



FOR IMMEDIATE RELEASE

ACT Lab Names SOAR Communications its PR Agency of Record

LONG BEACH, Calif. – Nov. 8, 2017 – [ACT Lab](#), the independent third-party accredited laboratory that conducts safety and compliance testing for consumer products, has retained SOAR Communications of Salt Lake City to manage its PR, media relations, and corporate communications, effective immediately.

SOAR Communications is a full-service public relations firm, with a special focus on the sports and outdoor recreation channels, two of ACT Lab's key areas of expertise.

Michael Baker, head of ACT Lab's global sales and marketing, welcomed the partnership, saying, "We're happy to have SOAR on board. Our staff has doubled since we expanded to our Long Beach facility three years ago and opened our newest lab last year in Taichung, Taiwan. The increased focus on product quality and development, and the ever-changing global regulatory landscape have helped push demand for our services."

One of SOAR Communications' responsibilities is producing ACT Lab's e-newsletter, a brief but highly informative summary of consumer safety standards that helps manufacturers and suppliers stay apprised of how global safety regulations affect them. To subscribe, please [click here](#).

SOAR President Chip Smith is looking forward to getting to work. "ACT Lab is a world-class product and chemical testing facility that provides critical services for consumers. Many of us in the industry don't realize what a huge role they have ensuring the safety of the products we buy and use. SOAR is going to help tell ACT Lab's story."

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About ACT Lab

ACT Lab is an ISO/IEC 17025 independent third-party accredited laboratory conducting consumer product safety and compliance testing. Specialties include mechanical and chemical testing of bicycles, bicycle components, e-bicycles and accessories, helmets and head protection, scooters, sporting goods, children's products, toys, outdoor industry products and more. Founded in 2008 with offices in USA, China, Taiwan, and Japan, ACT Lab allows customers to more effectively and consistently deliver safer, more reliable products to market. For more information, please visit www.act-lab.com.

About SOAR Communications

SOAR Communications is a full-service, strategic marketing communications and public relations agency comprised of professionals and outdoor enthusiasts who use and enjoy the products they represent. The name SOAR stands for Sports, Outdoor, Athletics and Recreation – its key focus and areas of expertise. Current and past clients include ACT Lab, Bergans of Norway, Bike Utah, Focus Bicycles USA, Haibike, IZIP, Interbike, Kalkhoff, Kinetic Trainers, Nordica, Outdoor Retailer, Popticals, RockyMounts, SealSkinz, TravelChair, and Trips for Kids. Visit www.soarcomm.com for more information.

MEDIA CONTACT:

Chip Smith, SOAR Communications for ACT Lab, o: 801.656.0472 x1, c: 801.597.7515, csmith@soarcomm.com