

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 www.designagainstcrime.info/grippa2_mkt_web .



“CHELSEA CLIP”



Chelsea Clip

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

Designer/ Manufacturer: CG Innovations

Materials: Leather and sprung steel.

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, it is assumed, an internal sprung steel strip which gives the structure 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. An option is available for the customer to order with their own image/ graphics printed onto the strap.



Add your own logo





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 chromed finish where the bag strap hangs 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.



“BAGBOY”



Bagboy

Designer/ Manufacturer: Nicholas Trub/ Stillic 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.





“TOTE-GUARD”



Tote-Guard

Designer/ Manufacturer: -/ Tote

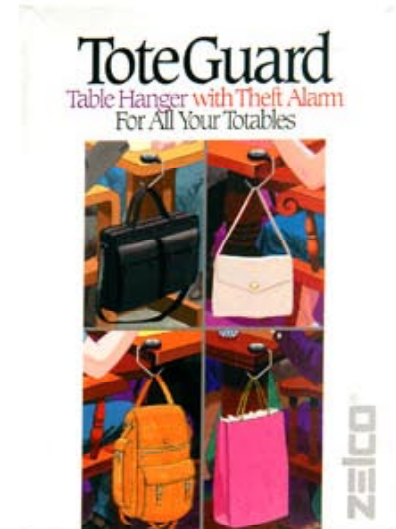
Materials: Plastic case; electronic circuitboard & steel bar.

Unit Cost: \$25 USD

Country of Origin: USA

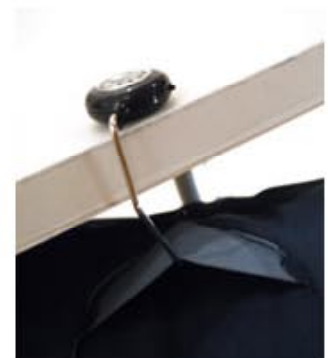
Available : Online and from stores in USA

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-size case to carry around in your bag when not in use.



PURSE HOOK



Purse Hook

Designer/ Manufacturer: (many - see links)

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)

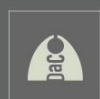
Available : Online (see links) and from selected retailers

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.



PURSE HOOK



Links:

[Aceworks Bag Hangers](#)

[Bag Hook Manufacturers](#)

[BagTheftBlog](#)

[Bluefly](#)

[CorporateTravel Safety](#)

[Evergood Handbag Hangers](#)

[Glynnis Judy Purse Hangers](#)

[Liquid Petal Accessories](#)

[Lisa Tse](#)

[Mimi](#)

[SoHooked](#)

[Studio Dopo](#)

[The Bag Blog](#)

[The Little Hooker](#)

[The Purse Hook](#)

