



"GET ON YOUR BIKES" TOOLKIT

SAFE BUT ATTRACTIVE

(How to personalize bike trucks and lag bands)

Secondary school Bedekovčina, Croatia

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1. Student investigate market offer of the cycling accessories and safety equipment in stores and on-line

DUĊAN->	Decathlon	Hervis	Lidl	Intersport	Plodine
OPREMA					
Majice	Velika ponuda (59,99-359 kn)	Velika ponuda (799,99-1.049,99 kn)	/	Mala ponuda 239, 95 kn	/
Hlače-ispod koljena	77,99 kn	649,99 kn	1	Mala ponuda 125,99-179,99 kn	/
Hlače- kratke	129,00 kn	Velika ponuda 400,00-800,00 kn	/	1	/
Kacige-dječje	Velika ponuda (38,99-159,00 kn)	Velika ponuda (100,00-279,99 kn)	/	Mala ponuda 129,95 kn	/
Kacige za odrasle	Velika ponuda (159,00-359,00 kn)	Velika ponuda (529,99-499,99 kn)	/	Mala ponuda 299,99 kn	/
Rukavice	Velika ponuda (59,99-199,00 kn)	179,99-319,99 kn	/	/	/
Bočice za vodu	Velika ponuda (13,90-99,00 kn)	/	/	/	/
Torbica	Velika ponuda (38,99-469,00 kn)	199,99 kn	/	Mala ponuda 370, 97 kn	/
Cipele	Velika ponuda (309,00-1199,00 kn)	/	/	/	/
Sigurnosni prsluk	46,99 kn	/	/	/	/
Traka za glavu	39,99 kn	/	1	/	/

" I like this very much. I find out so many interesting things about cycling equipment!" –Elena, 16

During this class I found out so many interesting things I even found a bike watch which I want to buy.

There is so many eqipment I did not know that exist.

-Rudolf, 16

2. Personalization of safety equipment and accessories



We have a task to redesig ne bike tracks.

There was discussion about new accessory nad and some of student metioned how his grandfather always put some gum arround leg to protect the pants during cycling.

So we decided to make leg bands.

Finally





Small fashion shaw!

⊙



Leg bands







3. Marketing strategies:

Promotional gifts



Flyers

Discounts (5+1)

