

# MUC-OFF LAUNCHES SKY DRYBAG KIT



FOR IMMEDIATE RELEASE

## KEY FEATURES:

- Fully waterproof drybag, developed in partnership with Team Sky
- Storage bag and a bucket in one easy-to-use solution
- Holds up to 15.7 litres of water
- Kit contains all bike care essentials

**Wednesday 31st August, 2016, Poole, UK** - Muc-Off will unveil its Sky Drybag Kit at EUROBIKE 2016, a comprehensive selection of the bike care specialist's most popular care products for the discerning road cyclist.

Developed in conjunction with Team Sky, the Drybag Kit provides a fully waterproof storage solution as well as the capability to be used as a bucket for quick and easy bike maintenance.

The kits contents include:

- Nano Tech Bike Cleaner 1 Litre
- Drivetrain Cleaner 500ml
- Bike Protect 500ml
- Team Sky Hydrodynamic Lube
- Two Prong Brush
- Wheel & Component Brush
- Expanding Microcell Sponge
- Luxury Microfibre Cloth

Alex Trimnell, CEO of Muc-Off, said:

*"As our partnership with Team Sky grows stronger and stronger, it's only natural that we would collaborate to bring riders a complete 'end-to-end' bundle for total bike maintenance. Our highly-developed, waterproof drybag is the perfect kit for those wishing to keep their bike looking fresh on-the-go."*

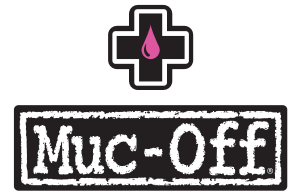
The Sky Drybag Kit will be available from September 2016. It will retail for £59.99 / €79.95 / \$99.99.

At EUROBIKE 2016 Muc-Off will announce the launch of over 15 new products including Shaving Cream, Aftershave Balm, Moisturiser with SPF 15 and a special Hydrodynamic Lube: Tour Edition.

See the whole range of products at [muc-off.com](http://muc-off.com)



# ABOUT MUC-OFF



Founded in Poole, Dorset, and with operations now in Germany and the US, Muc-Off have been dedicated to developing care products for anyone with an adrenaline fuelled, active lifestyle since 1994. Whether smashing a bike park or breaking a PB on a grueling mountain climb, Muc-Off want to be along for the ride, caring for you and your equipment.

The business is spearheaded by CEO, Alex Trimnell, and his passion for all things on wheels coupled with a relentless pursuit for perfection. With high quality products, distinctive pink liquids and bold branding, Muc-Off has become the go-to brand for athletes and enthusiasts alike. Today Muc-Off produces over 150 care products and is sold across 45 countries. Muc-Off has not only firmly established itself

as a lifestyle brand but become a global market leader in the bike, car, motorbike and personal care markets. With constant innovative product development at the heart of the business, Muc-Off continues to aggressively expand their product portfolio and enter new markets with their unique products.

Collaborative partnerships with the likes of Team Sky, British Cycling and Sir Bradley Wiggins to supply products for competitive use have given the brand well-earned credibility. Muc-Off are always cooking up something new at their in-house, state-of-the-art R&D Centre which is where you'll also find the state of art Chain Lube Optimisation Dynamometer.

## DOWNLOAD HIGH RESOLUTION IMAGES:

<https://mucoff.box.com/s/dxz3s7f4sgik9pivl49z1vo48iv6ya31>

If you have any questions or require and futher information, please do not hesitate to contact me:

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Kindest Regards  
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