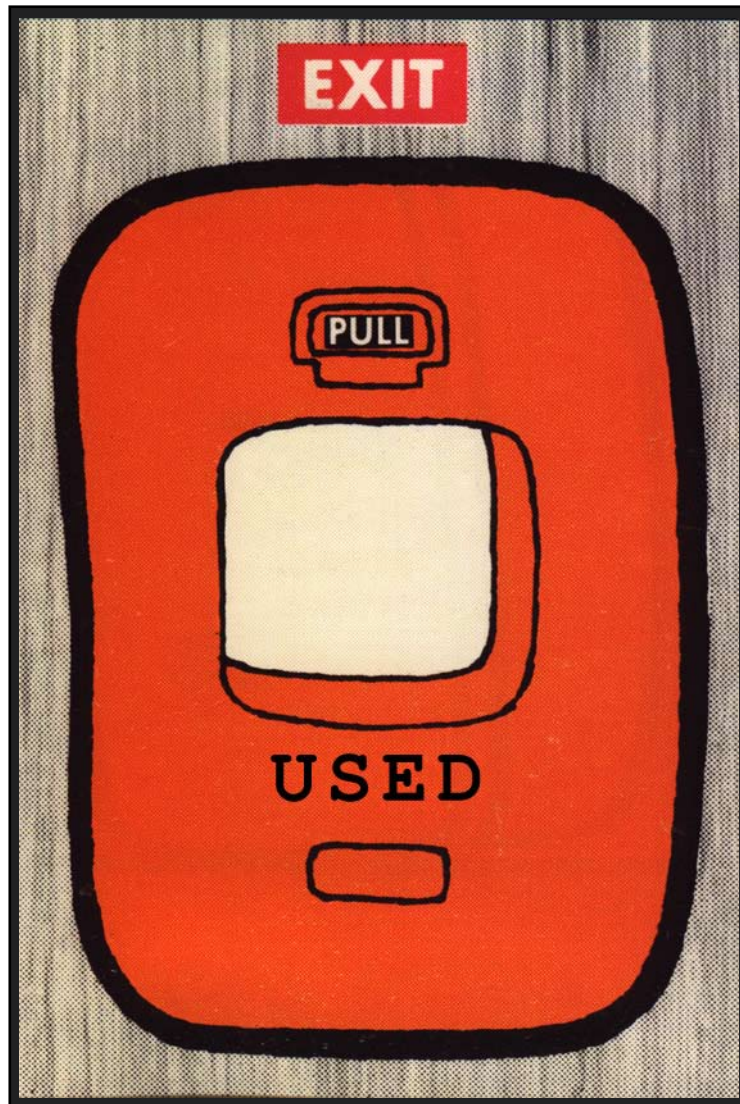


a USED presentation production



the power of
USED

the alternative to the "buying because i can" society

the power of USED

“There is hardly anything in the world that someone cannot make a little worse and sell a little cheaper, and the people who consider price alone are that person’s lawful prey.”
(Quote attributed to John Ruskin, English social reformer, Baskin-Robbins USED it for a time!)

Him: “Hey, have you seen what I got?”

Me: “Wow, what is it?”

Him: “It was on offer and I just couldn’t resist it”

Me: “Why’d you buy it?”

Him: “Well, it was cheap, a great bargain.”

Me: “Yeah but have you USED it yet?”

Him: “Well I could and who knows when they’ll be so cheap again?”

Me: “But tell me, you’re an intelligent guy, how can anything be cheap if you don’t use it?”



So we’re playing the corporate game, keeping the buck rolling, dancing between the temptation of having and the danger of having not! Who cares if demand is dwindling – create new demand. Who cares if we have everything we need – create stuff we don’t! Tell everyone it’s innovation. The limit hasn’t been reached yet, we still have a lot of empty space where we could put some stuff. And if everything fails we’ve still got e-bay, I can sell this crap somehow.

Consumers are caught in the trap of not knowing what’s right. The object of the game is not to look stupid. Buy it now, before it’s gone, so as not to look stupid because you missed that once in a lifetime bargain. “Don’t buy it now” is a much greater risk because it’s not reversible, it’s

gone. But just slow down and ask the critical question – do I need it? If the answer is yes, then buy it. Industry throughout the world will write you thank-you notes, for supporting the system. If the answer is no, I don’t need it, then don’t buy it. If you ignore this simple logic and still buy, you are guilty of a crime against humanity. You are wasting resources, you are wasting time and of course money. This waste is not excusable. And no amount of “Well it looked cute in the store, but when I got it home” will save you from eternal retribution.

Sometimes, you the consumer are not to blame. Think about remote controls. One is never enough, no one provides a remote that can control my TV, video, DVD, stereo system and the microwave. Industry produces waste. Each remote control uses batteries that I have to dispose afterwards, each of them clutters up my coffee table, and I hate all of them because I always pick up the wrong one!

Ah, but I hear you say, I use my remote controls all the time, all 25 of them. Well Sir, congratulations, you win the prize because you are Mr. USED products himself! But this could also mean that you are a huge liar, just trying to impress somebody by boasting about the things you have – wow, 25 remote controls, where shall I hang my clothes? Junior, believe me, women don't work like that these days, although maybe the shallow girls will go for the Porsche, but in my scenario they will not enjoy it! Using things you have is not the same as using things you need. Wasting time is just as bad as wasting resources. The world moves fast. One tourist on vacation in a so called western civilised nation, uses more water in one day, than an African person uses in 100 days. Both have a different concept of the USED factor. One goes out every morning and carries the water back to the house or village - the other just turns the tap.

