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Company number: 05412872 | VAT Number: 876039991

DEALER DIRECT PROGRAMME

*Image Design
CUSTOM*



Muc-Off



WELCOME

DEAR DEALER

Welcome to a new world!

It feels every year we're saying the same thing, but 2019 more than ever arrives on the back of unprecedented change. 2019 also marks the 25th anniversary of the first ever bottle of Muc-Off being launched into the UK market...damn that went FAST! As we look to the next quarter century, we want to continue to contribute to our retailers' success and give our fans the best product we possibly can, so they can stay shredding for longer.

To do that we have to continue to evolve. This year we are fundamentally changing how we distribute the industry's fastest growing brand in the UK. Muc-Off are developing a programme of retailer direct supply options for the UK.

Inside this pack you'll find more details about these options, designed with the same care as our products, in order to offer the services and benefits that will help you, as retailers, keep competitive and profitable. Independent retailers are a vital pillar of our industry and it's our duty to support you. So roll on 2019, welcome to a new world...this year we'll be riding with you.

ALEX *MANAGING DIRECTOR*



MUC-OFF MADE EASY



WHAT ARE WE DOING?

From now on we are offering independent retailers the opportunity to open a direct account with Muc-Off. There will be a multitude of benefits including our best pricing, easy B2B ordering, credit terms, shop training, event support and access to products and promotions that are only for the independent specialist retailer.

WHY ARE WE DOING IT?

Because we believe that changing shopper habits demand a closer, better relationship between brands and bricks and mortar retailers to help you stay relevant and make more profit.

OUR 3 SIGN UP TIERS

AMBASSADOR LEVEL = 60% MARGIN!

Minimum stock value of £350 or
a full single Muc-Off stand.

You commit to us as your exclusive instore
cleaning and maintenance brand.

STOCKIST LEVEL = 50% MARGIN

Minimum stock value commitment of £250
or a single Muc-Off stand.

TRADE LEVEL = 40% MARGIN

No stock commitment needed.
Order as and when you want too!

THE BENEFITS

	TRADE LEVEL 40% MARGIN	STOCKIST LEVEL 50% MARGIN	AMBASSADOR LEVEL 60% MARGIN
*FREE SHIPPING OVER £30	✓	✓	✓
STAFF TRAINING	✓	✓	✓
**30 DAY CREDIT TERMS	✓	✓	✓
POS SOLUTIONS	✗	✓	✓
FEATURED ON DEALER LOCATOR	✗	✓	✓
**60 DAYS CREDIT TERMS	✗	✗	✓
FIRST INSTORE NEW PRODUCTS	✗	✗	✓
STOCK ROTATION	✗	✗	✓
SHOP TEAM SUPPORT	✗	✗	✓
STAFF SUPPORT	✗	✗	✓
EVENT SUPPORT	✗	✗	✓
FREE SWAG	✗	✗	✓
BEST PRICING	✗	✗	✓
AUTHORIZED SERVICE CENTRE	✗	✗	✓
ENVIRONMENTAL REFILL PARTNER	✗	✗	✓
MUC-OFF SOCIAL MEDIA BUDGET	✗	✗	✓

*Free shipping excludes, Scottish Highlands, Scilly Isles, Channel Islands, Isle of Man & Northern Ireland.

**Subject to credit check

AMBASSADOR ST

FREE SWAG WORTH £299!

- WORKSHOP APRON x1 • WORKSHOP GLOVES x3 • MESH BACK TRUCKER CAP x4 • DISC BRAKE CLEANER WORKSHOP 750ML x1 • QUICK DRYING DEGREASER WORKSHOP 750ML x1 • M094 WORKSHOP 750ML x1 • MULTI PURPOSE BIO GREASE 150G x1 • NO PUNCTURE HASSLE TYRE SEALANT 1LTR x1 • DRIVETRAIN CLEANER 750ML REFILL CAPPED x3 • MOISTURISER WITH SPF SACHET 5ML x10 • RECOVERY BALM SACHET 10ML x10 • CHAMOIS CREAM SACHET 10ML x10 • WOMENS CHAMOIS CREAM SACHET 10ML x10 • STICKER SHEET x10 • AIR FRESHENER x3

TO RE



DID WE MENTION
ALL THIS IS
FREE!

