



1/6 Light Bell tracker

Bicycle bell that warn with simultaneous light flash and ring, with integrated tracker.



Solution

The aluminium cycle accessory that combines the most essential aspect of safety : bell, light and tracker, with a twist : the bell also triggers a flash light (as used for car warning). A subtle "Recycled in Germany" is enough for infusing the back story of the aluminium.

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What makes your product bold and innovative?

It is a all in one needed for the bike : taking less space on the bar and perfectly blending with the bar thanks to the similar material and anodized finish. As no paint is needed, the bell is extremely durable with high aesthetic qualities.



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Which target group is this product aimed at?

For millenials and GenX who are about Sustainability without compromising on the style, matching with their current products. Looking for high quality product, multifunctional yet minimally intrusive.



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Why is secondary aluminum the perfect material for your idea?

Light bell tracker Is making use of the aluminum for it s lightness, durability and its weather resistance. Moreover, as an accessory the recycling aspect makes complete sense, allowing the user to get several pieces to mix and match.



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Creative's profile



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Creative's top 5 skills

Illustration, Mobile Apps, Product Design, User Experience, Service Design

Collaborators



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