



Seatylock Redefines Award-Winning Bike Security Through Stylish Design Innovation

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Seatylock, the premium mobility security brand, continues to challenge conventional thinking about bike locks by demonstrating that certified protection and sophisticated design are not mutually exclusive. The company's approach to creating security products that cyclists actually want to carry has earned recognition through multiple international design awards while maintaining rigorous safety certifications.

Founded in 2008, Seatylock has built its reputation on the principle that bike locks should be thoughtfully designed daily companions rather than purely functional objects that riders tolerate. This philosophy has driven the development of an extensive product line including folding locks, U-locks, chain locks, seat-lock hybrids, detachable seats, and accessory protection systems, all manufactured in-house to maintain quality control and protect proprietary innovations.

The Seatylock Design Philosophy centers on three interconnected principles: security, innovation, and style. Unlike traditional security manufacturers who focus solely on resistance specifications, the company argues

that real-world protection depends equally on whether cyclists will consistently use their locks. By treating design as an adoption mechanism rather than a cosmetic extra, Seatylock addresses a fundamental challenge in urban cycling security.

"The bike security industry has long operated under the assumption that riders must choose between certified protection and products they enjoy using," said Michael Shenkerman from Seatylock. "We believe that a lock's visibility on the bike, its daily handling, and how it integrates with the cycling experience are all critical factors in actual theft prevention. When riders appreciate their security products as well-designed tools, they're more likely to use them consistently."

The company's commitment to design excellence has resulted in multiple accolades, with Seatylock Design Awards including IF Design, Red Dot, and European Product Design Award recognition. The Foldylock Compact, for instance, received the 2020 European Product Design Award for its innovative approach to portable security. These achievements validate the brand's position that protection can be perfected through design without compromising safety standards.

Independent certification remains paramount to Seatylock's approach. Products undergo rigorous testing by international organizations including Sold Secure (UK), ART (Netherlands), FUB (France), Varefakta (Denmark), SRA (France), and Velosure (Australia). The company has developed its own Seatylock Scale aligned with Sold Secure ratings to help riders select appropriate protection levels without unnecessary weight or bulk.

Looking ahead, Seatylock plans to expand its design-led approach to new categories. The company has announced development of an ULTRA series scheduled for pre-sale in May 2026, engineered specifically to resist aggressive theft methods including angle-grinder attacks. Additionally, a new product line for the motorcycle industry is planned for introduction by the end of 2026.

Seatylock represents a shift in how the security industry approaches product development, proving that certified protection and thoughtful design can coexist. By controlling the entire production process from design through assembly, including manufacturing cylinders and keys in-house, the company maintains the quality and innovation standards that have defined its approach to redefining bicycle security for modern urban cyclists.

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Seatylock

Founded in 2008, Seatylock designs award-winning bicycle security solutions, including Foldylock folding locks, U-locks and chain locks, blending patented engineering, durable materials and rider-friendly design to help cyclists lock with confidence.

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