 [®] ***BUMBiNOS***
MUDGUARDS FOR KIDS

THE HIDDEN AGENDA

For more than a decade, Bumbinos sister brand **Ass Savers**, a design-led brand focused on bicycle accessories, has existed inside cycling culture, not just alongside it. From the beginning, the idea was never only to sell mudguards, but to take part in the ecosystem around the bike. Racing, photography, trips, collaborations. Cycling as something lived, not just consumed.

That underlying belief has not changed. We still think the world would be a better place with more people riding bikes in it. For practical reasons, for environmental ones, and because riding a bike is, at its core, an unusually efficient way to experience joy.

What has changed is perspective.

Fast forward fifteen years and all of the founders now have children. With that came a renewed awareness of how cycling actually enters a person's life. Not as transport. Not as exercise. But as play. As freedom. As something you do before you have words for why you like it.

At the same time, trying to equip our own kids with bikes made something else obvious. The children's bike market, especially when it comes to parts and accessories, is largely designed for adults. Functional, rational, well-intended, and often completely disconnected from how children relate to their bikes.

Mudguards are a perfect example.

They solve a real problem. They are almost always bought by parents. And they are almost never something a child feels any attachment to. They exist on the bike, not in the experience of riding it.

This mismatch matters more than it might seem.

"Children don't stay on bikes because they are practical. They stay because bikes become part of their world."

If cycling is framed as transport, it is quickly outperformed by the car on comfort alone. What keeps children riding is something else entirely. Imagination. Ownership. The feeling that the bike is part of their world, not just a tool they are asked to use.

Seen through that lens, play is not decoration. It is infrastructure.

Bumbinos was born out of this realization. Not as a shortcut into children's products, and not as a graphic exercise, but as a design strategy. The goal was to make accessories that children actively want on their bikes, without compromising function or pretending that performance does not matter.

The agenda is simple.

If a bike becomes part of a child's play, it is used more often.

If it is used more often, riding becomes second nature.

And if riding becomes second nature, some of those children will keep riding.

There is nothing particularly hidden about that ambition. But it is long-term, and it does not fit neatly into conventional product logic. It asks design to do more than decorate function. It asks it to participate.

That is why Bumbinos exists.



BUMBINOS

MUDGUARDS FOR KIDS

SPLASHERS!

A child wearing a red rain suit and a pink helmet is riding a silver bicycle with green mudguards on a wet, reflective street. The background is a grey wall with large, faded red circular patterns. The text 'BUMBINOS' is prominently displayed in a dark purple font, with 'MUDGUARDS FOR KIDS' below it. A white, stylized text 'NEVER-STOPPERS!' is written diagonally across the right side of the image. The BUMBINOS logo is also visible in the bottom right corner.

BUMBINOS

MUDGUARDS FOR KIDS

NEVER-STOPPERS!

 **BUMBINOS**

A young child with curly hair is riding a silver bicycle on a dirt path through a lush green forest. The child is wearing a bright yellow rain jacket, dark pants, and black boots. The bicycle is equipped with green BUMBINOS mudguards on both the front and rear wheels. The background is filled with tall trees and dense ferns, creating a vibrant, natural setting.

 **BUMBINOS**

MUDGUARDS FOR ~~KIDS~~

DIRTSEEKERS!



WHAT IF PARROT+...



BUMBINOS
MUDGUARDS FOR KIDS

MATCHING
STICKERS
INCLUDED
WOOL

BICYCLE  Made in Sweden
MUDGUARDS

SPLASH PACK **14-16"**
FOR ROUGHLY PUFFLY AGE 3-6 YEARS

OH MY!
REVOLUTIONARY
REAR MUDGUARD



"THE **FINEST** KIDS MUDGUARDS I'VE SEEN"

TOMI, 5

FRONT MUDGUARD



WHAT IF PARROT + MUDGUARDS = ...

A young child dressed as a pirate, wearing a black bandana with a skull and crossbones, a striped shirt, and a red sash, is riding a silver bicycle on a sandy beach. The child is smiling and has a colorful parrot perched on their shoulder. The bicycle is splashing water on the wet sand. In the background, there are palm trees, a thatched hut, and a pirate ship on the ocean under a blue sky with some clouds.

 [®] **BUMBINOS**
MUDGUARDS FOR ~~KIDS~~

PIRATES!

