

LEED COUNCIL FOCUSES ON A MEMBER: SRAM

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Founder Stan Day, a triathlon competitor didn't understand why bikes had gear shifters on the down-tube when they could be built right into the handlebars. Stan and a fellow racer friend worked together to construct the Grip Shift. This was the beginning of SRAM, a privately held bicycle component manufacturer with its headquarters located in the Halsted-River Triangle. SRAM is an acronym comprising of several names of individuals that helped launch the company, Scott, Ray, and Sam, where Ray is the middle name of company head Stan Day.

SRAM has continued to grow and over the years has purchased a number of companies to allow it to offer a full component group by using other companies for their technology. Some of the companies are as follows:

- On February 19, 2002, RockShox was purchased for its technology on the suspension fork for bicycles.
- On March 1, 2004, Avid was acquired for its technology in hydraulic and mechanical disc brake design and manufacturing.
- In 2005 Truvativ was purchased to provide SRAM with a line of cranks, bottom brackets, handlebars, stems, pedals, seatposts and chain retention systems. This allowed SRAM to offer a complete "gruppo" or collection of components.
- In early 2000, ZF Sachs's Hub gear production was purchased by SRAM.
- November 5, 2007, Zipp Speed Weaponry was acquired and provided SRAM with designing and manufacturing high-end carbon wheelsets for use on road-racers, as well as other components such as cranks, handlebars and disc wheels.

The company constantly looks to improve its product and service capabilities. Currently the company has about 70 employees that consist of engineers, sales team, office staff, customer service and the executive staff located at their 1333 N. Kingsbury headquarters and over 2200 employees worldwide. “The employees at SRAM are very passionate about the business they are in” says Global Human Resources



Manager Beth Straszewski, “the layout of the building is very conducive to meet their needs. They have a test track, a lab and a machine shop and the location near North Avenue and Halsted makes it an easy commute with multiple public transit options including the CTA Redline, the Goose Island Express and the Halsted, North Avenue or Division buses. One improvement that could be made in the area would be to improve the train tracks that run down Kingsbury Street to make them more bicycle friendly. Several individuals have fallen while trying to cross these tracks on their bikes with riders having a difficult time navigating the tracks, parked cars and other traffic on this street.

SRAM has been involved with LEED Council’s Clean Air Counts program in two of the strategy areas—Energy Star Office products and Transportation initiatives. With Energy Star, they purchase office equipment like printers and computers that have the Energy Star label. Regarding transportation, they have several staff that have used the telecommute option, working from home to avoid the commute. They also use carpooling, walk or bike to work and use public transit. They also use the LEED Council to stay informed regarding what is taking place in the neighborhood including new developments, and parking and traffic planning.



As a lunch suggestion Beth suggests the Uncle Julio’s on North Avenue, California Pizza Kitchen at Sheffield & North Avenue and Goose Island Brewery at Willow & Marcey.

Thank you SRAM for being an innovative leader in your field and for your commitment to the community and the environment.