

The Buzz: Recyclist wheels into Appleton

Maureen Wallenfang, USA TODAY NETWORK-Wisconsin 9:36 a.m. CT March 6, 2017



(Photo: Dan Powers/USA TODAY NETWORK-Wisconsin)

A business that's been a staple in Kaukauna for nearly two decades is beating a path to Appleton's riverfront.

The Recyclist Bicycle Company sells and rents bikes in Kaukauna along the CE Trail.

Starting April 1, it will park its kickstands in a new Appleton satellite shop next to Mr. Brew's Taphouse in RiverHeath's Evergreen building. It will also sell and rent kayaks and paddle boards.

But the small shop is just a taste of bigger things to come.

Recyclist's owners have committed to taking a 3,000-square-foot shop in a future RiverHeath building

opening in 2018.

Recyclist's owners, Sean Wardall and Lora Glasel, were wooed by Mark Geall, the developer who has doggedly stuck to his vision of RiverHeath as a community within a community. RiverHeath currently has townhouses, two mixed-use residential/commercial buildings and a Courtyard by Marriott under construction that will open this summer.

"We'll get our operation started this spring, then will anchor a new retail and office building near the hotel," said Glasel.

Experiences are everything, said Wardall and that's why Recyclist has been successful in Kaukauna. It's right on the CE Trail in Kaukauna. "What we love here is that we open up to where we use this product," he said. They're also expanding in Kaukauna with new bathrooms, showers and a new Tempest café (see separate post with details later today on postcrescent.com (<http://postcrescent.com>)).

The two partners, both cyclists, bought Recyclist in 2014 and since then have tripled its revenues. The shop started with used bikes, but now has mostly new. It sponsors events like February's Fat Cupid Classic fat tire bike race, group rides, clinics and a women's empowerment series.

In Appleton, Recyclist will be a similar experience-oriented shop.

"It's the same idea," Wardall said. "We want the same look and feel there."

The partners envision tying the two Recyclist shops together with rental packages. Customers can rent bikes and ride back and forth between the two along the CE Trail and get lunch in the deal.

"It's seven miles, door to door," said Glasel.

For more info, see recyclist.com (<http://recyclist.com>) and riverheath.com (<http://riverheath.com>).

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