

The importance of MIK (Mounting Is Key) for the accessory market:

Open Source Click System for Luggage Carriers

ULFT, the Netherlands – For bicycle bag and basket supplier Basil, developing a click system for a luggage carrier might seem obvious. However, Basil's MIK system is different than any other click system available on the market. MIK has been developed as an open source system and available for all luggage carrier manufacturers and accessory brands.

The idea behind MIK (Mounting Is Key) is that the easier it is for consumers to put a bag or any other accessory on their bicycle, the better it is for the market. "As Basil we will also benefit from this market development," explains Basil's managing director Marc Roelofsen. MIK originates from a collaboration between bike accessory producer Basil and luggage carrier producer Massload. While Basil owns the brand, Massload holds the patent.

"For Basil owner Marthijn van Balveren, the idea of developing MIK was to generate more market volume by creating a new global standard in the bicycle industry. With this system consumers will never face the problem that their newly bought accessory does not fit on

their bicycle. The platform is open to all stakeholders and has been beautifully designed avoiding any loose wires and 'old school' parts. The integrated platform can be used for more than just luggage. We call upon product managers to see for themselves that as soon as they start specifying a MIK-approved component, it can be integrated in the bicycle and it fits other MIK-approved parts." While MIK was initially launched for bags and baskets, the heavy duty option to mount a child seat is currently being developed. Besides the two launching partners Basil and Massload, also Spanninga and Tracefy joined this project.

Partnerships

For Basil the launch of MIK came more or less at the same time as the reorganisation of the company. "In the past decade Basil expanded on many different markets," says Marc Roelofsen. "With the start of our three years strategic plan in January 2018 we have set new goals for the future. It is important for us to focus on our core business, to change our cooperation with distributors, dealer and suppliers into partnerships and grow the business. We are now one year later and we are very happy with the results so far. Last year we added 10 new distributors to our network. We have made a very selective choice of who we preferred in our distribution network and we approached them ourselves. Partnerships are very important for

us. The market has changed drastically and you can't focus on one category only, for example the distributors or the consumers. As a brand you have to pay attention to all stakeholders, from the suppliers to the consumer. Every year we launch 50 to 60 new products or upgrades of existing products. For product development we are in close contact with all our partners while we also closely watch consumer market developments and preferences. But we also carefully follow the online market. It is not our intention to sell online, but we are prepared to do so when our customers want us to step in. Of course our products are available via webshops in many countries.

New market position

"One of the goals set in the strategic plan was to become market leader in our product category in those countries where our Basil products are available. The potential of the MIK interface is even much bigger as we aim at a global market. We are confident as MIK is an open system and not a monopoly while it comes with a quality standard. OEMs can still select their own luggage carrier supplier and MIK has no license fee. We have created an all new position for ourselves in the market and it puts Basil products in the spotlight. That's our benefit," says Marc Roelofsen. Together with its partners Massload, Basil, Spanninga and Tracefy, the MIK interface will be presented at



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says Basil's MD Marc Roelofsen.

Photo: Bike Europe

Taipei Cycle Show from 27 – 30 March. Booth number is S0522 and S0516 on the 4th floor of Nangang Hall 2.