omnium



AMPLER

Twotone is proud to have supported Ampler since 2018. For the past six years, Twotone has successfully launched multiple bike models, colors, and campaigns in the Benelux market. The work spanned from press coverage hits in lifestyle and e-bike media, to hosting media rides, press briefings, public roadshow demos, trade show support, speaker placement programs, and in-house events. Whatever Ampler needed, Twotone delivered! Twotone also assisted with Ampler's transition to a pop-up store in Amsterdam located at Workspace 6! In March 2024, Twotone launched the Ampler Anyroad model to the Benelux market and wishes Ampler much growth and success in the coming years.

@amplerbikes



PROCRAFT

Twotone began working with Procraft in 2024 to launch the rebranding of this trusted, quality brand that has been in the market for 40 years.

The work began with a three-day shoot in Germany to create images and content for the Procraft product catalogue and newly revealed social media accounts, and we have just shot Spring content for its new products this month.

You can visit Procraft this year at Cycling World, in the ALTESCHMIEDEHALLE (Halle 33/34) / "Pumpenraum." Follow @procraft.cycling to get informed and inspired by their new offerings!

@procraft.cycling

Pictures here & next page: Fabian Freitag







PUNCHEUR IN AMSTERDAM

Twotone was tapped by Ride Out Amsterdam (Pon's HQ showroom) to create memorable events and execute successful product launches for this mega hub of cycling culture in Amsterdam. The magnificent stencil portrait of Piet van Heusden (thanks Stefan Vis for the tip!), is the result of a great Puncheur collaboration with Ride Out and Twotone's art direction. This Belgian collective of artists who love cycling and graffiti culture equally, made their way to Amsterdam to produce an epic piece that you can still visit at the Olympiaplein, just in front of Ride Out Store's entrance, as part of the first-ever Ride Out Around the Olympic criterium race.

@puncheur.be

[The visit of the mighty Puncheur Collective to Amsterdam for Ride Out's production of Piet van Heusden, see page 26. Picture: Kike Molares.]





OLD MAN MOUNTAIN

Old Man Mountain is the leading company offering solutions to carry things on bikes. With the launch of the Hemlock fork packs, with the FLiP Cage with quick mounting system and new Atlas Rack Pack, they continue to develop unique and innovative solutions and prove they understand what bikepackers desire (Can't decide between cargo cages and quick mount bags? Why choose one?! There you go!).

Its new Experimental Bikepacking Team is already testing ideas for 2026, so stay tuned.

@oldmanmountainracks



DOX UNDER THE TRACKS'

Epic vibes, great music, and a thriving cycling community all come together at our office BBQs

Twotone and Workspace 6, the coworking space our office is situated in, have hosted a regular concert series with local jazz label Dox Records for now over 2 years, with 10 memorable editions over 2 years. We're fortunate to have world-class musicians perform with the local and international cycling community, designers, artists, and entrepreneurs. It is a really good place to have a taste of the Dutch gezellig spirit, have a blast, and, who knows, maybe start your next project, adventure, and ride!

Follow @workspacesix to stay in the loop!

Pictured: Nicolò Francesco Ricci & Matteo Mazzù at our 10th edition February 2025 by Kike Molaes

@workspacesix



*Dox Under The Tracks, a concert series in collaboration with local jazz label Dox Amsterdam. Join us at Workspace Six!
#doxunderthetracks Image: Massimiliano Dosoli of @amagukmusic
by @kike.molaes*





SUPER 73

Twotone had a great year with SUPER73. This premium fat bike brand hailed from California, directly influencing the copycat bike market. No one can deny how cool these bikes are: a media darling for some and a negative target for others! Twotone launched several bike models and campaigns in Benelux, UK, France, Germany, and Italy, receiving media coverage in the biggest newspapers and magazines. Twotone also produced a shoot with its photos being used in a feature appearing in *Het Financieel Dagblad*, along with a dozen other publications. Most notably, SUPER73 creates original custom bikes for brands like Daily Paper, G-Star, Tout Bien, Vissla, Hellfast, Abus, Deus, Spray.Bike and Redbull just to name drop a few.

@super73eu





CIOVITA

CIOVITA is a South African cycling apparel brand, designing and manufacturing its products locally with world-class quality. Its high-performance gear combines cutting-edge fabric technology with precision craftsmanship for maximum comfort and durability.

Every piece is designed to deliver optimal performance and unparalleled comfort. CIOVITA's passion for innovation ensures cyclists—whether pros or enthusiasts—ride in ultimate style and performance. This year, Twotone is helping to launch CIOVITA's first shop in Amsterdam located within Wheelrunner, Atelier for Cycling. We'll continue to support creating community events, a ride series, shooting content for the EU market, and an ongoing media reviews program.

@ciovita





CHIRU

Founded in 2009, CHIRU designs titanium bikes that balance power transfer, comfort, and reliability, with the simple premise of enabling cyclists to go longer, faster, and stronger.

The bikes are conceived to inspire riders to stay on the saddle longer and go beyond the obvious paths, journeys, and ideas, daring them to venture into a world where both the inner and outer landscapes click.

With (soon) thirteen bikes in their roster, Chiru covers everything from all roads to double suspension through fast gravel and fat bikes.

@chirubikes





ECHELON

Echelon Cyclesport is a high performance cycling workshop offering all technical repair & maintenance services, including 1:1 bike fitting, in the heart of Amsterdam's west side at Bilderdijkstraat 69H5.

If you need to get your position tuned, your bike maintained or upgraded, and even your style on the bike improved using every marginal gain there is, stop over and have a chat with Echelon's owner Wim Essers or head mechanic, Thijs Van Dalen.

Twotone helped Echelon with multiple Design tasks and art direction for the opening of their shop and we are stoked to have such a cool shop right down the street from our office!

@echelon_cyclesport



BESPOKED

<https://www.bespoked.cc/>



@bespokedcc

BESPOKED is being held at two different locations

Our central European show is returning to Dresden in 2025



World's Largest Hand-made BIKES Show

BESPOKED

BIKES



MANCHESTER

25-27th April

DRESDEN

10-12th October



PAST & PRESENT CLIENTS



TWOTONE CONSULTING BV®

Tussen de Bogen 6
1013 JB Amsterdam
The Netherlands
pr@twotoneams.nl
+31 63 81 46 117

