

# Schröder UK launches Shuffle Cycle parking solution

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Schröder (<http://www.schrederled.co.uk/>), the global leader in LED lighting solutions, today announces the Shuffle Cycle (<http://www.schrederled.co.uk/shufflecycle>): a CCTV-protected, space-efficient parking solution for cyclists.

According to Transport for London's (TfL) recent Travel in London report, consumers are capitalising on the health benefits and cost-effectiveness of cycling with a 63 per cent increase in cycling traffic since 2005 .

However, cycling in these areas is often restricted by space, security and convenience. There is currently a poor ecosystem in place to support and encourage cyclists, with 297,000 reported cases of bicycle theft in England and Wales in 2016.

Working in collaboration with H-B Designs, Schröder UK has created a solution. The Shuffle Cycle has three key features: crime-reducing CCTV cameras; an LED light ring to indicate available spaces from a distance; and secure cycle docking stations — all in a single energy-saving LED lighting column.

Additionally, the Shuffle Cycle comes with an in-built PA system, Wi-Fi connectivity and electric charging ports.

Embedded with H-B Designs' patented 'SOFTDOCK' technology, bikes are protected from damage with a protective rubber sleeve and the parking system can be tailored to fit any available space using single or double-sided docking. Its retracting locking handle system secures bikes fully with only one lock, resulting in safe, organised parking.

Adam Rice, marketing manager at Schröder UK comments: "Local authorities have long been challenged to provide a greater sense of security to the growing cycling community. By working in partnership with H-B Designs, the Shuffle Cycle combines the most advanced LED lighting technology with a unique, space-efficient parking solution to provide a safe outdoor space for cyclists to use.

"The Shuffle Cycle pushes the boundaries of lighting design and offers urban planners a smart, cost-effective solution to significantly improve local cycling infrastructure and the surrounding lighting network."

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About Schröder:

Exterior lighting specialist Schröder (<http://www.schrederled.co.uk/>) develops intelligent solutions that go far beyond simple lighting. Schröder partners with its customers to deliver stunning projects that transform public and private spaces into safe, comfortable and sustainable environments.

Schröder operates at the forefront of its industry offering solutions that create engaging and

interactive experiences. The company's innovative products include state-of-the-art LED lighting, wireless control systems and connected 'smart' features such as cameras, wireless internet and a range of charging applications.

For more information please visit: [www.schrederled.co.uk/shufflecycle](http://www.schrederled.co.uk/shufflecycle)

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