

Timbuk2 Overview

Timbuk2 is a San Francisco original, founded in 1989 by bike messenger Rob Honeycutt in a garage in the city's Mission District. What began as a small-scale, bootstrapped messenger bag company has evolved into a global lifestyle brand with a fast-expanding retail presence nationwide. Today Timbuk2 offers a huge variety of backpacks, messenger bags, luggage and accessories for every occasion, serving as an industry leader in made-in-America customization and sustainable manufacturing. The relentless drive to inspire urban mobility, enable individuality and promote responsibility has propelled Timbuk2 forward as it continues designing durable, functional products informed by the company's longstanding cycling roots and passion for city life.

Armed with a sewing machine and a mere \$200 to his name, founder Rob Honeycutt launched Timbuk2 25 years ago to design tough-as-hell bags for San Francisco bike messengers. An early pioneer of mass customization, he debuted Timbuk2's signature three-panel, tri-color messenger bag in 1994, encouraging customers to "build their own bag" with custom fabrics and colors. Timbuk2 launched its award-winning online Bag Builder in 2000, offering the first online customization platform in retail. Since the company's inception, all Timbuk2 custom products have continuously been manufactured in San Francisco, with custom sales exceeding 70,000 orders each year. Today made-in-San Francisco manufacturing remains the heart and soul of Timbuk2's business and culture.

Designed from a range of fabrics, materials and colors, Timbuk2's ready-made product line includes more than 100 styles of accessories, backpacks, camera bags, laptop bags, messenger bags, performance cycling gear, travel bags, women's bags, yoga bags and more. Timbuk2 frequently collaborates with like-minded brands, such as Blue Bottle, Cordura, Mission Cycling Club, R3DNA, and TerraCycle, on limited edition collections and fabrics. Adhering to the highest standards of quality and craftsmanship, all Timbuk2 products have a lifetime warranty.

Sustainable manufacturing is the foundation of Timbuk2's production and design. The Timbuk2 Life Cycle program is the company's environmental responsibility initiative encouraging customers to reduce, reuse, recycle, repair and reimagine their Timbuk2 products so as to maximize their life cycle. Timbuk2 hired a full-time sewer in its San Francisco factory to handle all repairs, and customers receive 20% off their next purchase when they recycle their old bags. Timbuk2 also offers a full-cycle line of bags made from 100% recycled materials.

Timbuk2 opened its flagship store in San Francisco's Hayes Valley neighborhood in 2006, pivoting the company's focus from wholesale to direct retail. All Timbuk2 retail locations showcase the company's entire product line and are equipped with a touch-screen Bag Builder for creating custom bags made-to-order in San Francisco. For a complete list of Timbuk2 retail locations, please visit http://www.timbuk2.com/content/staticstores_retail.html.

True to its roots in cycling culture, Timbuk2's domestic retail locations offer a complimentary bike-share program that includes a bike, helmet, lock and Timbuk2 bag. Timbuk2 retail locations serve as a go-to destination for all things cycling in their respective cities, partnering with local bike advocacy groups and bike share programs to promote bike commuting, group rides, and the benefits of cycling on the community. On a national scale, Timbuk2 participates in Bike to Work Month each year with on-the-ground efforts across the country, and is a frequent sponsor of key cycling events and races throughout the year.

With more retail expansion and new a range of products in the pipeline, Timbuk2's brand evolution is poised to continue in 2016 and beyond. For more information, visit www.timbuk2.com.

Timbuk2 Fact Sheet

Name: Timbuk2

Website: www.timbuk2.com

Facebook: www.facebook.com/timbuk2

Twitter: [@Timbuk2](https://twitter.com/Timbuk2)

HQ Office: 583 Shotwell Street
San Francisco, CA 94110

Retail

Locations: For a complete list of Timbuk2 retail locations, please visit: www.timbuk2.com

Owners: TB2 Investors.

