

It saves storage space, it is quick and it is easy to install?

That's FlipCrown, an innovative headset locknut that flips your handlebar parallel with your top-tube, so you can store your bike and save space.

Once you have installed FlipCrown, your bike only takes up the space of the width of the frame, which is less than half of the width of your handlebar. No more cramped hallways or trying to pull out your bike from in between all those bikes in the bikerack.

Loosen your handlebar with our Pocket size FlipCrown tool, flip it 90°, fasten it again and off you go! No more fiddling with the correct height or the perfect alignment of your handlebar. With FlipCrown it is always in the right position.

“We invented FlipCrown because as bike freaks we were fed up with not being able to put our bikes in the hallway. Plus, my wife didn't like the chipped-off paint... We came up with an elegant solution that is both discreet and easy to install.” Designer Patrick Jacquet

“I didn't want to leave my bike outside anymore. I bike to the office every day and every morning I was worried about my bike being stolen, or exposed to rain. I finally found a solution to take it inside again. FlipCrown is small and simple, but this solution has a big impact.” Inventor Rob De Schutter

We present to you FlipCrown. invented in the country of cycling, Belgium. (We ride with more dedication than the Dutch! Just to set record straight...)

And for those who wonder: FlipCrown wasn't only developed for the fixed gear lovers. It can also be installed on the ride that takes you to work every day or those wheels you use to go shopping. You can even lock your flipped handlebar when you're out for drinks. No bike thief who would consider to steal something like that, right?

Aren't you in a DIY mood? Or do you think you need a new bike? We designed the SlimBike, a retro bike with of course the FlipCrown, but also with quick release pedals. And as a bonus we add our steel bike shelf, so when you don't ride it, you can hang that beautiful piece of art on your wall.

FlipCrown: Slim your bike!

More info and video: www.flipcrown.com

Our Indiegogo page: <http://igg.me/at/flipcrown>

For interviews and high res images:

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First article

FlipCrown Enables Bicycle Handlebars To Flip Inline With Frame For Easy Storage

FlipCrown, a patented headset locknut that allows handlebars to be turned or flipped 90° for easy storage, is seeking funding on Indiegogo.com, a crowd-sourcing platform for creative projects. FlipCrown is seeking to raise at least \$15,000 in 40 days – or before March 21, 2015.

More than 50 percent of all people live in cities like New York, a number that is still rising. In such urban settings where every square foot counts a bike can be a pain to store, and therefore bicycles are often stored outside on the street with the risk of being stolen.

Designed to solve the problem of storing bikes in small, narrow spaces, FlipCrown allows you to turn the handlebar so that it is parallel with the bike's top-tube, letting you lean it against a wall without anything sticking out. Combined with FlipCrown's custom quick-release pedals and slick bicycle shelf, you can mount your slim bike on the wall like a piece of art.

FlipCrown is not only great for storage, but also makes your bike easier to take on the subway, on a train or even inside a car.

FlipCrown does not claim to be the first to solve the problem of bike storage. We do however claim to have the most elegant and discreet looking solution on the market, designed to be easily retro-fitted on (most?) bicycles with a threaded (quill) stem. FlipCrown will perfectly blend-in on all bikes, from your every day ride to your most treasured designer bike.

Installation is a breeze, but if you feel you deserve a new bike then why not have a look at our vintage SlimBike. SlimBike comes fully equipped with FlipCrown and quick-release pedals pre-installed. As a bonus you'll also get our slick mounting shelf.

Second article

FlipCrown: Slim Your Bike!

If you keep your two-wheeled steed in an apartment, a narrow hallway or anywhere where space is at a premium, you've probably cursed your handlebars. Not only can they poke passers-by, but they also have a tendency to whack into door frames, and they prevent your bike from resting stably against walls. But a new product, FlipCrown, does what its name says: it allows you to flip the handlebar 90° to line up with the frame, without turning the front wheel. Problem solved.

FlipCrown can be easily retro-fitted and will perfectly blend-in on most bicycles, from your every day ride to your most treasured designer bike. Combined with FlipCrown's custom quick-release pedals and slick bicycle shelf, you can mount your slim bike on the wall like a piece of art.

Not in a DIY mood? Feel you deserve a new bike? Then have a look at our vintage SlimBike. SlimBike comes fully equipped with FlipCrown and quick-release pedals pre-installed. As a bonus you'll also get our slick mounting shelf.

FlipCrown, the most elegant and discreet looking bicycle storage solution on the market!

Third article

FlipCrown lets you 'flatpack' your bike so you can park or store it easily!

More than 50 percent of all people live in cities, a number that is still rising. In such urban settings where every square foot counts, a bike can be a pain to store, and therefore bicycles are often stored outside on the street exposed to the weather and with the risk of being stolen. Given the trend of more and more people riding and also spending more money on bikes, a solution is due.

FlipCrown, a patent pending headset locknut that allows handlebars to be flipped 90° for easy storage, is seeking funding on Indiegogo.com, a crowd-sourcing platform for creative projects. FlipCrown is looking to raise at least \$15,000 to produce a first run of FlipCrowns.

Designed to solve the problem of storing bikes in small, narrow spaces, FlipCrown allows you to turn the handlebar so that it is parallel with the bike's top-tube, letting you lean it against a wall without anything sticking out. Combined with FlipCrown's chrome quick-release pedals and custom bicycle shelf, you can mount your slim bike on the wall like a piece of art.

FlipCrown can be retrofitted to most bikes, as it replaces the standard locknut on a threaded headset. Cost of a standard FlipCrown on Indiegogo is 30 USD, but they also offer a 'FlipCrown Combo Pack', including the quick release pedals for 60 USD and a 'Lifestyle Pack' that throws in the custom bicycle shelf for a total of 80 USD.

Someone looking for a brand new retro bike can go for their special edition 'SlimBikes'. Good looking bikes that come with FlipCrown installed.

FlipCrown's Indiegogo campaign will run until March 21, 2015. Check out their pitch video below.