

DAC GRIPPA 2 :: Bag Clips Market Review



This review offers a short but carefully researched summary of products currently available linked to anti bag theft and bag hanging accessories as personal products. Inevitably not every product on the market is included, but it is believed that most currently product genres have been accounted for.

The research forms part of the Grippa 2 design proofing and evaluation project being conducted by the Design Against Crime Research Centre at Central Saint Martins in collaboration with the Jill Dando Institute for Crime Science at University College London.

A digital version of this review, revisions and related links can be found at <http://www.inthebag.org.uk/what-can-you-do/bag-holding-clips> .



“CHELSEA CLIP”



CHELSEA CLIP www.selectamark.co.uk & www.selectadna.co.uk

Designer/ Manufacturer: SelectaMark

Materials: polyurethane plastic

Unit Cost: £2.55 GBP + vat

Country of Origin: UK

Available: Online (see links) and from police suppliers

Market position: Police/ Bar safety accessory

Now ubiquitous in many venues in UK cities and beyond, the Chelsea Clip still appears to be among the only commercially available products designed to help protect bags that can be installed in bar and restaurant environments (ie- as opposed to being a personal product). The only known competition is SecureKlip.

They are promoted and endorsed by Police for lack of any alternative to specify. However, known problems include very low usage by customers in bars, linked to poor product semantics; being too far out of sight and hence out-of-mind and also that the objects sometimes break and can damage bags in use.



1



Slide handbag strap over the clip

2



While holding in the twisted position slide the bag strap out of the clip.

3



To release the bag, twist the clip with one hand



“HANG BAG”



HANG BAG www.hang-bag.com

Designer/ Manufacturer: CG Innovations

Materials: Leather and sprung steel. Other finishes available.

Unit Cost: €19.90 - €53.17 EUR +

Country of Origin: Switzerland

Available: Online (click link above)

Market position: Fashion accessory/ Jewellery

‘Bag butler’ personal bag clip with an internal sprung steel strip, which gives the structural strength and flexibility of material. The product is then covered in leather or other material as selected by the customer and is available in a range of colours and patterns. The customer can also place an order for their own image/ graphics to be printed onto the strap.



Add your own logo





“MY NINE”



MY NINE www.my-nine.com

Designer/ Manufacturer: Gesa Hansen / MyNine

Materials: Anodised aluminium.

Unit Cost: £9 (€10) + p&p

Country of Origin: France

Available: Online (see above) and selected design/ fashion retail stores in Europe.

Market position: Fashion accessory.



The My Nine has evidently derived its name by stressing the personal nature of the product, and the approximate “9” shape, described by its physical form. The product website asserts that this is “The survival kit for your bag”.

It is principally marketed to keep totes off café floors. It does so by simply balancing the hook on a table or bar surface and the way it maintains its distinctive vertical profile, as it counterbalances your bag underneath, is novel. The hook is made from anodised aluminium, with a fabric pad, where it rests on the table surface. It is specified to hold a maximum bag weight of 10kg and the website alludes that you may experience problems if your bag weighs 17kg, for example. We can testify that that in trial, the aluminium did flex a little, even under light pressure.

In terms of theft prevention, at best, this product will help people keep their belongings within sight and within their consciousness. However we could not say it holds bags securely, plus the eye-of-the-9, that acts as ‘finger hook’ on the top, could make it easy for anyone to whisk the clip and your bag off the table in an instant. At least it looks nice and comes in a range of colours!



“BAGBOY”



BAGBOY www.stilic-force.com

Designer/ Manufacturer: Nicholas Trub/ Stilic Force

Materials: stainless steel, rubber coated

Unit Cost: €10 EUR

Country of Origin: France

Available: design shops and websites

Market position: ‘design gadgets’/ gifts

Personal bag hanger made from brushed stainless steel plate with hot-dip rubber coating to grip on to tables. The characterful face makes it a friendly object and the keyring loop adds function.

The intended loose-fit of the object means it is flexible for different tables and types of bag, but it leaves the hung object with little security and may be ‘lifted’ or knocked off, if someone brushes past, for example.



