



Reckless Bike Store

Vancouver, Victoria, Langford, B.C.

www.rektek.com

When you first hear the name Reckless Bikes, it probably brings to mind mud-spattered extreme bikers tearing down a mountainside. But this company, which focuses on “urban transport solutions”, is anything but reckless.

Despite the mechanical nature of the job and large seasonal turnover in staff, Reckless has an admirable safety record. Since being founded in 1986 the company has grown to five stores – two in Vancouver, two in Victoria and one in Langford – employing up to 45 people in the peak cycling season and twenty during the winter. The company is proactive about safety issues for all its workers.

“I started out in farming, and safety was drilled into my head right from the beginning. The message that was repeated over and over was the importance of choosing the right tool for the job. At Reckless, our biggest safety issue is ladders”, says Paul. “We have bikes hanging from the ceiling, and stock stored high on shelves. We’re up and down ladders all day.”

To prevent injuries, he buys different ladders for different jobs. “I make sure we buy the best quality of ladder we can afford, and get the right ladder for each job. My motto is ‘Ladders are for climbing, stools are for sitting’”.

Paul raced bikes nationally and internationally, and started Reckless Bike Store as a way to combine his love of cycling with his entrepreneurial drive. Reckless sells and services all sorts of bikes – road, hybrid, mountain and even recumbent bicycles.

New workers are chosen because they have mechanical skills, and are then trained to work safely, particularly when using ladders. There are always a few cuts and scrapes associated with handling and servicing bikes, Paul admits, but adds with justifiable pride that they’ve never had a ladder accident in all their years in business.

