



Snow+Rock Acquires Runners Need

Press Release
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Snow+Rock are pleased to announce the acquisition of Runners Need for an undisclosed sum.

Runners Need is the leading specialist Running retailer in London and operates from seven locations.

Over recent years the independent business has grown to seven stores, with growth accelerating due to the retail partnership established with CycleSurgery.

Dion Taylor, Managing Director of Snow+Rock said:

"Runners Need is a fantastic specialist running business that has been providing the best products and advice to London's runners for nearly three decades. The brand has a great reputation and is a perfect strategic fit to join forces with both the Snow+Rock and CycleSurgery brands. We look forward to introducing the Runners Need brand to a UK-wide audience through our existing Snow+Rock superstores and new locations of specific Cycle and Running stores. Runners Need is completely aligned with Snow+Rock's and CycleSurgery's strategy of being the best specialist retailer in each of our niche areas."

The staff at Runners Need are all end users who really understand the customers needs and have outstanding knowledge for runners of all abilities and ages. Customer service excellence is one of the key things that separate this business from its competitors.

Des Austin (owner of Runners Need since 1988), said:

"Having decided to sell the business, I am delighted to have found the perfect buyer. I know that the new owner, Snow+Rock, will maintain the high standards of service and expertise that our staff have given to runners over the last 28 years. Runners Need is firmly established as the leading specialist running retailer in London, and I am confident that Snow+Rock will take the company to a completely new level, with a national presence. We have already built an excellent relationship, through our five shared premises with CycleSurgery, and the prospect now of some sites offering high-quality service for the outdoor, cycling *and* running market all under one roof is an exciting one for both customers and staff."

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