

# BASIL®

spread the cycling joy





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# The brand Basil – company history

- 1936: Bicycle retailer in Silvolde – Jan Marinus van Balveren (grandfather Marthijn, father from Nico)
- 1969: Nico (son of Jan) took over the bicycleshop
- 1976: “N. van Balveren Riet Import and export” founded by Nico
- After a couple of years the name changed into Basil, a contraction of “van Balveren” and “Silvolde”
- 2001: Marthijn (son of Nico) takes over the company and adds bicycle bags to the assortment. Also fashion, design & lifestyle



# What does the brand represent?

## Our vision and mission:

- With the right accessories, people want to go more often by bike. This makes the world more beautiful and people happier & healthier (cycling becomes more enjoyable)
- With our functional and fashionable bicycle accessories we enhance your bicycle happiness, so you want to go more often by bike

## Our passion is obvious:

- Devising, designing and commissioning leading products that make cycling more enjoyable and attractive

# What does the brand represent?

## *Brand values*

- Well considered
- With a wink ;)
- Enjoy(ing)
- Contemporary
- Stylish





# The story behind the brand



## Hello,

We are Basil. We strive to see you enjoy your bicycle as much as you can. Because cycling is good for you. It's healthy and makes you smile.

It all started in 1976, when a lovely lady called Ine van Dam entered Nico van Balveren's bicycle shop in her search for a wicker bicycle basket. Nico developed it for her and made Ine very happy. From that day, she enjoyed her bicycle even more. And that, in turn, made Nico very happy.

Since then, not a lot has changed within our family business. We still love creating products that improve your daily cycling joy. That's why, today, we offer a complete range of bicycle baskets, bags and accessories to fulfil your personal needs.

Please tell us when and why you ride your bicycle. And also when and why you don't. This helps us to grow, every single day. Because if we combine your moments of happiness with our sense of quality, functionality and style, together we can truly spread the cycling joy.

On behalf of the Basil team,

**Marthijn van Balveren**



ENJOY THE  
*Little*  
THINGS IN LIFE  
BECAUSE ONE DAY  

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YOU'LL LOOK BACK  
AND REALIZE THEY WERE  
*Big Things*

- Kurt Vonnegut -

# Basil elements

➤ From the very beginning in 1976, Basil has launched a beautiful and interesting collection of cycling accessories every year

- Innovative terms of functionality, design and technology
- Excellent value for money
- Meeting expectations of consumers and the sector

➤ Key elements of our collection

- Visibility
- Waterproof
- E-bike perfect
- Systems – perfect fit
- Spread the cycling joy



Special designed  
hangtags for easy  
recognition

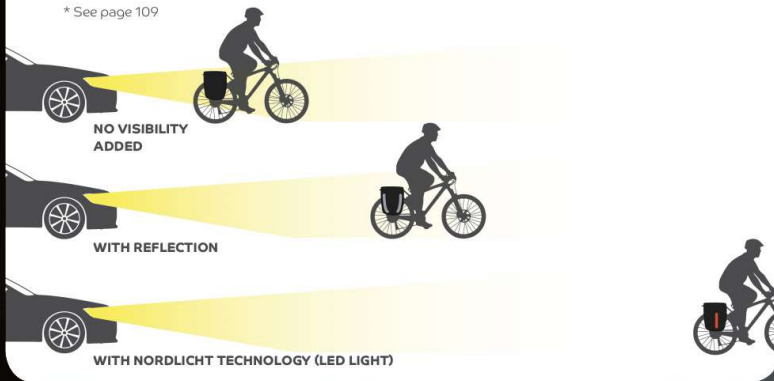






Cycling is a way to **LED** go. With our Basil accessories you will be seen on the road, day or night! Our standard safety features reflective detailing. New this season, and a next level for even better road safety, is our new **Nordlicht Technology\***, an integrated LED-strip featuring on several of our new bags and baskets.

\* See page 109







Rain or shine, keep smiling with Basil. Our **waterproof** bags will keep your belongings dry, every journey! Thanks to their welded or taped seams with waterproof innerlining, the waterproof series meet the high IPX 3 standard\*. And of course all other products are well rested with our stand **water-resistant** finish, keeping the rain out. Once again, we have proved that design and function do go together!



