

# MEET THE MANUFACTURER



## When was Loopwheels established?

Loopwheels is a trade name of Jelly Products Ltd, which was established as a product design agency in 2006. Originally, the company provided design consultancy services to UK and European manufacturers. In 2011, the company took the decision to focus exclusively on the development and testing of its own innovative product – Loopwheels, a shock-absorbing wheel with integral suspension - and to manufacture and take it to market. The first loopwheels (for folding bikes) were launched in 2013, and loopwheels for wheelchairs followed in 2015.

## Who established the company?

Sam Pearce is the original founder and creative brain behind both Jelly Products

and Loopwheels. He is a mechanical engineer and industrial designer. He started his career designing devices for keyhole surgery and in the 1990s worked in the tech industry developing palm-top computers – the origins of today's smart devices.

## What accomplishments have you gained since the beginning?

The journey to reinventing the wheel was a long and bumpy one. We faced technical challenges because of the way we have used carbon composite materials in a spring is a world first. At the R&D stage, which lasted several years, we borrowed ideas, experience and technologies from completely unrelated fields, such as archery, architecture and the aerospace industry, in order to overcome the technical challenges. Now we have a huge body of knowledge, data and expertise so all of that testing and development has really paid off.

We also had to learn, from scratch, everything about marketing and selling a product internationally. Because we launched on Kickstarter, we had customers based around the world right from the start, so we immediately had to get to grips with export, as well as, selling in our home market. In fact, we're

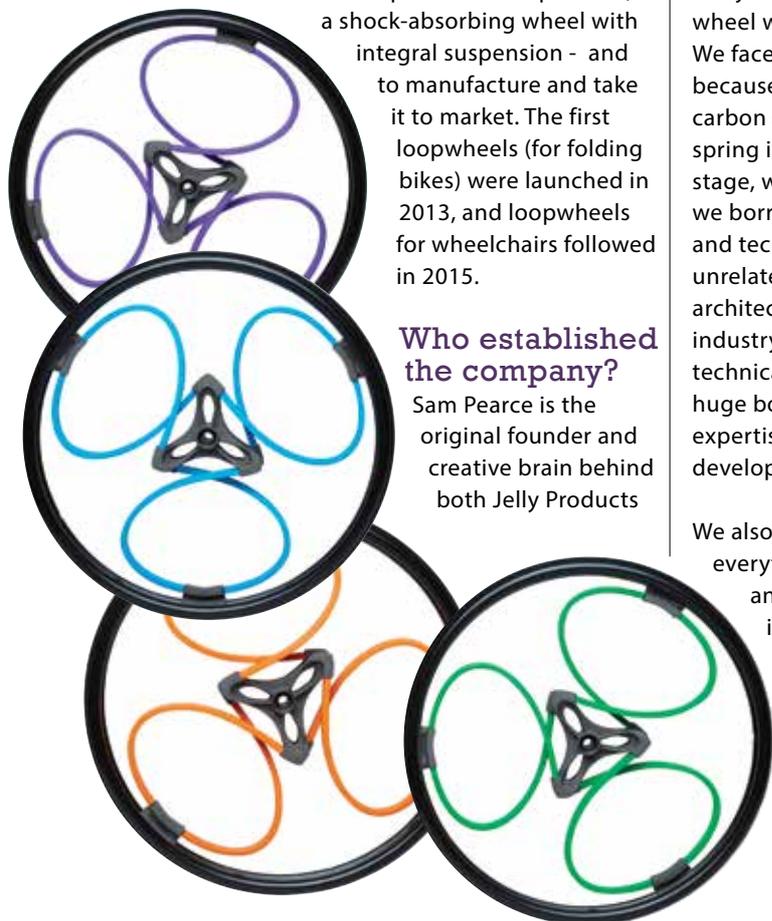
probably more accomplished at selling abroad than we are at selling in the UK.

## Describe your executive team...

Today the business is owned and run jointly by Sam and his wife, Gemma. Sam leads on all the engineering, product development and manufacturing, and Gemma manages the business strategy, communications and commercial decisions for the company. The husband and wife team have very different skills but it's very much a shared vision. They believe in building strong, long-term relationships with customers and suppliers and checking regularly that everything they do is in line with their overall original strategy.

## What was the inspiration behind establishing Loopwheels?

The spark that inspired the product was identifying a need. Sam saw a mother pushing her child in a pushchair which had lots of suspension built into the frame. But when she hit the front wheels straight into a kerb, so that the chair stopped dead and the child jolted forward, he immediately realised that suspension in the frame has severe limitations, and had the idea of putting the suspension within the wheel itself. As soon as we started to publicise our first loopwheel,





Available in a range of colours



Sam is the brain behind the design of the loopwheels



Sam and Gemma Pearce



**“WE’RE LAUNCHING A NEW RANGE OF ERGONOMIC PUSH RIMS, CALLED CURVE”**

wheelchair users asked us if we could make a version for them.

The inspiration behind transforming the company from a design consultancy into a manufacturer was a passionate belief in the importance and value of making products that improve people’s lives, and making them here in the UK using UK skills and suppliers.

**How would you describe your product range?**

Innovative, exciting and with the potential to make a difference to how people live their daily lives. Loopwheels enable people to get out and about wherever they want to go, more easily, more comfortably and with less effort.

**What makes your products stand out from those similar**

**in the industry?**

Loopwheels are a shock-absorbing wheel, they isolate the rider from the vibration from the road. Not many products can do that. Loopwheels look very different from a conventional wheel – in fact, some people buy them just for the look, but they function beautifully too. Currently, there is only one other wheel on the market which aims to provide suspension.

**What can we expect to see from Loopwheels in the next 12 months?**

This year we’re launching a new range of ergonomic push rims, called Curve. The profile of the rim has been designed to optimise contact with the shape of the hand, so it provides a more efficient push. We’ll be selling the new Curve push rim as an option on our loopwheels, but also

as a stand-alone product. Curve are a German product, so this is the first time we’re going to be selling and distributing a product we haven’t designed ourselves. Good design is about making a product that works brilliantly for the person using it – so there’s a perfect fit between the Curve push rim and Loopwheels.

Further into the future are very exciting new applications of the Loopwheels spring technology – not just for manual wheelchairs. Those are in the top secret R&D pipeline, so you’ll have to keep watching for those new developments a little bit further into the future. ■

For more information call **01623 860909**, email [info@loopwheels.com](mailto:info@loopwheels.com) or visit [www.loopwheels.com](http://www.loopwheels.com)