



FOR IMMEDIATE RELEASE

MUC-OFF LAUNCHES TWO BESPOKE BRUSHES FOR THE DRIVETRAIN AND TYRES

Monday 6th February 2017, Poole, UK - Muc-Off, the bike care specialist brand, today announces the launch of two new specialist brushes to its cleaning collection.

Bringing the total number of brushes offered by the company to seven, the Drivetrain Detailing Brush and Tyre & Cassette Brush both feature firm nylon bristles that make short work of excessive grime build-up on bicycles and motorcycles.

Alex Trimmell, Managing Director of Muc-Off, said:

Having a specific brush for each component of your bicycle or motorcycle makes the whole cleaning process so much easier. We've put in a lot of effort to ensure our brushes are designed to meet the specific needs of riders, from rubberised finishes to non-scratch bristles.

Both brushes will be produced in an all-black matt finish and feature specifically moulded silicon insets that provide a comfortable grip even when wet.

From Q2 2017, all existing Muc-Off brushes will ship in the same matt black finish.

The Drivetrain Detailing Brush and Tyre & Cassette Brush are both currently available in the UK and Europe from www.muc-off.com. RRP £7.





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ABOUT MUC-OFF

Founded in Poole, UK, Muc-Off has been dedicated to developing care and maintenance products for anyone with an active lifestyle since 1994.

With a wealth of experience in the bicycle, motorcycle, and automotive industries, the company is committed to bridging the gap between adrenaline-fuelled sports and quality care of equipment.

The business is spearheaded by Managing Director Alex Trimnell and his pursuit for developing cutting-edge products that push the boundaries of technical development and outstanding design.

From distinctive bold branding to iconic formulations that have stood the test of time, Muc-Off has become the care brand of choice for world-class athletes and enthusiasts alike.

Partnerships with the likes of Team Sky, Trek Factory Racing, Sir Bradley Wiggins, and British Cycling make up the heart of the company's development roadmap.

Each product undergoes a rigorous testing process that sees feedback and data collected from the competitive use of professionals before making its way into the hands of the consumer.

This way the company ensures its customers are getting only the very best care products available in the market.

Today the business proudly produces over 150 products for the action sports industries that are distributed across 55 countries and counting.



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