

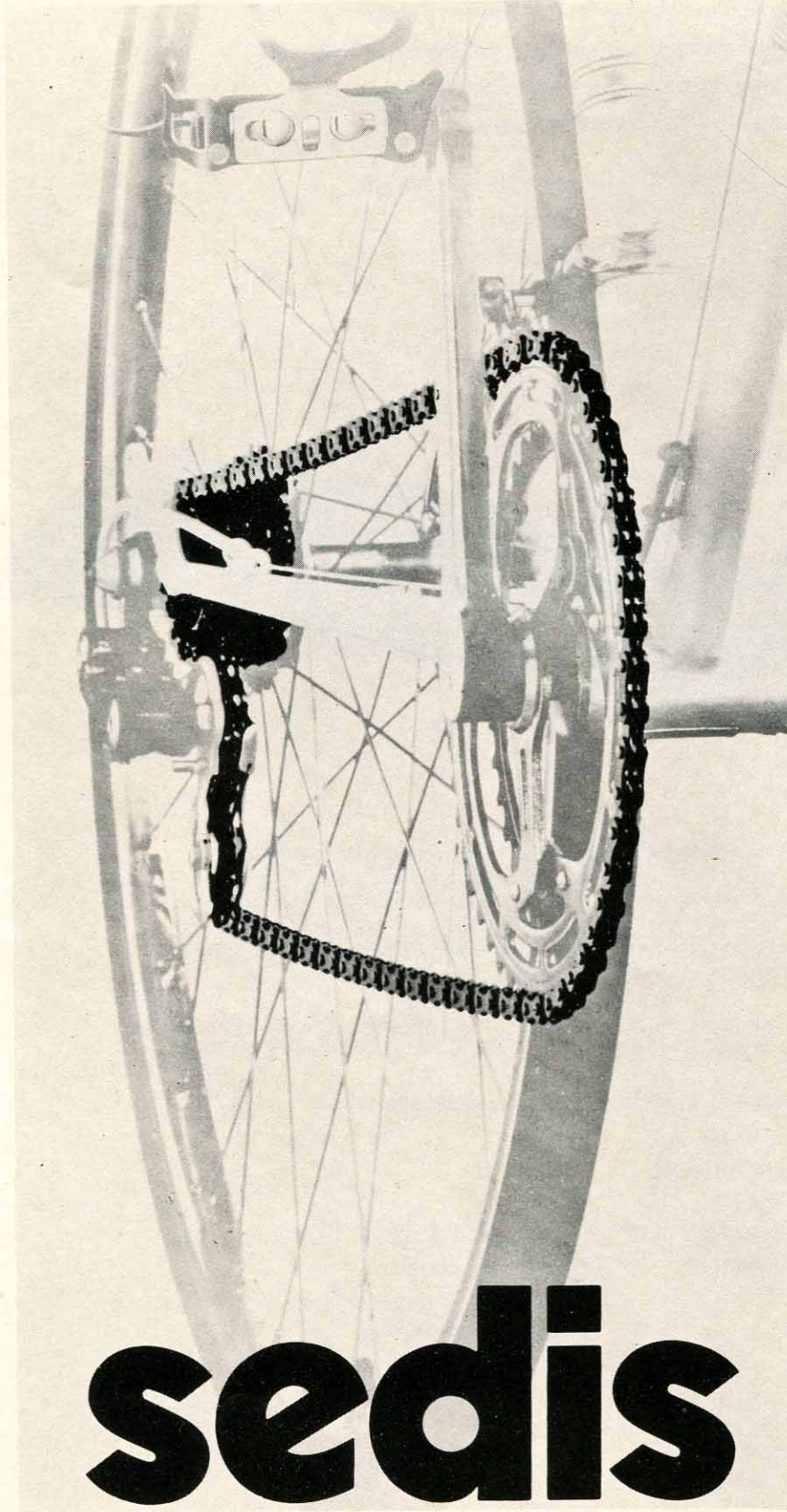
INDEX

COMPANY	PAGES
Esge-Marby	1 - 6
Bierreci	7
Laprade	9 - 10
Maillard	11 - 17
Ofmega	19 - 29
Sedis	31 - 33
Sella Italia	35 - 38
Steco	39 - 40
Vredestein	41 - 42
Weinmann	43 - 67