3*STEP PROGRAM

- STEP 1 CLEAN
- STEP 2 PROTECT
- STEP 3 LUBE

BIKE CARE



STEP 1 CLEAN

LUXURY MICROFIBRE POLISHING CLOTH



STEP 1 CLEAN

BIO DRIVETRAIN CLEANER



STEP 1 CLEAN

DISC BRAKE CLEANER



STEP 1 CLEAN

BIO DEGREASER



STEP 1 CLEAN

X-3 DIRTY CHAIN MACHINE



STEP 1 CLEAN

CHAIN DOC



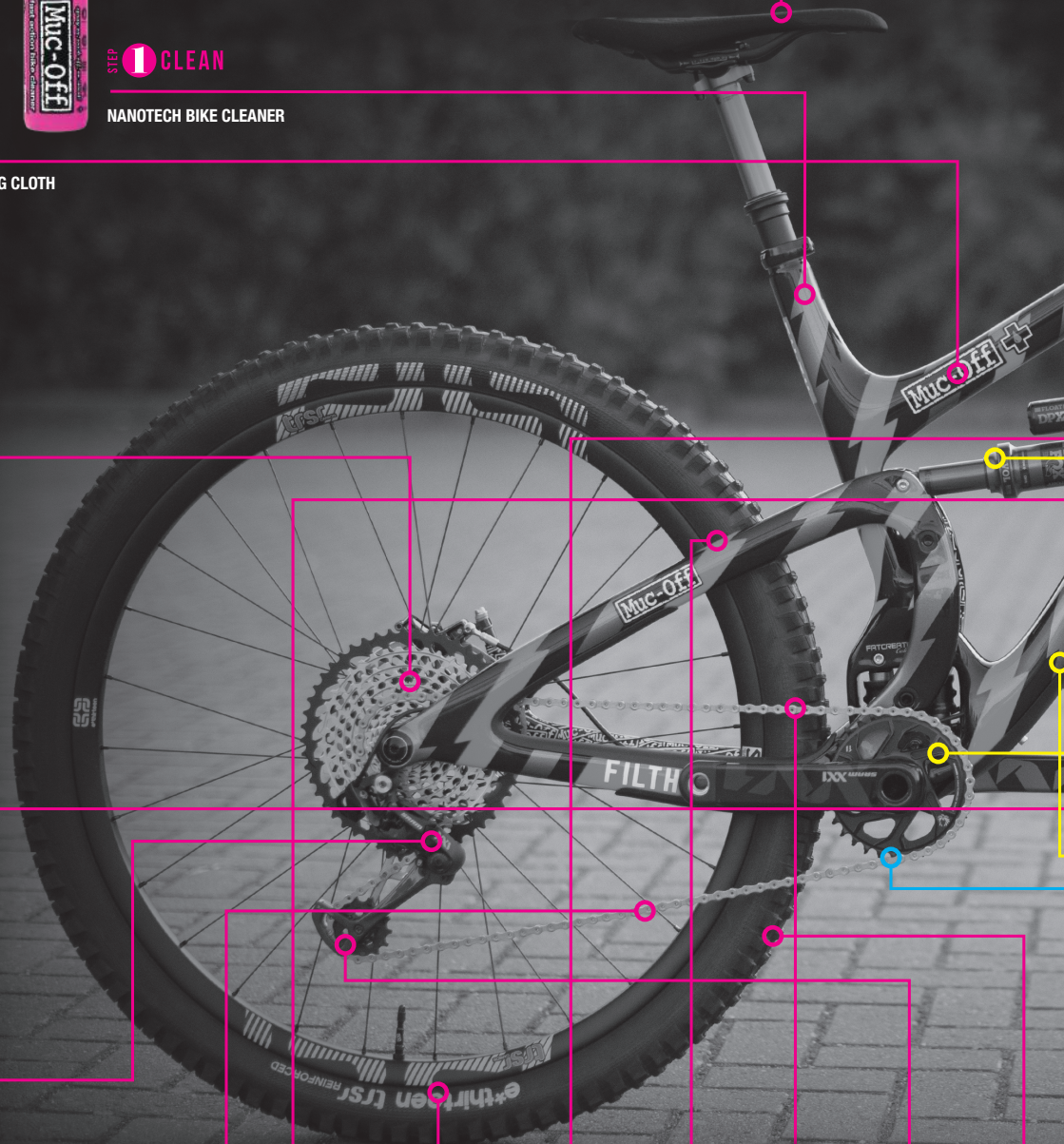
STEP 1 CLEAN

EXPANDING MICROCELL SPONGE



STEP 1 CLEAN

NANOTECH BIKE CLEANER



1



2



3



4



5



6



7

STEP 1 CLEAN

1 - SOFT WASHING BRUSH

2 - WHEEL & COMPONENT BRUSH

3 - DETAILING BRUSH

4 - TWO PRONG BRUSH

5 - DRIVETRAIN DETAILING BRUSH

6 - CLAW BRUSH

7 - TYRE & CASSETTE BRUSH

RE MADE EASY

STEP 2 PROTECT

BIO GREASE



STEP 2 PROTECT

CARBON GRIPPER



STEP 2 PROTECT

BIKE PROTECT



STEP 2 PROTECT

SILICON SHINE



STEP 2 PROTECT

MATT FINISH DETAILER



STEP 2 PROTECT

MO-94



STEP 2 PROTECT

MIRACLE SHINE



STEP 3 LUBE

STEP 2 PROTECT

NO PUNCTURE HASSLE TUBELESS SEALANT



NANOTUBE
CHAIN LUBE

HYDRODYNAMIC
CHAIN LUBE

C3 WET
CHAIN LUBE

C3 DRY
CHAIN LUBE

WET
CHAIN LUBE

DRY
CHAIN LUBE

POINT OF SALE

Our displays are proven winners in your store, not only do they look awesome but their easy messaging makes customer self selection a piece of cake meaning you drive maximum sales from limited space with minimum effort.

Our single stand takes up only a 0.5msq space and on average delivers £6,750 of retail sales per annum or £13,500 per square metre equivalent – which we hope you'll agree is a fantastic use of space! Add in the fact that we don't have seasonal ranges, meaning zero clearance, and these little beauties are worth their weight in gold (or pink).

So how about giving up one bike space for a Muc-Off stand, or maybe even a double?



Muc-Off

1 CLEAN 2 PROTECT 3 LUBE

1 CLEAN 2 PROTECT 3 LUBE



TEAM sky MUC-OFF 1 CLEAN Muc-Off TEAM sky MUC-OFF 1 CLEAN Muc-Off



TEAM sky MUC-OFF 1 CLEAN Muc-Off TEAM sky MUC-OFF 1 CLEAN Muc-Off



TEAM sky MUC-OFF STEP 2 : PROTECT Muc-Off TEAM sky MUC-OFF STEP 2 : PROTECT Muc-Off



