

BIKE-DROP

Redefine your journey (and hydration).

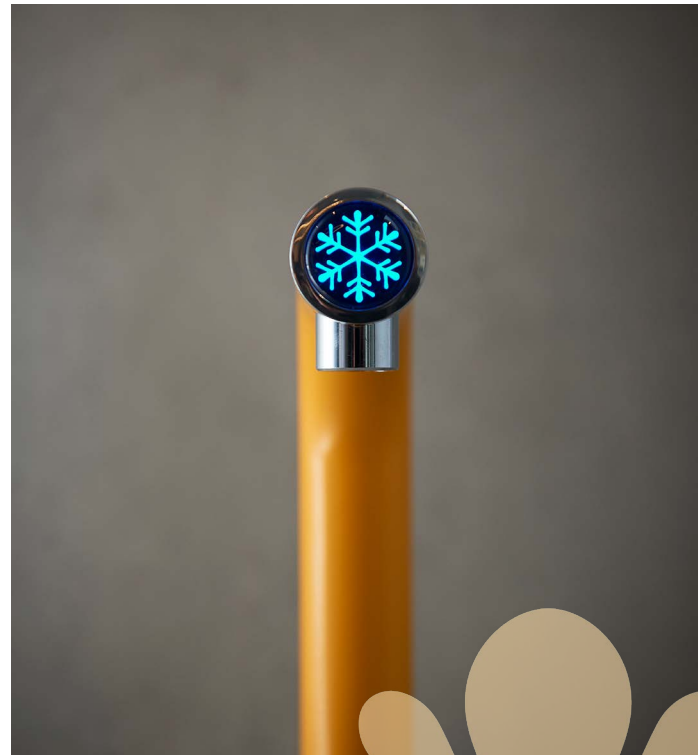


Introduction

Redefine your journey. That is the concept behind opening a very innovative, valet-style, conveniently located, safe and secure bicycle parking. BIKE-DROP offers multiple DROP's including Oxford Street, Piccadilly, and Conduit Street, which was visited by Sadiq Khan, the Mayor of London in December 2020.

In 2021, cycling is anticipated to grow by 10 times and Mr Khan welcomed the business idea as it compliments his efforts to raise awareness for the environment by cycling to work as well as the government's £225m investment into cycle lanes.

BIKE-DROP offers more than just parking; customers can refill their water-bottle for FREE, charge their e-bike and get a puncture repaired should they ever need one.



Challenge

Mr Justin Lee, the founder of BIKE-DROP, approached Aqua Libra Co as he was looking for a hydration partner whose business is equally committed to offering sustainable solutions. A high-performance, energy-efficient, and space-saving hydration solution that matches their distinctive branding was the brief given to the Aqua Libra Co team.

Solution

The Aqua Libra Co team has installed Aqua Alto Taps in their London DROP's dispensing fresh chilled water into reusable bottles. Each location features a coffee shop style refreshment area, so the aesthetics and interior design were at the forefront of the project. Hence, a distinctive orange colour has been chosen for all dispensers, complementing the interior design perfectly.



"The whole experience from the first point of contact, finding the right solution through to the installation was really smooth, efficient and enjoyable. We were looking to provide our customers with premium services including fresh chilled water and great tasting coffee to fuel them before or after their journey. Bottle-filling stations are a great step forward to reduce plastic and our aim is to continue to redefine people's journeys all over the UK. I have chosen Aqua Alto Taps for all our London locations in orange, perfectly matching our logo and interior design. I look forward to working with Aqua Libra Co on our upcoming projects nationwide."

- Justin Lee, The Founder of BIKE-DROP