ITEM	PAGES
Bottom Brackets	19, 24
Brakes	49-51, 53-55, 57
Brake Levers	58-59, 61-63
Brake Spares	47-48, 52, 55-56, 60, 62, 64, 65, 68
Carriers	2, 3, 39, 40
Chain	31-33
Chainwheels	19-23, 28
Cranks	24
Freewheels	15, 16
Freewheel Removers	16
Headsets	24
Hubs	11-13, 17, 19, 26, 29
Kickstand.. .. .	1
Mudguards	4-6, 66
Pedals	13, 14, 19, 25
Rims	42-45, 67
Saddles	35-38
Seat Pins.. .. .	9-10, 38
Toe Straps	7
Tubes	41-42
Tyres	41-42



THE CHAIN THE WINNERS CHOOSE



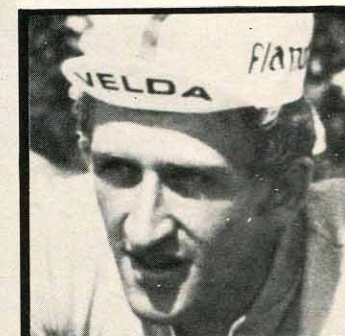
Eddy Merckx
(riding Eddy Merckx bicycle) winner of the Tour de France in 1969, 70, 71, 72, 73 and 74.



Bernard Thévenet
(riding Peugeot bicycle) winner of the Tour de France in 1975 and 77.



Lucien Van Impe
(riding Gitane bicycle) winner of the Tour de France in 1976.



Freddy Maertens
(riding Flandria bicycle)
1976 world champion.

sedis

EUROPE'S LEADING MANUFACTURER OF BICYCLE CHAINS



THE CHAIN THE WINNERS CHOOSE is the choice of

- * Eddy Merckx 5 times Winner of the Tour de France.
- * Bernard Thévenet Winner of the Tour de France 1975 and 1977.
- * Lucien van Impe 1976 Winner of the Tour de France.
- * Freddy Maertens 1976 World Champion.

and now fitted to the Professional team bicycles of

- * TI-Raleigh
- * Carlton-Weinmann
- * Peugeot-Esso

Also Renault-Gitane

Flandria

Gazelle and Mercier



Professional cycling teams as far away as Japan and leading amateur cycling nations such as Poland and Czechoslovakia all use Sedis chain. Such is the recommendation and the testbench for quality. The best professional riders know that it is a chain which will not let them down. The same chain, though without the coloured gold links, is fitted to everyday bicycles manufactured in England, Europe, America or Asia.

The SEDIS packaging is most attractive. The counter display packs for $\frac{1}{8}$ " and $\frac{3}{32}$ " chain are as eye-catching as the individual packs of Sedicolor chain.

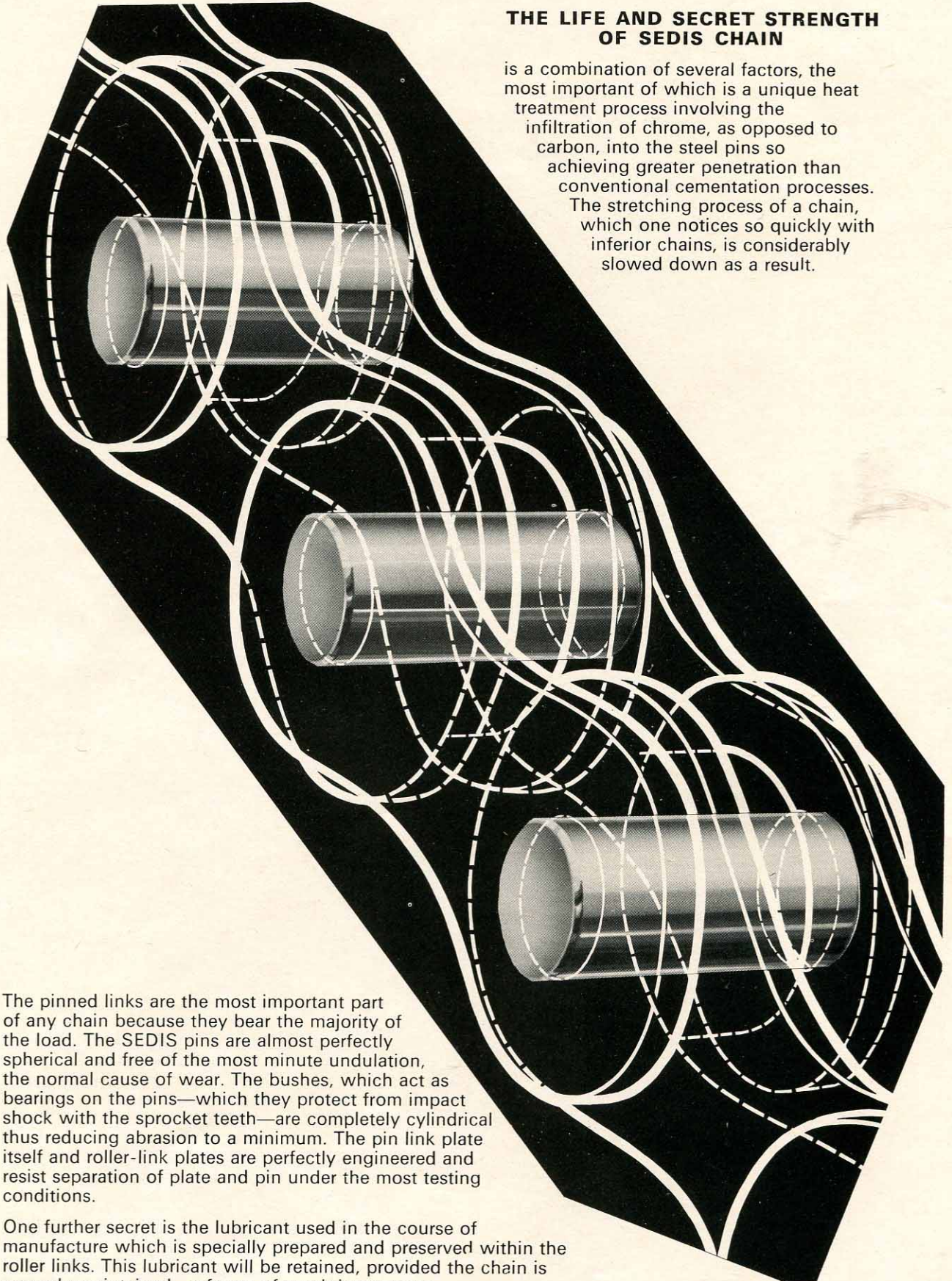
SEDIS chain is available in the following specifications:

