

Press Release

The new lightweight transporting device:

carryyygum – the world’s smallest bicycle rack

A smart invention that’ll make your life much easier!

Live on Kickstarter until July 26, 2018 - *already 100% funded!*



Lightweight, flexible and stylish – **carryyygum** is the new smart transporting device for your bike. A quick stop at the supermarket because you forgot some ingredients? Luckily, you got **carryyygum** with you! With **carryyygum** you safely secure smaller items like clothes, books, paper, handbags, parcels, lunchboxes etc. to the handlebar. Transportation becomes safe and convenient and falling milk cartons or bags dangling at your handlebar are finally a thing of the past.

carryyygum will be available in 9 different trendy colors. It’s the fresh alternative to bulky bicycle baskets or bicycle racks and it makes a perfect match especially with urban bikes, singlespeeds, mountain bikes, racers, or bicycles with child seats. With its minimal weight of only 35 grams (1.2 ounces) **carryyygum** is really flexible - simply put it in the trouser pockets if you like.

The idea was born as Carl was riding through Munich – on his bike without traditional rack and carrying a magazine and his ping-pong rackets in one hand. The product designers of ID Design then turned the first prototype (with cable-ties!) into a smart product with a minimalistic design: Now **carryyygum** is comprising a super-light carrier, a hook-and-loop tape with a rubberized contact area and a durable elastic strap. That’s **carryyygum**: the perfect gadget for aesthetes which seek for functionality and aim to ride without ballast.

The crowdfunding campaign at Kickstarter is live at the moment and runs until July 26, 2018. By the fantastic support of more than 350 people the funding goal has been reached already and now **carryyygum** will be produced in series.

Further supporters to the campaign are warmly welcome as this will help to put the project on a more stable financial footing. And until July 26, 2018 customers may benefit from the Kickstarter prices between 15 € and 19 €! The estimated regular retail price will be at 26 €.

Check out the Crowdfunding campaign here: <https://goo.gl/wFtvmq>

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