We are trying to find out how the USED factor can be implemented to compare and then control the ways we look at products. Imagine comparing products using the USED Factor, instead of price. Let's stay in the bike business, "this 300€ bike is great because it's cheap" – "this ScooterBike is too expensive!". Now put the USED Factor to work: Compare "this 300€ bike has a very low USED-Factor rating because I only ride it when I have to, the brakes are bad, my back hurts and I'm not comfortable" to "my ScooterBike has a great USED-Factor because I ride it all the time, it's comfortable, smooth and stylish!". Someone once said "Quality remains, when the price is long forgotten!". Amen and pass the biscuits.

Well I can hear Mr. Smart Alec at the back, asking "what will we get out of it?" And I'm probably not going to get a round of applause from him when I say, satisfaction, the good feeling of doing something positive, of sharing what we have, of as in the case of oil, by just not using it as fast. The glow of satisfaction will warm your soul, free your mind and probably enhance your sex life as well, although we are still doing research on that claim!

Here are some things to write on your next political manifesto:

Save the planet!

Being USED means you care about the world. It means you don't waste resources, it means you appreciate sensible, necessary products that show thought and vision. You question the society that buys stuff it doesn't need, sometimes with money it doesn't have, for a promise that doesn't exist. None of the third world countries can possibly make the same mistake that the industrial world has made – there just isn't enough steel and concrete left! This is of course where cool products like bicycles win hands down. Imagine when China and Africa get to the stage of wanting everything that we have, we have holes in the ozone layer now, things will not get better. In the past, situations like this were solved with war – how will we react this time?

I've got a new drug

Done cocaine? Done pot? Done tobacco and alcohol? Well what does Sin City have to offer other than the credit card blues? 300 shoes are not enough, you need the whole collection, and only the whole collection will satisfy the restless soul inside the mixed-up mind, but of course we know that this is never the case. Satisfaction gets bad PR, because satisfaction doesn't sell bad products. The test should always be – do I need it? Will it make a difference? The rehab becomes the road out of here – into the future.

Be responsible

The world, on which we walk on for such a short time, should be a better place because we were here. So do we leave just footprints or tons of trash? We burn a lot of oil and we fight a lot of fights just to survive in our world. Our elbows are battered and bruised, but I believe that the USED community has long moved on from the "Church of Greed is next to Godliness" and on to another plain. Maybe we can ask the world to turn a little slower.

Be the Vision

Every brand needs a vision and every vision has to take a stand. There is no way to fake it..... USED started out as an opinion platform. I was trying to find out where I stood. I was trying to find a way to mix creativity and art with plain down to earth commerce, without worrying about retribution and sleepless nights. Many people have this idea about helping; many are finding a niche where they can do something, many are taking responsibility, so let's make that community stronger and more sustainable.

USED is about goals, ideals, dreams and love. The only way to move things is to want to move things. If you don't care, don't complain, just get off the bus! The job of art is to destroy ugliness - let's start with roads and cars and move on to TV and depression as soon as possible!

If you find something that interests you - contribute. Send a mail, send a drawing, send a film, and send a review.

Tell us what's right and of course, what's wrong, but don't waste our time with negative input, we need answers and we need allies and we want to have fun at the same time. Strength is the network.

Join us in the jungle.

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PS: in case anyone's wondering what all this has to do with bikes and stuff – the answer is nothing and everything!!! My company makes products that we think are potential USED products, for some people. Our mission statement says:

“We want to sell products that people use - If you don't need it, don't buy it! That's the message.”

About the Author

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As founder and CEO of the USED gmbh, Bob Giddens is a writer, philosopher and “wannabe world changer” has been spreading the message where and when possible. His work in the bike industry, where he sought balance between Asian sourcing and home production, has grown into the USED concept. As a musician he made numerous albums under the pseudonym of Bobby Tijuana and his band Fear of Winning points to some of the demons revolving in his head. The idea of melting music, art and mobility into a brand with attitude had grown from the reaction of visiting China and seeing the potential, good and bad, that the sheer mass of people in China present. The excess production cannot be justified with the excess demand. His company sells mobility solutions for an aware audience. Comfort and style go hand-in-hand, but only if you need what Bob is offering. His branding policies go against the run and are not what marketing guru's will tell you. But you knew that all along, didn't you?

His favourite job at the moment is doing volunteer press work for his local basketball team - the Artland Dragons, who play in the premier german league. Go Dragons Go!

About USED gmbh

USED is about mobility. USED covers fields of mobility solutions from ergonomic bikes, through trailers to longboards. Bicycles are not just recreation, they mean everyday mobility for millions throughout the world. This could be the trip to school for kids, it could mean the trip to work for dad, it could mean mom gets to the store and it sure as hell keeps granddad and grandma fit and exercising longer than would otherwise be the case.

Recent USED products

*ScooterBikes - Style and function on two wheels
ScooterTrikes - Explore the dream - Three wheels!
CarryFreedom Trailers - Haul it with a bike!
cactus10 - Fun is not a sin - Rocking Urbanity!
BiGBOY - Built to carry weight!
Xtracycle - Making your bike so much more.*

Please visit www.used-HQ.com for the latest news and views or contact us at info@used-HQ.com.