



Rainjoy

Press Release

UB-UP®,

The protection
bubble against rain
for everyday biking



The UK bike market is flying high !

In 2020, the sector's turnover went up to 45% adding £1 billion ([source](#)). The end of lockdown motivated British people to favor this type of transport for their daily trips.

In the midst of a pandemic, the bike is indeed an ideal ecological means of transport to limit the risk of contamination as much as possible. As a bonus, it saves a lot of time (no more stuck in traffic jams !) while improving your health through regular physical activity.

The only downside: the weather. Because what says autumn/winter/spring says rain... Unsurprisingly, studies indicate that bad weather is one of the main obstacles to using a bicycle.

Hence the innovation launched by [Rainjoy](#), a new French start-up: **Bub-up®**, a protective bubble against the rain for bike riding.

From now on, riding in the rain will (almost) be a pleasure !

RIDING WITHOUT GETTING WET IS FINALLY POSSIBLE!

With Bub-up®, rain may fall... cities' bike riders will continue humming "I'm singing in the rain".

No more unfashionable rain clothes that do not fully protect, leaving us to still have to dry and change clothes arriving at work or at home. Bye-bye the unpleasant feeling of water trickling down clothes, wet hair and wet glasses...

The Bub-up® gives back a smile on the face of the 70% of occasional cyclists who renounce riding their bike because of rain or cold and to everybody hesitating to invest in a bike.

The concept : a protection bubble protecting more than 80% of the body against rain and cold. Moreover, its shape and structure have been specially designed to offer the ideal compromise between rigidity and flexibility to counter apparent / real wind.

And, the icing on the cake, it is user-friendly !

« The Bub-up® unfolds instantly and adapts to all bikes (with or without electric assistance, urban or MTB, etc.), without the need for tools. It is therefore extremely simple to install. »

Eric Frandeboeuf, Rainjoy's Founder

[See the concept](#)



A “BIKETECH” INNOVATION HARNESSING TECHNOLOGY TO THE SERVICE OF USERS

The Bub-up® presents lots of advantages that quickly makes it a must have :

- the rain, lateral included, will for the majority of it be stopped by the windshield, making it so even in movement, the cyclist will remain dry ;
- a patented system which, unlike other hoods or roofs that already exist for bicycles, is put on like a backpack ;
- ease of adaptation : two hook-and-loop fasteners can be attached to the front of any bicycle's or even scooter's handlebar ;
- real comfort in use : the Bub-up® is both ergonomic and very light (only 1 kg) ;
- take it anywhere : the Bub-up® can be quickly folded on itself in its integrated storage bag (only 40 cm in diameter) and can be carried without taking space on the luggage rack or over the shoulder.

The secret of this marvel of technology ? An extensive R&D study, carried out in collaboration with a panel of users.



"It took us 2 years to finalize the Bub-up®. Numerous prototypes have thus been produced with tests carried out both in real situations in the rain and in the laboratory under a rain simulator. The Bub-up® has also been the subject of several patents. »

Eric Frandeboeuf, Rainjoy's founder

PUTTING FRENCH KNOW-HOW TO THE BENEFIT OF INNOVATION



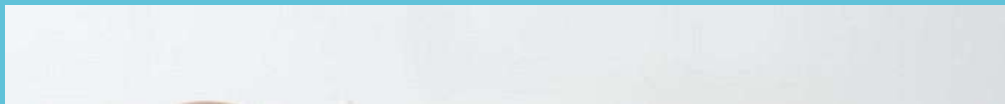
«Rainjoy's ambition is to become a real credible alternative to the use of traditional rainwear, everywhere in Europe.»

Eric Frandeboeuf,
Rainjoy's founder

Beyond the Bub-up®, its lead product, Rainjoy now wants to quickly develop a wider range of products around rain protection and cyclist visibility. The ingredients that make the success of the Bub-up®, namely innovation, practicality and comfort of use will however be the key words of this new development.

Bub-up® is aimed not only at English people but also at the 30% of Europeans who regularly use their bike, especially for their daily trips.

This booming market is in fact boosted by the rise of electric bicycles and self-service rental bicycles. In addition, it is supported by a fundamental trend fueled by the recent petrol increase and the current health crisis which encourages bike users.



ABOUT ERIC FRANDEBOEUF, RAINJOY'S FOUNDER



Eric Frandeboeuf has long been convinced of the practical, societal and environmental usefulness of cycling. Having previously worked in the food industry, he has always worked in a logic favoring a sustainable and responsible economy.

The idea of the Bub-up® was born at the beginning of 2019 from a great weariness. Eric was tired of driving miles and miles by car, of wasting hours in traffic jams, or of driving around in circles to find a parking space.

However, like many cyclers, Eric would give up cycling due to bad weather conditions.

Therefore, he decided to design the Bub-up®, to offer an alternative or complementary solution to rainwear.

To create it, he founded the start-up Rainjoy and, in his garage, he began working with the help of an industrial seamstress on the first prototypes. Not originally being in this kind of sector, he faced multiple problems (breakage of materials, wind resistance, visibility, etc.).

He then approached Benjamin Mettavant, the inventor (for a large company) of a famous instant opening tent which has since revolutionized the camping market. Thanks to his long experience, Benjamin has gradually unlocked all the technical restraints.

Eric and Benjamin then met around fifty users and it was with them that the Bub-up® was perfected. Prototype after prototype, each time by trying to understand their expectations or their motivations or by providing answers to their wishes of improvement.

Once the product was finalized, two patents were filed to protect it. The creation of the company was in May 2020 but with a commercial launch in the fall of 2020 for France and in the spring of 2022 from the UK.

FIND OUT MORE

Website : <https://rainjoy.eu>

Social Networks :

◊ <https://www.facebook.com/Rainjoy.bike>

◊ <https://www.instagram.com/rainjoy.bike>

◊ <https://www.linkedin.com/in/eric-frandeboeuf-86b82583>