Years

Established: **1989** – Timbuk2 is founded in San Francisco’s Mission District by Rob Honeycutt
1994 – Timbuk2 debuts its signature three-panel, tri-color messenger bag
2000 – Timbuk2 launches its award-winning Bag Builder, the first online customizer
2006 – Timbuk2 opens its flagship store in San Francisco’s Hayes Valley neighborhood
2011 – Timbuk2 launches its first bike share program at the Timbuk2 Hayes Valley store
2013 – Retail expansion: Seattle; Singapore
2014 – Retail expansion: Denver; Chicago; Toronto; Los Angeles (Venice); Portland

Overview: Timbuk2 is a San Francisco original, founded 27 years ago by bike messenger Rob Honeycutt in a garage in the city’s Mission District. Since its inception in 1989, Timbuk2 has designed quality bags, packs and accessories built to last a lifetime, evolving from the original bike messenger company to a pioneer of made-in-America customization and an industry leader in forward-thinking, sustainable manufacturing. The relentless drive to inspire urban mobility, enable individuality and promote responsibility has propelled Timbuk2 forward as it continues fusing passion and style to create durable, functional products informed by the company’s longstanding cycling roots and today’s vibrant city landscape. Timbuk2 products are sold at its retail stores, specialty retailers, and online at www.timbuk2.com.

Products:

- Apparel
- Backpacks
- Bike Accessories
- Camera Bags and Accessories
- Laptop Bags and Accessories
- Messenger Bags
- Performance Cycling Gear
- Travel Bags
- Yoga Bags
- Women’s Bags

Collections:

- Agent– the ultimate travel companion for today’s urban professional
- Command TSA-Friendly – designed for the needs of the savvy traveler
- Distilled– sophisticated bags for work, life and indulgent travel
- Especial – performance gear for serious cyclists and weather-be-damned commuters
- Femme– bags designed by women, for women
- Impossible– refined quality meets serious functionality
- Made in SF – designed and handmade in San Francisco and packed with pride
- Skylilne – the perfect bags for both form and function
- Sunset – modern and trendy laptop bags you are sure to fall in love with

Customization:

Timbuk2 founder Rob Honeycutt was an early pioneer of mass customization. In 1994 he debuted Timbuk2’s signature three-panel, tri-color messenger bag, encouraging customers to design custom bags with Timbuk2’s “Build Your Own Bag” form. In 2000, Timbuk2 debuted its award-winning online Bag Builder, introducing the first online customization platform in retail. Today, Timbuk2 sells over 70,000 custom bags annually, and customers can design their own one-of-a-kind messenger bags, backpacks, shoulder bags, totes and laptop sleeves online or in-store. All custom orders are hand-sewn in Timbuk2’s San Francisco factory and shipped within two business days. The factory is adjacent to Timbuk2’s HQ office in the Mission District, and the company hosts public tours of the factory on a weekly basis.

Bike

Advocacy:

With its bike messenger roots, extensive line of cycling products, and a staff fully immersed in cycling culture, Timbuk2 has served as an exemplary advocate of all things cycling and bike commuting since the company’s launch. Cycling is inextricably linked to Timbuk2’s DNA, and as the company continues expanding its lifestyle offerings, it remains staunchly committed to supporting cycling culture on a local and national scale. All of Timbuk2’s domestic retail locations have free bike share programs and serve as go-to destinations for bike commuting tips in their respective communities. Timbuk2 participates in Bike to Work Month every year with nationwide on-the-ground Bike to Work Day efforts and an annual Bike Commute sweepstakes. Timbuk2 is also a key sponsor of the Red Hook Crit, one of the highest profile cycling races in the country.

Lifetime

Warranty:

Timbuk2 stands behind the legendary quality and craftsmanship of its products. Accordingly, all Timbuk2 bags and accessories have a lifetime warranty.

Timbuk2 Custom Program

Sewn, made to order custom bags and accessories geared towards the urban adventurers

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Today made-in-San Francisco manufacturing remains the heart and soul of Timbuk2's business and culture. The team behind the products is just as diverse as San Francisco itself: a mix of young and young-at-heart, long and lean, short and stocky. Yet, they work hard, play hard, and always say yes to adventure. Every morning, the skilled manufacturing team of 14 employees works together to make hundreds of last-a-lifetime bags a day in outrageous color combinations that the customers select. Each custom bag is made to order and ships within two business days; many ship same day—no two days are the same. Many American companies find it impossible to make things in America. Skill, machinery, and scale can be hard to find and labor costs and expectations of work/life balance can be prohibitively expensive. This makes it all the more noteworthy that Timbuk2 Custom bags have been continuously manufactured in America, in an American city, for more than 20 years.

Here is a video showcasing how a custom messenger bag is made at Timbuk2's SF factory:
https://www.dropbox.com/s/16n6s0yser1lwik/Timbuk2_2016_BrandVideo.mp4?dl=0.

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