



B' COOL

CRAFTSMANSHIP is a big word and when I think about this word I usually always think about QUALITY. I believe these two words go hand in hand. Without the element of quality the meaning of craftsmanship would be insignificant. A craftsman is someone who can make something by hand with great skill and expertise. In today's world of mass production and excess, craftsmanship seems to be bordering on the endangered species list. Fortunately for us in the custom motorcycle world craftsmanship is an essential ingredient when it comes to creating jaw dropping, eye-popping machines that get our adrenaline flowing.

Randy Briley of Prescott, Ontario, is considered to be a craftsman. Randy is the hands-on owner of custom parts maker B' COOL Products.

As a kid in Toronto, Randy got his start back in 1975. With a Sears paint gun and a can of paint, Randy made seventy-five bucks shooting black lacquer on a set of motorcycle saddlebags. That first shoot would trigger his passion and before too long Randy was spending the money he earned on bigger and better equipment. Reading motorcycle and hot rod magazines into the late hours of the night, Randy turned his hobby into a business. Briley Designs grew from shooting straight paint colors to firing off multi-graphic

designs and airbrush art. Since before his move from Toronto to Prescott (in 1991), Randy painted everything from helmets to Nitro-burning hot rods for satisfied customers both north and south of the border.

B' COOL Products was born in 1999 as a result of a very frustrating paint (repair) job. Randy was called up to rescue a paint problem that Toronto custom motorcycle fabricator Stylemasters was having with one of their big dollar projects. It seemed that the application of the paint (by another paint shop) was a disaster and was causing a lot of tempers to flare. Randy asked for a week's time in order to get the parts back home to Prescott so he could work in his own shop. Stylemaster reluctantly agreed and after seven sleepless days and nights of stripping, sanding, applying, and buffing, Randy delivered a one of a kind masterpiece.

While working on the motorcycle fenders of that project, Randy couldn't help but criticize the quality. He thought "Hell I could make better fenders than this". With that thought in mind he set out to do some research. It wasn't long before Randy realized that he had everything at hand to produce top quality aluminum and steel fenders. Randy decided to sharpen his skills as a fabricator and welder and with the help of some very knowledgeable people in the steel industry, Randy produced his first batch. Those first fenders were designed to fit custom choppers with 240 mm rear tires. Although sales were slow at first, it wasn't long before people started to talk. Through sheer determination, press releases in magazines and attending the Toronto Motorcycle Super Show he managed to grow his sales. For Randy, the turning point was in the winter



of 2004 at the Easyriders V-Twin Expo in Cincinnati, Ohio. That's where Randy met John Covington, the owner of the custom motorcycle manufacturer Surgical Steeds. John loved Randy's work and both men agreed on a contract. B' COOL was now their official supplier of quality fenders. In September of 2004, with the help of some networking in the industry, Randy nailed a purchase order from St-Louis' motorcycle parts distributor MID-USA. B' COOL had hit the big time and since then, Randy's fenders have been available to customers' worldwide. Randy is very proud in knowing that he is also the first to offer "cut your own - Builder Blanks" to the industry (the fenders that "don't do" the twist and shout when you trim them to fit!).

With the sale of thousands of fenders in the past 8 years, Randy has had the opportunity to design and produce a variety of different products.



Today B' Cool Products manufactures fenders to fit virtually any custom application. From flawless front fenders fitting (California's Metalsport Wheels) 26-inch front wheels to 330 mm wide rears, in 10 to 13 gauge (.089" to .134") thicknesses. Lately B' COOL has also fabricated custom oil tanks, billet fender struts and has also branched out to deliver sheet metal work such as stretching gas tanks and putting together custom rolling chassis for some very happy customers. With the help of good friend Steve Schuller of Industrial Custom Cycle, B' COOL will be gearing up to offer some unique custom motorcycle accessories. But you will have to stand by for that one! In the meanwhile check out "this" craftsman's Web site.

Randy's dedication to his craft brings him to most major custom motorcycle shows. Randy is always willing to talk custom and also answer any questions you may have. If you ever see the shop logo at your next bike show, stop by, say hello and check out his out-of-this-world custom super-charged one-of-a-kind bike, but remember: "Be Cool" (Sorry, I just had to!).

www.bcoolproducts.com

Charlie - CL Chop Shop

