

November 20, 2018

REIN4CED receives the 'Most Disruptive Innovator' award on Deloitte's Technology Fast50 & Rising Star competitions

Great apotheosis last week when Rising Star nominee REIN4CED was selected 'Most Disruptive Innovator' by Deloitte. The award underlines the drive forward of the entire REIN4CED team regarding its inspiring composites innovation in the bicycle industry.

REIN4CED, known for its innovative composite materials, was named Most Disruptive Innovator. According to Deloitte: “the award recognizes Rising Star nominee REIN4CED for developing the most revolutionary concept or product within a specific technology segment.” Deloitte organizes its Technology Fast 50 competition in association with Oracle/NetSuite and Fortino Capital.

Combined material innovation & process automation

Undoubtedly, the revolutionary concept or product is REIN4CED's new impact-resistant composite material for bicycle frames. The disruptive impact-resistant material eliminates the sudden and dramatic failure of carbon bicycle frames that put riders' lives in danger. REIN4CED's new lightweight material combines carbon with fine steel fibers, offering cyclists maximum performance with enhanced safety and durability. REIN4CED has been selected as one of ten Rising Star nominees from many candidate companies



A second disruption is the patent-pending method that REIN4CED developed for automated production of bicycle frames. Today, carbon race bicycles and mountain bikes are produced in Asia because bicycle production is a largely manual process with low hourly wages. Currently the team is working to bring its automated process to an industrial scale through its production plant in Leuven (see picture below). The combined material innovation and process automation is a decisive stronghold of REIN4CED.

Bring back carbon frame production to Europe

Already late 2019, REIN4CED's first impact-resistant frames will roll off the new production line. The production facility of REIN4CED will allow customers – leading cycling brands – to bring back carbon frame production from Asia to Europe. As a result, they will benefit from significant logistic advantages as well as increased supply chain flexibility and efficiency.

The REIN4CED facility in Leuven will start at an annual production capacity of at least 20,000 bicycle frames and is ready to be easily upgraded to meet higher production capacity. It is a scalable process that allows REIN4CED to steadily increase production volumes in response to the growing demand for localized production in Europe.

Targeting automotive and aerospace industries

REIN4CED focuses on the bicycle world because this fast-paced industry is constantly searching for new material innovations. The advantage of the patented material is that any inflicted damage remains visible after an impact and that its structural integrity is maintained. The new composite material combined with a repeatable and automated process is much desired in other composite-intensive markets such as automotive and aerospace.



REIN4CED's new automated bicycle frames production facility in Leuven, Belgium.

From left to right: Dave Luyckx (CPO), Niels De Greef (COO), and Michaël Callens (CEO).



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REIN4CED

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Media coverage

Popular

VTM Nieuws: <https://nieuws.vtm.be/vtm-nieuws/binnenland/deze-fietskaders-zijn-onbreekbaar?referer=https://www.google.be/>
Trends: <https://trends.knack.be/economie/magazine/creatief-met-fietskaders/article-normal-914573.html>

Economics

Kanaal Z: <https://kanaalz.knack.be/nieuws/z-nieuws-15-12-17-economisch-groei-vertaalt-zich-volop-in-jobs/video-normal-939963.html> (from 2'30")
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Bicycle

Bike Europe: <https://www.bike-eu.com/home/nieuws/2018/09/rein4ced-to-produce-hybrid-composite-frames-in-belgium-10134572>
Bike Rumor: <https://bikerumor.com/2017/12/21/belgian-startup-rein4ced-unbreakable-steel-reinforced-carbon-composite/>

Composites

Digital Trends: <https://www.digitaltrends.com/health-fitness/rein4ced-hybrid-bike-frames/>
eit Raw Materials: <https://eitrawmaterials.eu/next-generation-high-end-composite-bicycle-frames-will-be-produced-in-belgium/>