TEAM sky MUC-OFF 3 LUBE Muc-Off TEAM sky MUC-OFF 3 LUBE Muc-Off

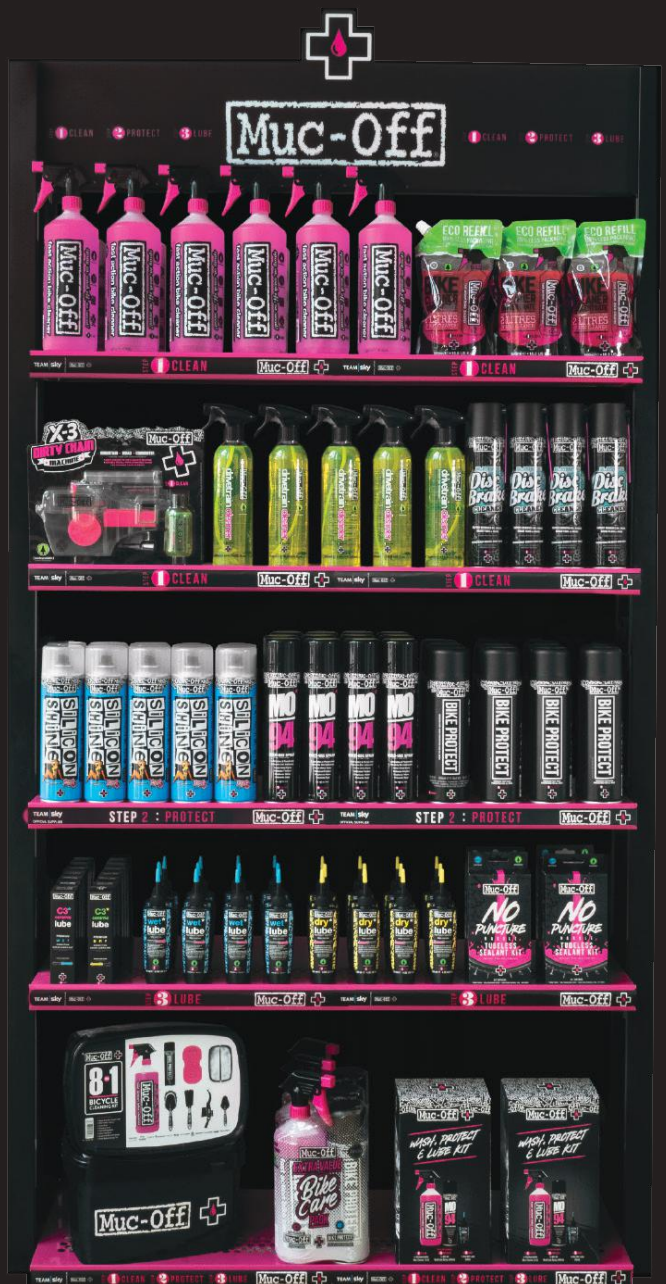


TEAM sky MUC-OFF 1 CLEAN 2 PROTECT 3 LUBE Muc-Off TEAM sky MUC-OFF 1 CLEAN 2 PROTECT 3 LUBE Muc-Off

POINT OF



920-1/920-2 (illuminated)



241/242 (illuminated)

SALE

We want to ensure your store has the ultimate display solutions to drive and maximise your profits! Our displays are proven to increase sales by 32%, check out below the options we have for your store.



1124



198



829



1125

KITS



We've created the worlds' finest bike care cleaning kits to make sure your customers have no excuse for having a dirty steed! With multiple price points these are an awesome upsell with all bike purchases and great gifts for all types of riders! Especially at Christmas!



ECO REFILL PROGRAM

We've all seen the images of plastic waste in our oceans, and as a contributor to this waste our responsibility is to be better. Our solution is - Refill, Don't Recycle. Our 1L cleaner bottle was built to last and our trigger is designed to be re-used time and time again. Refill stations make this easy and cost effective for both the dealer and the consumer. Only our ambassador stores can offer this service and we will advertise a network of refill stations to our consumers.

- Refill stores exclusively listed on Muc-Off.com
- Make up to 67% GP
- Offering the consumer a 50% saving on 1 Litre Bike Cleaner (£4.99 normally £9.99)
- Free high impact refill station



TWO EXCITING IN-STORE PROGRAMMES

COMING THIS SUMMER...

NOW
BIODEGRADABLE!
AND PTFE FREE!



WE'VE GOT YOUR BACK

- SHORT LEAD TIMES
- GREAT AVAILABILITY
- BEST IN STORE MERCHANDISING
- STAFF TRAINING
- EXTENSIVE RANGE TO COVER ALL MAINTENANCE NEEDS
- ZERO CLEARANCE
- EXCITING RANGE WITH EXTENSIVE PIPELINE OF NEW PRODUCTS
- BETWEEN 40% - 60% GP (PROGRAM DEPENDANT)
- SHOP EVENT SUPPORT
- STOCK ROTATION = ZERO CLEARANCE
- MUC-OFF ECO REFILL PROGRAMME
- EXCLUSIVE KITS AND PROMO



USEFUL INFORMATION

ORDER HOTLINE / CUSTOMER SERVICE

01202 307799

B2B WEBSITE

muc-offb2b.co.uk

EMAIL ADDRESS

ukorders@muc-off.com

OPENING HOURS

Mon - Fri, 8.30am - 5.30pm

SHIPPING

*All orders over £30.00 are freight free
Orders under £30.00 have a £6.00 flat rate charge

PAYMENT TERMS

STANDARD STOCKIST: 30 days date of invoice
AMBASSADOR PROGRAMME: 60 days date of invoice

*Free shipping excludes, Scottish Highlands, Scilly Isles, Channel Islands, Isle of Man & Northern Ireland.



PRODUCTS BESTSELLERS

EBIKE DRY WEATHER CERAMIC LUBE 50ML

25% OFF

SHOP NOW

EBIKE

