

Personal service, phenomenal prices

By Pamela Eadie

Citizen advertising features

Nearly six years ago, Kunstadt Sports became the only bike shop in Ottawa to introduce its own line of bicycles specially designed to meet the needs of Ottawa customers.

They're aptly named from local geography: The Ottawa, The Kanata, The Gatineau, The Calabogie, and The Glebe Cruiser. In addition to selling their popular private label, Kunstadt also carries

Scott, Devinci, Jamis and Stevens.

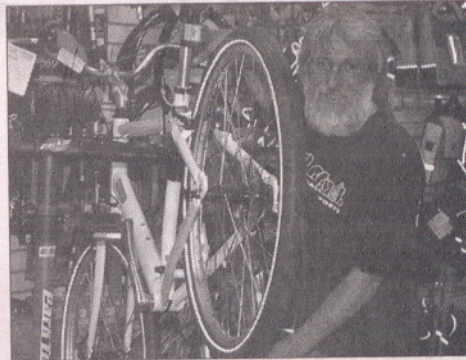
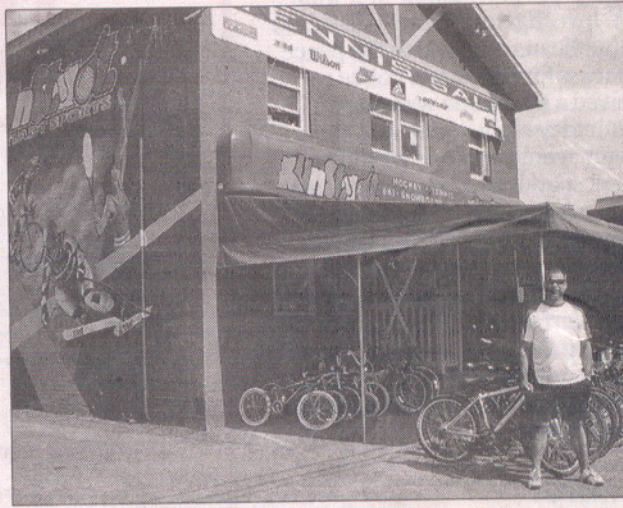
The private label bicycles were introduced as a result of the company listening to what customers wanted and needed, and responding accordingly. Kunstadt sources high quality parts, designs and assembles the bicycles, and is then able to offer a great product to customers at a reduced price.

"It goes along with our motto, 'Chain store prices, Family store service,'" says Eric Kunstadt, co-owner of Kunstadt Sports, which now has three locations in Kanata, the Glebe, and Ottawa south. The family-owned and operated business employs more than 50 full and part time staff year-round.

Responsiveness to customers is a top priority at Kunstadt, and that starts with well-trained staff. Mr. Kunstadt says when they hire staff, it's with long-term in mind. Bike technicians Gaetan Seguin and Mike Plummer have worked at Kunstadt since 1993, when the first retail location was opened.

"What differentiates us is our staff and the quality of service we offer. We give our staff extensive and frequent product knowledge training," says Mr. Kunstadt. "It's important that when people come into the store that our staff can provide them with the assistance and information that they need."

Kunstadt offers a full range of road and mountain bikes, accessories, and apparel, as well as bike repair. But the company actually started out as a tennis racquet stringing operation in the basement of the family home, and remains true to those roots to this day.



Photos by Pamela Eadie

Top: Kunstadt Sports' Ottawa South store.
Bottom: One of Kunstadt's bike technicians, Chris Freestone, works on a bike.

In addition to bikes, Kunstadt also specializes in racquet sports (tennis and squash) as well as alpine, snowboarding and cross-country equipment and accessories.

Promoting participation in sports is a way of life at Kunstadt; by selling used sporting equipment, including skis, boots, and bikes, Kunstadt makes participating in sports more affordable, especially for families. They are the only sporting goods store around that accept trade-ins as children outgrow their equipment.

Kunstadt also organizes community bike rides every Monday evening, departing at 6 p.m. from the Kanata and Glebe stores — just another way for Kunstadt to build relationships with its customers.

For more information visit
www.kunstadt.com

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