LIGHT RAIN  
4 DAYS



NORMAL RAIN  
24 HOURS



HEAVY RAIN  
8 HOURS



DOWNPOUR  
3 HOURS



E-BIKE  
PERFECT

All our products are suitable for your E-bike. Several of our bags, baskets and systems are especially designed to the usage of your E-bike. We call them: **E-bike perfect!** Why? Thanks to their visibility, the fact that they are waterproof and of course their perfect fit with our systems to your E-bike.



**THE BIKE GIVES (ME) POSITIVE ENERGY!**





**PERFECT  
FIT**



Our **innovative systems** fit almost all bicycles. It is up to you, removable or fixed mounted... Good to know: no mounting stress. And you can easily swap accessories. The choice is yours!

**Systems  
rear**

**Fixed  
mounted**

**Removable**



**Systems  
front**

**Fixed  
mounted**

**Removable**



## 365 days to cycle

Every day is a cycling day with Basil.

You love the feeling of freedom on your bicycle. Cycling is good for you, good for the earth, and feels fantastic. You want to cycle on work days, school days, summer days, winter days, dry days, and wet days.

Basil has you covered. We'll carry your packets of joy, large and small. We'll keep you dry, comfortable, and looking great. You just focus on enjoying the ride, every single day.





Basil collection  
2020  
**- NEW -**



## Basil bags & baskets new collection

Basil continues to spread the cycling joy. Driven by your moments of cycle happiness, we have developed another collection bags, baskets, accessories and mounting systems to bring you even more joy to cycling. With these new pieces, we continue to build upon a rich history of classics.

Highlights: our Discovery series, your perfect travel companion. Our re-designed Bohème series, now with a new print and trend-on colors. New additions to our frame- and saddle bags. And last but not least, the new Lesto baskets.



# Basil Discovery 365D

Nature is calling you! On the beach. Into the woods. Alongside the rivers. Pack your bags and gear up your bicycle. The Basil Discovery bags will be your perfect travelling companion. The road is yours.



18043 black meele

## BASIL DISCOVERY 365D SINGLE BAG M

bicycle single bag • including raincover • carbine hook for accessories • Hook-on system • 9L • black meele • €39.99



18042 black meele

## BASIL DISCOVERY 365D DOUBLE BAG M

bicycle double bag • including raincover • carbine hook for accessories • Universal bridge system • 18L • black meele • €59.99





# Basil Bohème

Dress up your bicycle in the latest Bohème prints and all eyes will be on you. Available as a double bag, city bag or carry all bag with matching saddle cover and big bell. Created for a carefree ride in elegant luxury.



- ✓ Good mood
- ✓ ~~Good~~ Great bag
- ✓ Good day



18006 forest green

## BASIL BOHÈME CARRY ALL BAG

bicycle shoulder bag with various pockets • ample storage with 18L • with Hook-On system • available in forest green, indigo blue, fig red and charcoal • €59.99



18011 indigo blue



## BASIL BOHÈME DOUBLE BAG

bicycle double bag • with pull cord • with Universal bridge • ample storage with 35L • available in forest green, indigo blue, fig red and charcoal • €79.99





# Basil Bohème



18016 fig red

## BASIL BOHÈME CITY BAG

bicycle shoulder bag • compatible with KF systems (sold separately) • including KF adapter plate (70158) 8L • available in forest green, indigo blue, fig red and charcoal • €54.99



## BASIL BOHÈME BIG BELL

bicycle bell • 80mm • available in forest green, indigo blue, fig red and charcoal • €12,99



50521 charcoal

## BASIL BOHÈME SADDLE COVER

bicycle saddle cover • waterproof material • available in forest green, indigo blue, fig red and charcoal • €11.49



# Basil frame and saddle bags

Size does matter. Yes, we are talking about our new frame and saddle bags here. The solution for having your (small) equipment within reach. We have added saddle bags, frame bags and a top tube frame bag to our collection.



