

PERTH INTEGRATED HEALTH CYCLING GROUP



PIH Northern Districts
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PIH Cycling Group
www.pihc.com.au/cycling

Ruyi Enterprises Pty Ltd
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Melville Aquatic Fitness Centre
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IS YOUR CYCLING JERSEY WORKING FOR YOU?

Introduction

This article has been inspired by the plethora of cycling colours and jersey out there on the daily and weekend ride. It is not aimed at jersey manufacturers or designers who are doing a great job and probably fantastic trade with the explosion of cycling in the community.

This article has a twofold purpose. It is the inaugural article for PIHCG Cycling Business Network which is a closed group formed by PIHCG via LinkedIn for professionals and corporate executives who cycle. This article is also for recreational cyclists, so that they will reflect and consider what they are wearing. It is a MUST read for those who are positions of sponsorship, cycling programs at their workplace and those who conduct and run social, group and club rides.



PIHCG BLUE Army – with distinctive reflective colours



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You Are What You Wear

Let's face it – we are identified by our branding from the bikes we ride, the helmets we choose and in a very specific way –to the choice of jerseys we have in our wardrobe.

Are You Representing That Corporate Group or Cycling Group appropriately?

We identify cars with their registration plates – we identify cyclists by the jerseys that they wear!

We identify groups, social riding chapters, teams, associations and clubs by their riding colours.

The sad fact is that many of us who cycle also know the road raging cyclist, the group ride that flaunts the road rules, those who weaves and ducks across the entire road, create pelotons as large as 100+ riders and block both land of the road and the generally verbally challenged rider – all through their Cycling Jersey!

If you don't believe me see if you can mentally list the following companies or groups whose riders are associated with this kind of abusive and offensive road behaviours:

1. The construction company
2. The real estate company
3. The mining company
4. The oil and gas company
5. The information technology company
6. The bank
7. The cycling club
8. The cycling group

If you can name the above groups with relative ease, the reality is that their sponsors' marketing dollars spent on these jerseys where these riders have been invited or given these jerseys – have regrettably become a NEGATIVE marketing.



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I have heard many a cyclist decide that they will not give that contract to that construction group or purchase a house from that real estate company simply because they hold the notion correct or otherwise that the Principals or Directors associated with those cycling jersey colours must reflect the poor behaviour and character that they witness or experience on the road.

Is Your Cycling Jersey A Fashion Statement?

I firmly believe so as there are so many chic designed, colours, patterns emerging and the we are now spoilt for choice. There was once not so long ago – about 10 years ago that women were ‘forced’ to wear colours or designs that only men who consider wearing and the section of jerseys and cycling related clothing extremely limited.

While cycling jerseys become fashion statements – they MUST NOT become victims of visibility or at least the lack of it.

In another equally provocative article that I wrote in November 2011, entitled –Why Are There So Many Fat Cyclists – I wrote about the perception of many cyclists that they would appear ‘slimmer’ if they wore black or dark colours. The cruel and sad reality is that Lycra is Lycra and nothing hides Lycra. Colours don’t mean a thing and the best thing for one’s health and wellness is to cycle properly for fitness and wellness.

Therefore give yourself a willing and greater chance of survival by wearing or choosing cycling jerseys that: (a) reflect (b) have colours that do not absorb light rays (c) have great visibility over distance.

The following colours never do well together for cycling jerseys – in a distance (key word) even though they may have a good combination for fashion:

1. Red and Black
2. Blue and Black
3. Brown and Green



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The BLUE Army visible even in the dark!

These are generally the 'darker' colours that in the light spectrum are complex and seem to blend and merge in backgrounds and at a distance provide little or no visibility to the myriad of signals, signs and billboards to the already visually stimulated and confused motorist.

Simply put your cycling jersey should be chosen to increase your chances of visibility and therefore survival when you are riding out in the community.

It should be noted that some of the above colours which have been identified actually STAND OUT if you are riding in terrains dissimilar to where we live. For example I will not want to wear a full white or bright yellow cycling outfit if I was riding up the Italian or Swiss Alps in winter – I would actually be looking at colours that stand out and not blend with the snow so that I can be once again seen and identified especially if I am lost.

You see – choice of colours is also about the terrain and places that we ride and simply in dry, red earth, scrub based Perth – bright colours work better for us.



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What The Discerning Cyclist Can Do?

1. Vote on your feet by not purchasing jerseys that are dark coloured or black for our environment.
2. Choose not to support sponsored or corporate jerseys that support these colours.
3. If you are in a position to design or approve a cycling jersey consider all of the factors this article has highlighted.

What Corporates Can Do To Ensure Proper Branding / Sponsorship Guidelines for their Jerseys?

1. Enter into an agreement with the sponsored rider / group or club about etiquette and behaviour of riders associated with their branding;
2. Enter into a Bunch Ride code of behaviour to ensure that your branding is not tainted by the wrong type of cyclist;
3. Discern who you are giving your company jersey to.
4. Determine the group type and kind of cyclists in the group before you sponsor their program / event or group.

There is nothing wrong with sponsors providing support and placement of their logos on cycling jerseys. In fact it gives variety and is probably one of the best forms of branding and marketing as these travelling billboards traverse miles in their rides and quest for the wellness and fitness.



Highly visible even at dawn and at dusk....



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For further information about how your company or group can create a proper work / group riding policy and program look no further than the Perth Integrated Health Cycling Group (PIHCG).

PIHCG has its own bunch ride rules and regulations and terms of agreement that our cyclists are required to partake if they wish to be on our rides. We host sanctioned rides where our highly visible colours are required and we ensure that our sponsors dollars spent does not go into negative branding with the choice of riders we permit within our Group rides and events.

After all it is better to self-regulate and create a policy of safety and wellness amongst cyclists and not wait for some non-cycling entity to try and control our passion of cycling.

Ian Wee

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