



PRESS RELEASE

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Contact: Joe Bruce
CEO
Email: joe@hex.bike

HEX APPOINTS NEW NORTH AMERICA FULFILLMENT MANAGEMENT TEAM

Indianapolis, Indiana -- HEX is pleased to announce that Mr. Phil Slates and Mrs. Kimberly Hopson have joined the HEX team to provide order fulfillment for North America. Mr. Slates, who will be responsible for warehouse management, comes from an extensive career in facilities management at Hewlett Packard. Mrs. Hopson, who will be in charge of logistics, comes from a career in banking. HEX chose Indianapolis, Indiana for the location of its fulfillment center due to the city's strengths as a logistics and shipping hub.

"Indianapolis is the crossroads of America. Four major interstate highways run straight through Indianapolis. It is for this same reason that FedEx chose Indianapolis as the location of its global air freight operations hub. HEX will be able to leverage Indianapolis' strong ground and air freight infrastructure to provide timely fulfillment of orders to customers." said Mr. Slates.

The HEX brand focuses on introducing new technologies to the bicycle industry. Current products include tire sealants, rims, and valves. HEX sells products under both the HEX trademark and under other prominent brand names.

About HEX: The HEX brand is owned by Felloe Technology Ltd. a research and development company located in Taichung, Taiwan. Felloe focuses on development of innovative technologies for the automotive industry, bicycle industry, and military applications. HEX branded products are imported and distributed in North America by Magnesium Applications Group LLC located in Sheridan, Wyoming.

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If you would like more information about this topic, please email Joe Bruce at joe@hex.bike.