SPLASH PACK

stickers

rear

front



BUY IF YOU LIKE:

- MORE PLAY, LESS LAUNDRY
- STYLE YOUR BIKE YOUR WAY
- UNIVERSAL FIT/NO TOOLS
- STICKER SHEET INCLUDED
- REPLACEABLE BLADES
- FAIRLY MADE IN SWEDEN



2026 COLLECTION



PLASMA TURBO



SUGAR RUSH



JOLLY POLLY



COLOR CLAY



POLKA PANTHER



DREAM BIG



LUCKY LEAVES



RACE DAY



COSMIC BOULDER



ROLLING HILLS



MUCKY SAURUS



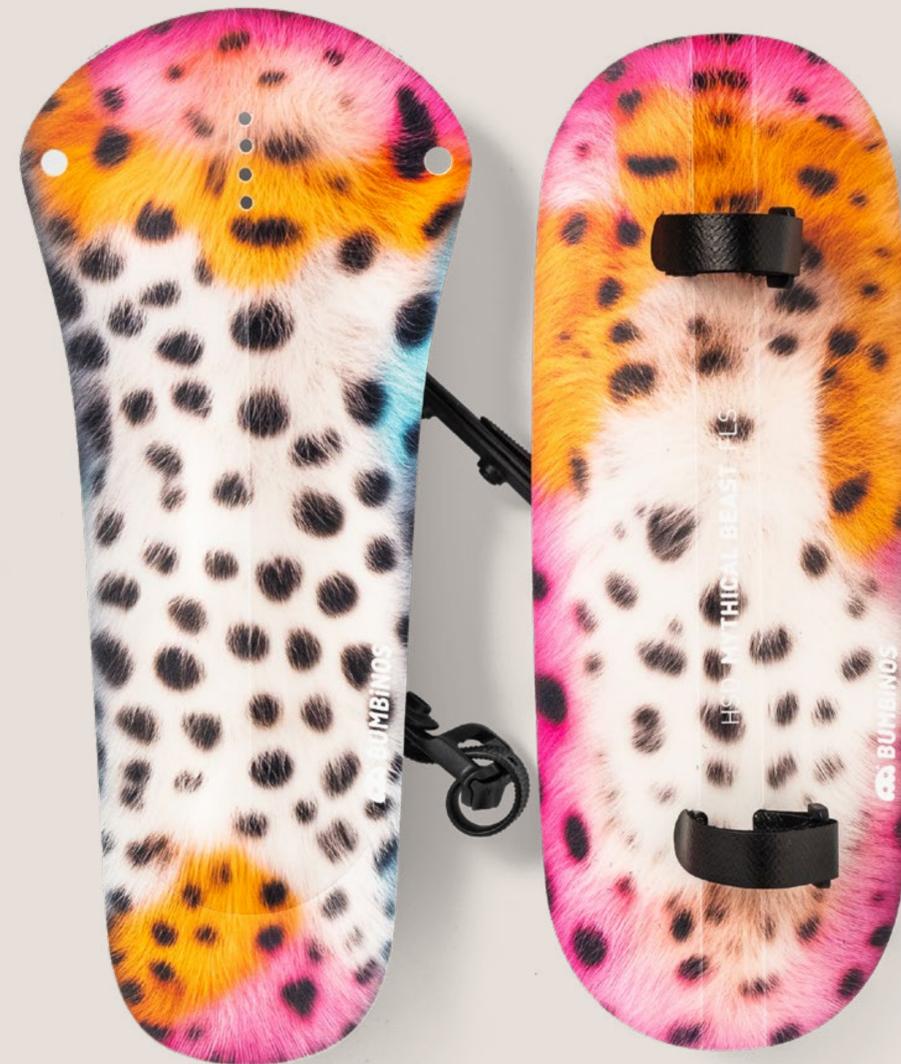
JUST BLACK

TWO SIZES

14"-16"



18"-20"



SPLASH PACK

- FRONT MUDGUARD
- REAR MUDGUARD
- STICKER SHEET

MSRP

€35



EXTRA BLADES

- FRONT BLADE
- REAR BLADE
- STICKER SHEET
- NO HARDWARE

MSRP

€19



TECHNICAL iNFO

- **MADE iN SWEDEN**
- **PARTLY RECYCLED MATERIALS (PP, PA, TPU)**
- **PRODUCED WiTH 100% RENEWABLE ENERGY**
- **PROVEN CONSTRUCTION**
- **PATENT PENDING**

THANK YOU!

BU!