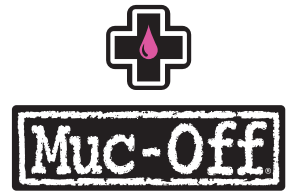


MUC-OFF ANNOUNCES MATT FINISH DETAILER SPRAY



FOR IMMEDIATE RELEASE

KEY FEATURES:

- Quick to use spray developed specifically for matt finished bike frames
- Leaves a non-sticky, streak and gloss-free protective finish
- Available in 750ml

Wednesday 31st August, 2016, Poole, UK - Fingerprints and and glossy marks are now a thing of the past. Muc-Off will announce the launch of a Matt Finish Detailer at EUROBIKE 2016.

The newest member of the bike protection range has been specifically developed for satin matt paints, matt finishes and matt vinyl wraps.

The premium-grade formula, available in 750ml, will leave any matt frame with a streak and gloss-free protective finish that reduces dirt adhesion.

Alex Trimnell, CEO of Muc-Off, said:

"Whilst our Bike Protect and Silicon Spray products can be used on any frame, our matt-finish bike owners wanted something made just for them. That's why we developed the Matt Finish Detailer Spray – so they can rest easy knowing that they're looking after their ride in the best possible way."

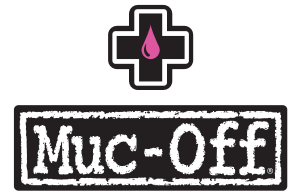
Muc-Off's Matt Finish Detailer will be available from September 2016. It will retail at £13 / €19.95 / \$25.

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



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/fqutcu1dqn5vea5abvietie1ah568osk>

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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