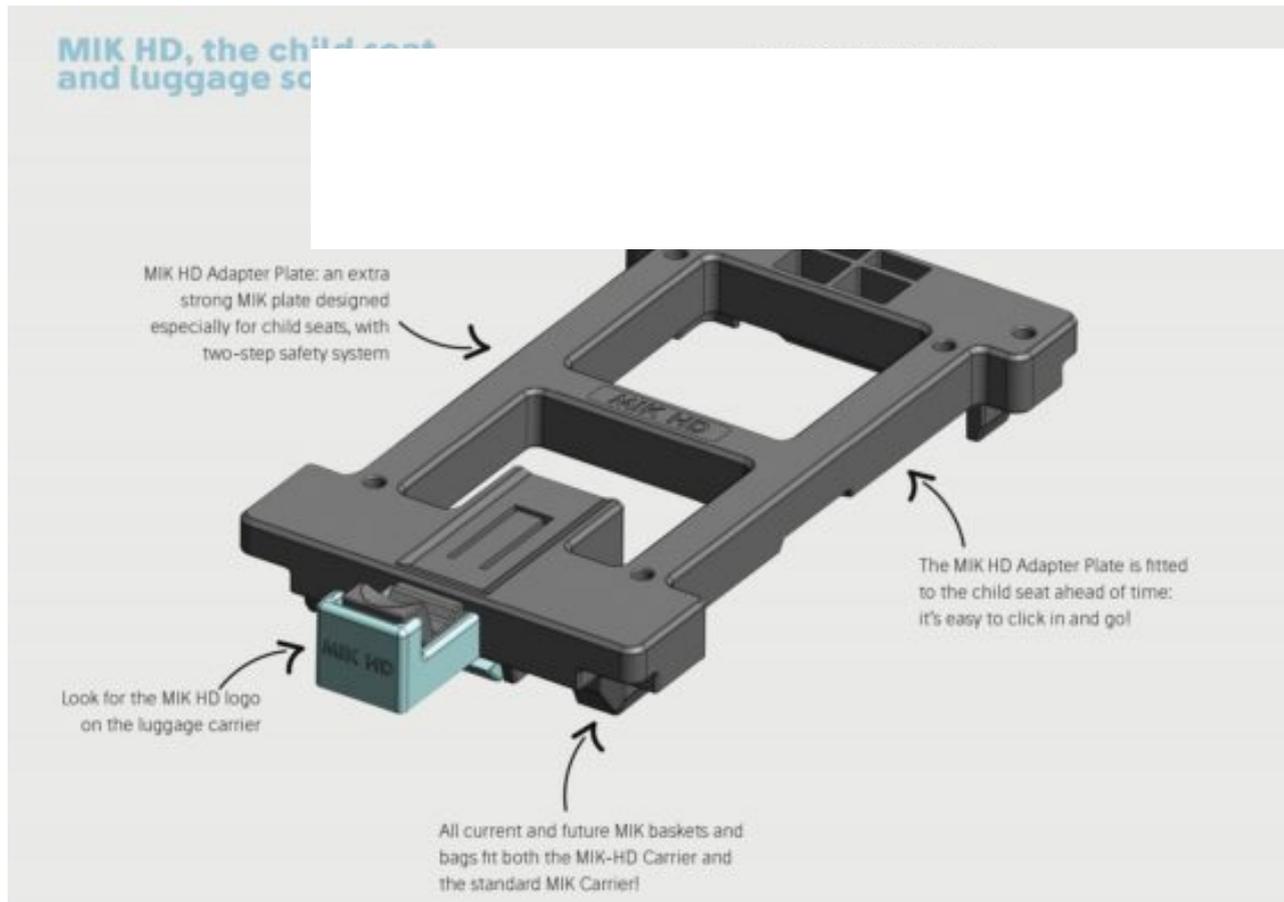


Basil's Open Source Click System for Carriers in Heavy Duty Version

label: Sales & Trends



The heavy-duty version of the MIK plate. – Photo Basil

ULFT, the Netherlands – Basil originally unveiled the MIK (Mounting Is Key) luggage carrier system at Eurobike 2017. This year, the Dutch company unveiled the second generation, the heavy-duty version. The heavy-duty version can carry up to 30 kilogram making it suitable for child seats.