- | | |
|---|-----------------------------------|
| $\frac{1}{2}$ " x $\frac{1}{8}$ " x 112 links Ref: 4L | |
| $\frac{1}{2}$ " x $\frac{3}{32}$ " x 112 links Ref: 4D | |
| $\frac{1}{2}$ " x $\frac{3}{32}$ " x 114 links Ref: 4D | |
| $\frac{1}{2}$ " x $\frac{3}{32}$ " x 116 links Ref: 4DS | Coloured gold and dark-blue links |
| $\frac{1}{2}$ " x $\frac{3}{16}$ " x 120 links Ref: | Light Moped chain |
| $\frac{1}{2}$ " x $\frac{1}{8}$ " | Replacement spring clip links |
| $\frac{1}{2}$ " x $\frac{3}{32}$ " | Replacement rivet links |



THE LIFE AND SECRET STRENGTH OF SEDIS CHAIN

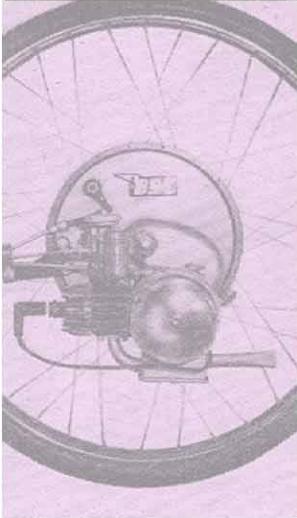
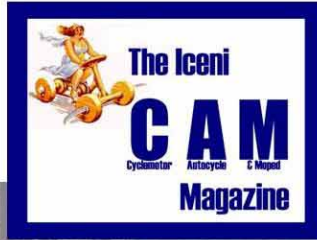
is a combination of several factors, the most important of which is a unique heat treatment process involving the infiltration of chrome, as opposed to carbon, into the steel pins so achieving greater penetration than conventional cementation processes. The stretching process of a chain, which one notices so quickly with inferior chains, is considerably slowed down as a result.



The pinned links are the most important part of any chain because they bear the majority of the load. The SEDIS pins are almost perfectly spherical and free of the most minute undulation, the normal cause of wear. The bushes, which act as bearings on the pins—which they protect from impact shock with the sprocket teeth—are completely cylindrical thus reducing abrasion to a minimum. The pin link plate itself and roller-link plates are perfectly engineered and resist separation of plate and pin under the most testing conditions.

One further secret is the lubricant used in the course of manufacture which is specially prepared and preserved within the roller links. This lubricant will be retained, provided the chain is properly maintained—a factor of much importance.

IceniCAM Information Service



www.icenicam.org.uk