E-SHAPE HANGER



E-SHAPE HANGER

Materials: chromed steel rod, part rubber coated

Unit Cost: €4.50 EUR

Country of Origin: unknown

Available: gadget shops (Barcelona, Spain)

Market position: 'gadgets'/ gifts

Personal bag hanger made from mild steel rod, with a chrome finish where the bag strap hangs and and hot-dip rubber coating on the upper part to grip on to tables.

The intended loose-fit of the object means it is flexible for different tables and types of bag, but it leaves the hung object with little security and may even be knocked off, if someone brushes past, for example.



“TOTE-GUARD”



TOTE-GUARD (believed no longer available)

Designer/ Manufacturer: Zelco

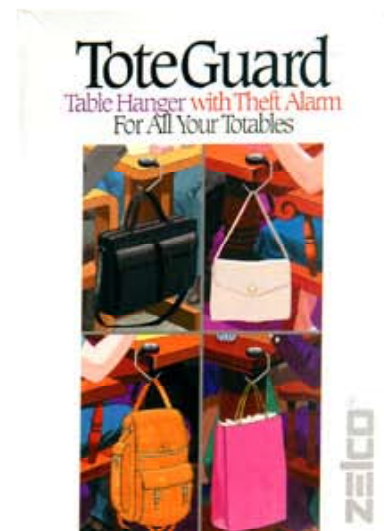
Materials: Plastic case; electronic circuitboard and steel bar.

Unit Cost: \$25 USD

Country of Origin: USA

Available: Online (believed no longer available. Previously - online, and from stores in USA)

Market position: Travel/ Safety accessory



‘Table Hanger’ personal bag hook with built in alarm which sounds if the hook is lifted from the table. A switch on the side activates and deactivates the alarm and a rubber pad on the based helps keep the object from sliding from tables to some extent.

Overall construction is clearly defined to meet a budget with the plastic casing and thin steel bar, which only suits limited range of bag straps. The object is supplied with its own pocket-sized case to carry around in your bag when not in use.



PURSE HOOK



PURSE HOOK

Designer/ Manufacturer: (many - see links on next page)

Materials: typically stainless steel or polished or chromed steel alloy, some with artificial jewel or image inserts.

Unit Cost: £2 - £50 GBP

Country of Origin: (many)

Available: Online (see links) and from selected retailers

Market position: Fashion accessory.



A simple personal bag hook, steel with weighted 'head', some with inserts, special shapes or made-to-order designs. This type appears to be the most common style currently on the market. They are available from many manufacturers and suppliers in many styles and variations on what is essentially one concept.

There is some indication that products similar to these have been in use since at least the early twentieth century, although in context of the C.21st, they clearly leave belongings vulnerable to light-fingers lifting the bag from the side of the table or surface with ease, should you be distracted for a moment.



PURSE HOOK



(White Haze shown)



Links:

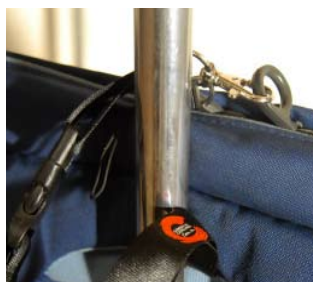
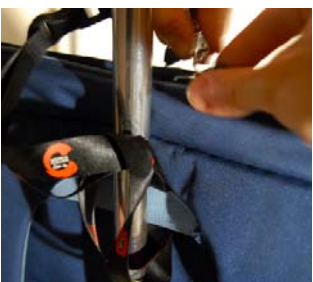
- [Aceworks Bag Hangers](#)
- [Bag Hook Manufacturers](#)
- [BagTheftBlog](#)
- [Mimi](#)
- [SoHooked](#)
- [The Bag Blog](#)
- [Bluefly](#)
- [CorporateTravel Safety](#)
- [Liquid Petal Accessories](#)
- [Studio Dopo](#)
- [The Little Hooker](#)
- [The Purse Hook](#)





APPROPRIATED AND APPROPRIABLE PRODUCTS

Examples of 'everyday' bag security solutions devised from everyday products and contexts.





GRAPHIC COMMUNICATION

Examples of existing bag security graphics and communication, found mostly in London and Barcelona.

