

Reality Distortion Field hits Chain Reaction!



You're looking at a work-in-progress; our Redwood City remodel project began with ambitious plans & goals almost exactly a year ago, with little bits & pieces falling into place... until now. It's wholesale destruction and reconstruction, and through it all, we're attempting to remain open & functional.

The process is both lengthy and fast at the same time. It's amazing, given the scope of the project, that it will all be done by the end of next week. That's roughly a week longer than the initial timetable (two weeks of the "heavy" stuff will actually become three) but faster than any estimate I'd come up with on my own. Yes, little glitches here and there (like our vault door... what to do with it? The flooring won't fit underneath, and it weighs more than a big truck so it's not like we can lift it out!), but progress is sure and steady. That's from my perspective. I'm sure Tim, the guy from Trek Retail Services division who's in charge of things, sees things differently. He probably gets to spend far too much time focusing on things that aren't going according to plan and doesn't think about stepping back for a second and saying wow, this is pretty awesome. As a business owner, I can relate to that!

So for now, Tim, James & Brian, kick us out of the way when you need room, grab us when you need help, and thank you for lending your talents to a shop desperately in need of them! --Mike Jacoubowsky, Partner, Chain Reaction Bicycles