

It is with deep sadness that we learned of the sudden and far too early passing away of our former colleague, former board member and SPARTAAN

Jeroen Snijders Blok

Jeroen worked for us with heart and soul for more than 25 years and has been one of the founders of the current Accell Group. Jeroen started his career in 1993 at Batavus in Heerenveen, after which he accepted the position of director of Sparta in 1999. Not long afterward, Jeroen was appointed Chief Operations Officer and member of the Accell Group Executive Board. He held this position until 2019.

For Jeroen, everyone was equal, which made him very special. We saw this daily at work, but also in his many activities besides. Admirable and therefore also loved. He stood among the people and could be found on the work floor in the factory many times. Jeroen could put things into perspective at the right moments, and he always brought a smile. His commitment to the company was unprecedented. He was of great significance not only to us but to the entire bicycle industry. In his many roles in the international bicycle industry, he has contributed that continues to benefit cyclists in the Netherlands and around the world.

We wish Petra, Tessel, Jurren and Kwinten and other family lots of strength and courage to face this terrible loss.

Supervisory Board, Board of Management, and all colleagues of Accell Group.