17024 black

## **BASIL MADA SADDLE BAG**

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Enlargement option • velcro mounting • reflective strip  
1 up to 1.5L • black • €14,99



18046 black

## **BASIL SPORT DESIGN SADDLE BAG M**

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velcro mounting • mesh pocket and carbine hook •  
loop for LED • reflection • 1L • Black • €19,99



# Basil frame and saddle bags



18044 black

## BASIL SPORT DESIGN TOP TUBE FRAME BAG DOUBLE M

velcro mounting • 2 side compartments with innermesh pocket • removable top bag with smartphone • touchable pouch • opening for ear plugs • reflection • 1,5L • black • €29.99



18045 black

## BASIL SPORT DESIGN TRIANGLE FRAME BAG M

velcro mounting • mesh pocket and carbine hook • suitable for bicycle lock • elastic straps for bicycle pump • reflection • 1,7L • available in black • €24.99

# Basil front baskets

Our front baskets are generally smaller than their rear-mounted sisters. Perfect for your keys, mobile phone or hand bag. Safe, in front of your wheel and in eyeshot.



10228 black

## **BASIL BREMEN + BREMEN AHEAD-STEMHOLDER KF**

removable front basket • including system • including KF adapter plate (70158) • handle with nylon grip • adjustable in height • black • €37,99



10229 silver



70189 black

## **BASIL BREMEN KF FRONT BASKET**

removable • compatible with KF systems (sold separately) • including KF adapter plate (70158) • handle with nylon grip • adjustable in height • silver • €19,99

## **BASIL AHEAD-STEMHOLDER KF**

aluminum • compatible with removable bags and baskets with Basil KF adapter plate • suitable for Ø22,4mm till Ø28,6mm by using washers • fastening point for cables • black • €17,99



# Basil accessories for MIK



Thanks to MIK you can click on your luggage carrier whatever you want. The Basil Lesto MIK basket and Basil Urban dry double bag MIK have a pre-assembled MIK adapter plate. Simply click them on your bicycle. Click- that's MIK!



10268 black

## BASIL LESTO MIK REAR BASKET

with pre-assembled MIK adapter plate  
• removable • Soft grip handle • extra space for saddle • reflection • black • €39,99



11267 black

## BASIL LESTO REAR BASKET

removable • with soft grip handle • extra space for saddle • reflection • black • €19,99



17797 charcoal melee

## BASIL URBAN DRY DOUBLE BAG MIK

with pre-assembled MIK adapter plate • waterproof (IPX3) • welded seams • reflection • 50L • charcoal melee • €119,99



17796 charcoal melee

## BASIL URBAN DRY DOUBLE BAG

with pre-assembled MIK adapter plate • waterproof (IPX3) • welded seams • reflection • 50L • charcoal melee • €99,99





# Basil Running Changes





# Running changes **Crates**

Stylish, sturdy & functional bicycle crates. The choice is yours: available in multiple colors and sizes. Thanks to MIK, you can easily click the crate onto your front carrier or luggage carrier. To meet your daily needs.



21056 silver cloud



## BASIL **CRATES**

bottom compatible with MIK • including crate clicker for front carrier and luggage carrier with MIK profiles  
• in sizes S, M and L • available in multiple colors  
€15.99 • €20.99 • €23.99



- Now compatible with MIK



## BASIL **MIK ADAPTERPLATE**

Compatible with MIK carrier / system

# Front carrier with MIK profiles



50097 Black

BASIL **BASIL FRONT CARRIER L**



robust and large bicycle front carrier • including MIK profiles • including mounting material • max. 10 kg available in black and matt black • €34.99





# Running changes **Double bags**



**BASIL SPORT DESIGN  
DOUBLE BAG**



17581	black	32L	€ 64,99
17743	graphite	32L	€ 64,99



New Universal Bridge System



**BASIL URBAN DRY  
DOUBLE BAG**



17659	matt black	50L	€ 89,99
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**BASIL NOIR  
DOUBLE BAG**



17663	midnight black	38L	€ 79,99
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# Running changes **Double bags**



**BASIL URBAN LOAD  
DOUBLE BAG**



17741	stormy grey/gold	48-53L	€ 49,99
17740	chinois green/white	48-53L	€ 49,99
17738	black/black	48-53L	€ 44,99
17739	black reflective/white	48-53L	€ 49,99



