When products are developed and implemented built to the various stages of life, technology becomes less important and is intuitive and fun to use – to me, that’s Universal Design.

**MY UNIVERSAL DESIGN statement**

**recommended UNIVERSAL DESIGN**

Manufacturer: VelopA, NL-Leiderdorp
Product: Easylift+ dual-level bicycle parking system
Designer: VelopA Design Team

**UNIVERSAL DESIGN statement**

The intelligent use of increasingly crowded public space that is offered by the possibility of storing bicycles on two levels is a winning concept. Its simple operation, even for users with less physical strength, as well as making it easy to find stored bicycles are the main benefits, in my opinion. It motivates a growing number of people to bike by guaranteeing a safe parking space. Colors, numbering and marking poles ensure easy orientation when storing and retrieving bicycles. Easylift+ is perfect for young and old alike, and is ideally suited for use by both left- and right-handed people. Easy-to-understand illustrations explain proper operation and help lower potential barriers to use. Product development always focuses on users’ wide range of needs.

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