



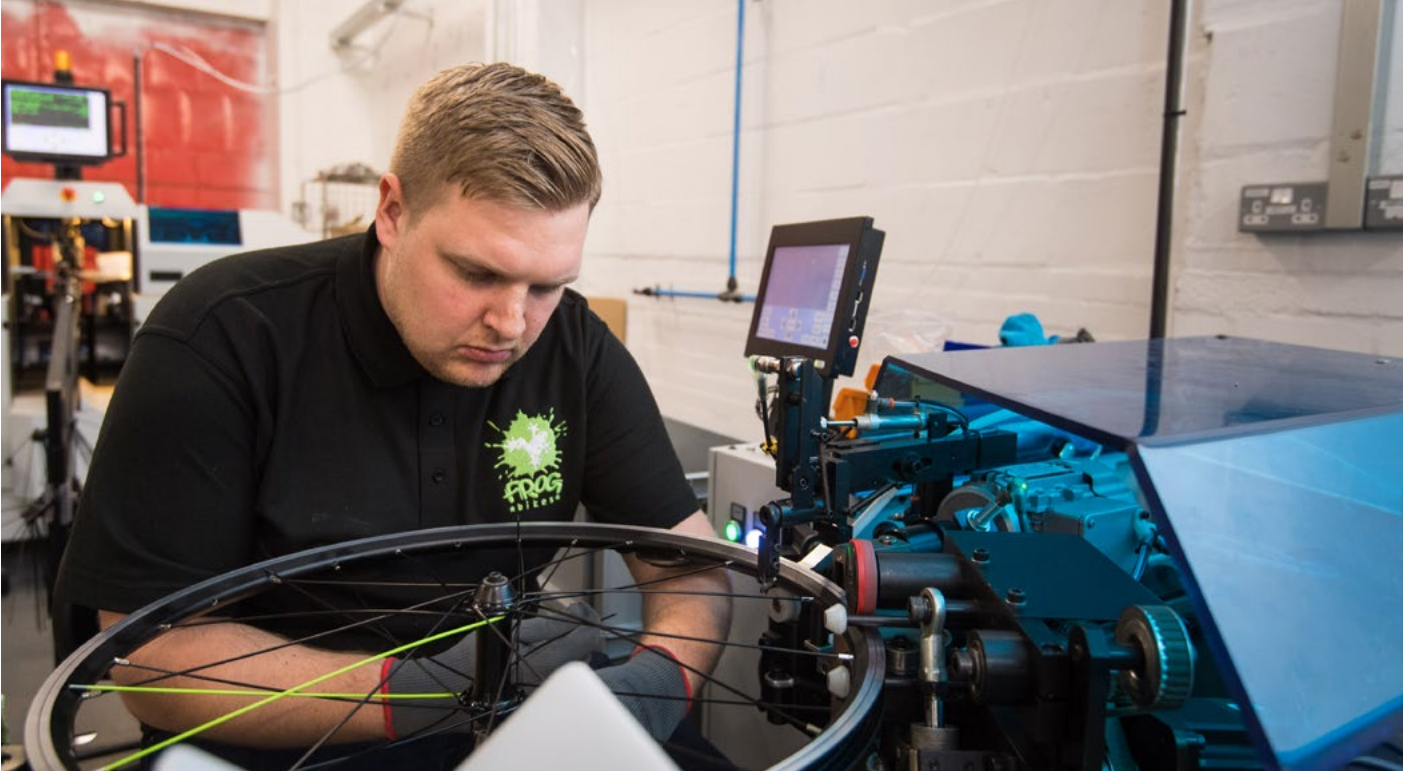
Smart Cymru decarbonisation feasibility project and Torfaen productivity scheme

Pontypool-based company uses Welsh Government innovation funding to bring sustainability to the forefront of bike business.



Frog Bikes are sold in over 60 countries worldwide, through independent bike stores.

Frog Bikes Manufacturing Ltd, who create lightweight and affordable children's bikes, have received £75k funding from Welsh Government to help the company achieve its commitment to reducing its carbon emissions.



The company began working with Welsh Government Innovation in 2017, but in early 2020 they approached the innovation team for support in their long term desire to re-shore the bike frame building process, using recycled materials where possible and to limit their carbon footprint.

Currently their frames are manufactured from virgin aluminium in Asia, painted and then shipped to their factory in Mamhilad, Pontypool, where other bought-in parts such as brakes, gears, chains, seats and handlebars are assembled.

With Welsh Government funding, Frog Bikes has been able to bring on a dedicated specialist to lead its Smart Cymru decarbonisation feasibility project, to help find ways to extend the useful life of their bicycles and components. This includes increasing the number of uses for each bicycle, reusing and remanufacturing componentry to extend their life, and ultimately recycling materials when each bike reaches the end of its useful life.

As part of the project, in order to help keep used bikes in operation for longer, the company launched an MOT test pilot scheme in February 2021, to give used Frog Bikes a 'health check'. The MOT inspection checks for damage, wear and tear and potential repairs or adjustments on 20 key safety points across the bike, to help keep children road-safe and in the saddle. In Wales, the scheme has initially been rolled-out to three bike stores with hopes of further expansion.

Innovative design and attention to detail mean that Frog's lightweight bikes are comfortable for children and built to last.



The production line at Pontypool assembled over 65,000 bikes last year.

The changes that the Smart Cymru decarbonisation feasibility project has enabled for the business will deliver substantial carbon savings by using fewer new materials (especially aluminium) within the supply chain, and by reducing the distance that materials are shipped around the globe.

With Welsh Government funding, Frog Bikes has been able to push sustainability to the forefront of its business and contributing to Wales' environmental wellbeing, with sustainable development also a key aspect of the 2015 Wellbeing of Future Generations Act.

Speaking about the project, Director and Co-Founder Shelley Lawson said: "The Innovation funding allowed us to bring on a

dedicated team member which really kick-started the decarbonisation project. We are committed to reducing our emissions, and thanks to the extra skills in the business, we are now confident that we will reach net zero by 2050.

"We are continually working to integrate sustainability into each aspect of the business, but we understand it is an ongoing process. The decarbonisation project has put sustainability at the top of our agenda, it's in all discussions down to the shop floor level. With Welsh Government's support we hope to be one of the first bike companies producing properly green bikes."

Shelley Lawson, Director and Co-Founder, Frog Bikes Manufacturing Ltd

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Prosperity for All: economic action plan is the Welsh Government's national strategy. Find out more about the funding and support available from the Welsh Government:

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