**BASIL MILES  
DOUBLE BAG**



17666	black slate	34L	€ 82,99
17751	black lime	34L	€ 82,99



New Universal Bridge System



**BASIL FORTE  
DOUBLE BAG**



17777	black/black	35L	€ 49,99
17778	navy blue/black	35L	€ 49,99





# Running changes **Double bags**

**E-BIKE  
PERFECT**

I am all  
**dressed up**  
for the  
**occasion!**



**New**

New Universal Bridge System



**BASIL MAGNOLIA  
DOUBLE BAG**



17687	poppy red	35L	€ 69,99
17688	teal blue	35L	€ 69,99



**BASIL MAGNOLIA  
DOUBLE BAG**



17689	pastel powders	35L	€ 69,99
17690	blackberry	35L	€ 69,99

# Running changes **Baskets**



Basil Bremen Alu KF front basket

11244 matt black € 36,99



Basil Bremen Alu KF Nordlicht front basket

11256 matt black € 44,99



- Name
- Only for KF



Basil Bremen Wicker KF front basket

13078 nature € 54,99



MIK / MIK.HD







ACCESSORY + **MIK** = GO



# MIK HD

CHILDSEAT OR ACCESSORY + **MIK HD** = GO!



# MIK HD

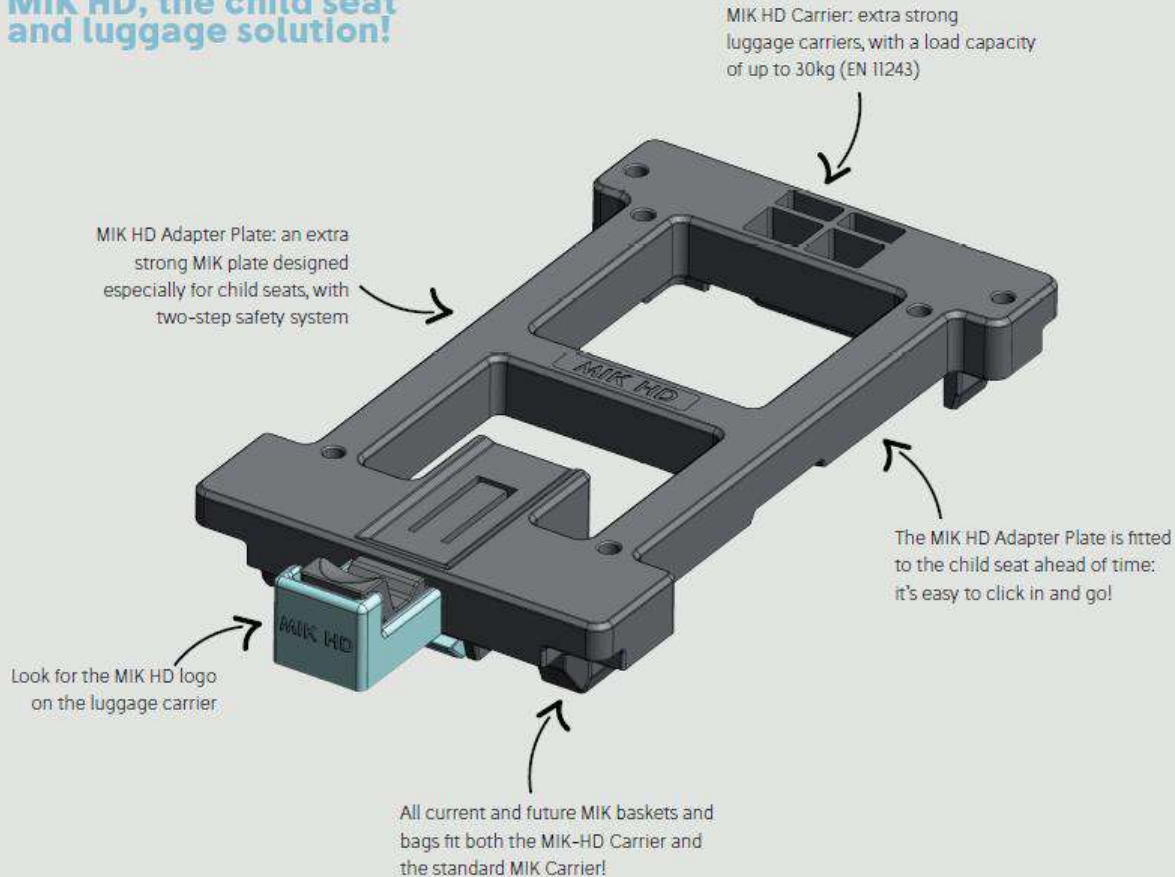
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MOUNTING . IS . KEY



# MIK HD

## MIK HD, the child seat and luggage solution!



## MIK

MIK is a revolutionary click-fastening system for your luggage carrier. Thanks to the MIK system, you can attach anything you like to your luggage carrier with a click. Whether your ride is a retro commuter or a sporty e-bike. In seconds. The system also works for accessories from many other brands. Click – that's MIK.

