

**FOR IMMEDIATE RELEASE**

**ACT Lab Adds Phil Bash to Global Sales Team**

*Bike and outdoor industry veteran joins growing sales team as ACT Lab kicks off tenth anniversary*

**LONG BEACH, Calif. – April 12, 2018** – [ACT Lab](#), the independent third-party accredited laboratory that conducts safety and compliance testing for the bike and outdoor industries, has announced the addition of Phil Bash to its Global Sales Team, effective immediately.

Bash previously worked at Polar Bottle as sales director, where he managed domestic, international, and custom/OEM sales. He has more than ten years' experience in the bicycle and outdoor industries.

"Phil's supply-side experience with manufacturers in China, combined with his knowledge of consumer product compliance planning is ideal for this role," stated ACT President John Bogler.

At ACT Lab, Bash will manage key global accounts, with a special focus on China sales through ACT Taicang, the largest of ACT's Asia-based laboratories. The company additionally has labs in Long Beach, Calif., and Taichung, Taiwan, where it conducts product evaluation, research and development, auditing, and quality control services.

"Phil will take charge of sales in China and help our existing and new customers with the critical testing they need, whether they are sourcing products in China for export to North America, Europe or other regions, or manufacturing and selling products domestically within the Chinese market," Bogler summarized.

With the addition of Bash, ACT Lab's sales team consists of more than a dozen people managing the company's testing services worldwide.

Bash is based in Boulder, Colorado and can be reached at [pbash@act-lab.com](mailto:pbash@act-lab.com). For additional information about ACT Labs, visit [act-lab.com](http://act-lab.com), or call the company's U.S. headquarters at 562.470.7215.

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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 operations 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 [act-lab.com](http://act-lab.com).

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