

OFFICIAL SPONSORS



Scott Redding 45



01202 307799 | Muc-Off Ltd, Unit 23, Branksome Business Park,  
Bourne Valley Road, Poole, Dorset, BH12 1DW

**MUC-OFFB2B.CO.UK**  
**ORDER HOTLINE: 01202 307799**

# DEALER DIRECT PROGRAMME



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	✗	✗	✓
STAFF SUPPORT	✗	✗	✓
EVENT SUPPORT	✗	✗	✓
FREE SWAG	✗	✗	✓
BEST PRICING	✗	✗	✓
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 S

FREE SWAG WORTH £200!

- HELMET VISOR & GOGGLE CLEANER  
x12
- DISC BRAKE CLEANER WORKSHOP  
x6
- QUICK DRYING DEGREASER WORKSHOP  
x6
- PROTECTANT WORKSHOP x6
- DRY  
LUBE WORKSHOP x6
- M094 WORKSHOP  
x6
- MECHANICS GLOVES x3
- VISOR LENS  
& GOGGLE CLEANING KIT x6
- MICROFIBRE  
CLOTH x5

# TORRE

DID WE MENTION  
ALL THIS IS  
FREE!





# MAINTAINING YOUR

## 3\*STEP PROGRAM

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



- Expanding Microcell Sponge  
(For use on frames & bodywork)

STEP 1 CLEAN



- Luxury Microfibre Polishing Cloth  
(For use on frames & components)

STEP 1 CLEAN



- Disc Brake Cleaner  
(For use on all brake components)

STEP 1 CLEAN



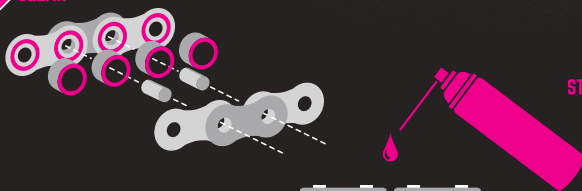
- Bio Chain Cleaner  
(For cleaning your motorcycle's chain and sprockets)

STEP 1 CLEAN



- Bio Motorcycle Degreaser  
(For cleaning your motorcycle's engine & components)

STEP 1 CLEAN



Chain link

- Dry Chain Lube
- Wet Chain Lube
- All-Weather Chain Lube  
(Keep your drivechain running smoothly)

STEP 3 LUBE



# OUR MOTORCYCLE

- Motorcycle Cleaner  
(Biodegradable, all-over motorcycle cleaner)



STEP 1 CLEAN

- Speed Polish  
(For use on frames & bodywork)



STEP 2 PROTECT

- Silicon Shine  
(For use on frames, bodywork & fork stanchions)



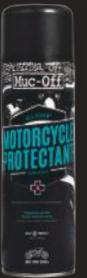
STEP 2 PROTECT

- MO-94  
(Multi-purpose wonder spray)



STEP 2 PROTECT

- Motorcycle Protectant  
(Protect, preserve and freshen your motorcycle with an incredible water dispersing action)



STEP 2 PROTECT

- Matt Finish Detailer  
(Protectant & quick detailing spray)



STEP 2 PROTECT

- Miracle Shine  
(For use on frames & bodywork)



STEP 2 PROTECT

- 1 - Soft Washing Brush
  - 2 - Wheel & Component Brush
  - 3 - Detailing Brush
  - 4 - Two Prong Brush
  - 5 - Chain Cleaning Brush
- (A brush for every component)

STEP 1 CLEAN



1

2

3

4

5

# 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

CLEAN PROTECT LUBE

CLEAN PROTECT LUBE



Muc-Off STEP 1 CLEAN Muc-Off



Muc-Off STEP 2 PROTECT Muc-Off



Muc-Off STEP 3 LUBE Muc-Off



Muc-Off RIDER CARE Muc-Off



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



# POINT OF



241/242 (illuminated)

920-1/920

# 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.



198-2 (illuminated)

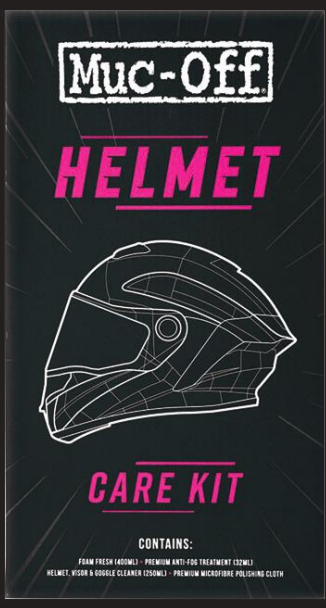


198



331

# 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](http://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...

HIGH-PERFORMANCE  
**WATERLESS**  
**WASH**



• QUICK & EASY TO USE  
• CLEANS & POLISHES IN SECONDS  
• SPRAY - WIPE - RINSE  
25.3 FL. OZ - 750ML e  
**NO WATER  
REQUIRED**

# 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](http://muc-offb2b.co.uk)

## EMAIL ADDRESS

[ukorders@muc-off.com](mailto: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](#) [NEW IN](#) [NEWS](#) [MY ACCOUNT](#) [PROMOTIONS](#)



HELMET, VISOR & GOGGLE  
CLEANING KIT

**20% OFF**

[SHOP NOW](#)