## MIK HD

- The child seat and luggage solution
- MIK HD Carriers are extra strong luggage carriers, with a load capacity of up to 30kg (EN 11243)
- The MIK HD Adapter Plate is an extra strong MIK plate designed especially for child seats, with two-step safety system
- Compatible with certain Urban Iki and Polisport child seats
- Easy to swap in any other MIK accessory (bags, baskets etc)
- Easy, secure mounting for child seats on the carrier of your favourite bicycle brand



# How does MIK work?

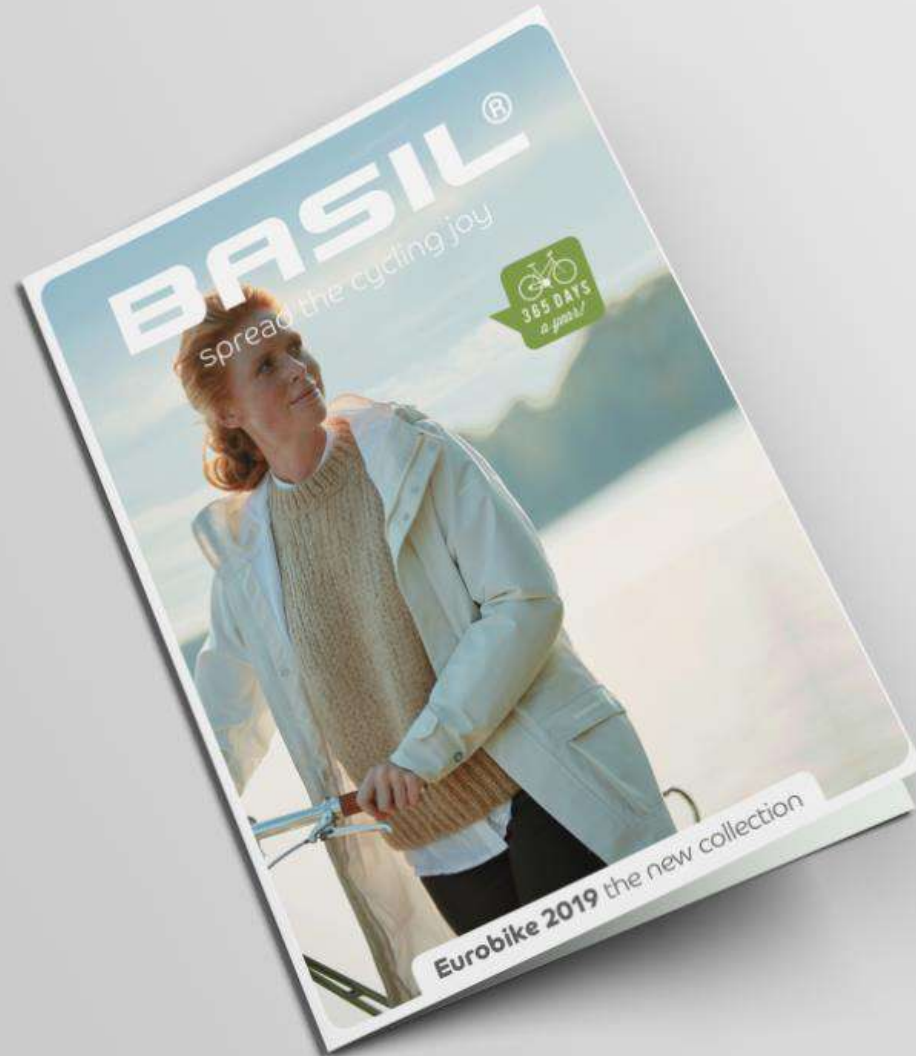


Marketing support





# New photography, new brochure



# Basil at Eurobike

***Spread the cycling joy – 365 days a year!***







# BASIL<sup>®</sup>

spread the cycling joy

This bag is made  
to be seen!