The MIK HD adapter plate is an extra strong MIK plate designed with child seats in mind, with a reliable two-step safety device. It is compatible with special Urban Iki child and Polisport child seats. 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.

'Open source system is better for the market'

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 for 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."

At Eurobike 2019, the MIK HD system will be presented at the stands of Massload, Polisport, Urban Iki and Basil A4-206). The Massload luggage racks and MIK compatible products from Basil will also be on display.

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EUROBIKE AWARD for the revolutionary multi-brand collaboration

After the success met by the BASIL COMMUTER CARRIER on Taipei Cycle Show earlier this year, it is no big surprise that this revolutionary concept was granted an Eurobike Award 2019 in the category "bike components".

Developed in collaboration with other international experts in their fields: SPANNINGA, TRACEFY, MASSLOAD and MIK, the carrier was imagined for the fastest growing global target group: the demanding commuters, who consciously decide to purchase a bicycle for their commute.

According to the jury, "It's all there: integrated rearlight with a broad radius, a wide range of settings so that the carrier can be adjusted to the size of the wheel and rider, more space for the feet, and the GPS module as anti-theft function. The judges were also impressed by the very attractive price for the entire package."

It features countless innovations, among which:

- Basil Shock Absorbing Tube (BSAT®), a new way of hanging your bicycle bag on your carrier with adjustable tube creating more freedom for your heels and suspension reducing forces on your bicycle accessory
- Glow, an integrated high-visibility rearlight by Spanninga starring the groundbreaking Contour Lighting Technology (CLT®), exclusive for MIK

- The innovative CLT© technology developed by Spanninga and inspired by automotive lighting comes as the next step in bicycle lighting technology and enabled a previously unattainable level of light diffusion for Glow. Extremely tight and precise, the rearlight strip design enhances the curved lines of the carrier for a unique combination.
- MIK, the fastest growing integrated system for luggage carriers
- MIK Smart Box by Tracefy (optional), making your bike "smart with the Tracefy IoT system
- A Spanninga mobile MIK-flashlight (optional)

Many brands have already chosen for the BASIL COMMUTER CARRIER and its options for their next season's models.



About Spanninga:

Spanninga is a premium brand of bicycle lights and accessories. Founded in 1918 its vision has always been to focus on a strong link between technology and design. Extended research in new technologies and optics but also thorough study of the consumer users have led to exclusive products, thanks to which we gained the recognition and trust of our customers for more than hundred years. Originally a family-run business based in the Netherlands, Spanninga and its subsidiaries employ today approximately 200 people worldwide with production facilities in France as well as in South East Asia.

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Spanninga, Basil, Tracefy & Massload win Eurobike award for multi-brand collaboration

📅 6 September, 2019 👤 Hayley Everett

After launching at the [Taipei Cycle Show](#) earlier this year, the Basil Commuter Carrier has now been granted a [Eurobike Award 2019](#) in the bike component category.

The carrier was developed in collaboration with Spanninga, Tracefy, Massload and MIK for the commuter market.

The jury said of the award: "It's all there: integrated rearlight with a broad radius, a wide range of settings so that the carrier can be adjusted to the size of the wheel and rider, more space for the feet, and the GPS module as anti-theft function. The judges were also impressed by the very attractive price for the entire package."

The carrier features a number of innovations, including: The Basil Shock Absorbing Tube (BSAT) which is a new way of hanging a bicycle bag on the carrier with adjustable tube to reduce suspension forces on a rider's bike accessories; o Glow, an integrated high-visibility rearlight by Spanninga with Contour Lighting Technology; Spanninga's CLT technology; MIK integrated

system for luggage carriers, and optional Tracefy MIK Smart Box and Spanninga mobile MIK-flashlight.

A number of brands have already chosen the Basil Commuter Carrier and options for next season's models.

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