

Interview with Samuel Brännlund SWE

Road, MTB, Gravel and CX Elite Rider and Owner of SamBike.se

**Samuel, you've been riding with phenum[®] for a couple of years now.
What products do you use ?**

Think I use every product.. Saddle, seatpost, Wheels both MTB and Road, Bottlecage, Stem, Handlebar, Seatclamp, Axle, Grips, C10 Frame and Aheadcap

**The number of product manufacturers is very large.
Why did you choose phenum[®] ?**

From the start it was because of my love for light parts and that I like to work with small companies with passion for the work they do. Now I use them because I know that they will work on my bike every day, and that it is a thought behind every part and the balance between weight and strength are perfect.

What is your favorite phenum[®] product ?

Hard to choose one, no bike is better than its weakest part... Love the C10 Frame and wheels, but I have 5 saddles...

You're racing at world's top level. What are the benefits of phenum[®] products for you ?

I know that everything is made for racing and that the rest is up to me.. And the knowledge of that I don't have compromised on any part of the bike makes me faster both in mind and on the trails.

In fact for a racer ; how do you think can they make you faster ?

The stiffness and feeling in every part makes sure that no power is lost, the saddle really makes a difference in power output.. The C10 frame is really fast and light, but the big advantage is how it really saves energy by being so smooth. That feeling of every part working perfectly together really makes me faster.

Can you influence product development at ceetec® ?

Yes I really can do that, during this years whit Ceetec my opinion about every part always have been asked for. I have also had the chance to test some prototypes, and really influence the development that way. Whit a small company the way to right person is short, and to be able to talk whit the person that have designed and made the parts is a privilege.

What do you appreciate about phenum® products and the company ceetec ?

It is all about passion and knowledge to make the best parts for racing!

Compared to other materials, phenum® products from ceetec appear somewhat more expensive. Do you still think it is justified?

I know the work and passion behind everything, and then it is very justified. There is a good saying; Light, Strong and Cheap, pick two..

What are the differences between phenum® products and other brands ?

The balance between weight, stiffens and strength!

Makes ceetec with their phenum® products your rides safer ?

Yes I know from 5 years on them that I can use them everyday in training and also in races, every part is made for racing and work whiteout problems. And I can trust every part in all situations.. In a Marathon European Championship in Norway a went 10km down a mountain whit a puncture, after the race I just change tire and the wheel was straight and worked whiteout problems (But I don't recommend to do this..)

What was your biggest surprise ever with the phenum® products, as an experience?

The Stem was what really surprised me, did not think that a stem could make that big diffrens.

What are your wishes for 2021 and 2022 ?

That we will be able to start racing as we did before Covid.. And that the world will be back to normal soon.

Thank you very much Samuel for your time.