



## Muc-Off Launches range of versatile antibacterial sanitisers & cleaners

**POOLE 24.04.2020, FOR IMMEDIATE RELEASE:** Over the past 25 years, Muc-Off, the UK based specialist in bike care, have put consumer needs, innovation and agility at the heart of their business. Building on this, is the launch of a new collection of antibacterial sanitisers & cleaners designed to offer maximum performance across a broad range of uses.

“We are stoked to have been able to develop and launch our new antibacterial range at this critical time. We usually work under high pressure to create products that win bike races. Creating this new range at record speeds has taken the business to a whole different level! Our aim has been to deliver a programme of products that fit into modern day living and can adapt to a whole range of uses, not just hands.”

- Alex Trimnell, Muc-Off CEO

With significant experience from creating the innovative antibacterial dry body wash and QUAT based antibacterial equipment cleaner, Muc-Off now has a completely versatile range of sanitisers and cleaners that aim to help people whether they be on the go, at home, school or work.

The multi format hand sanitisers conform to the World Health Organisations (WHO) recommended formula and with their 80% alcohol content, deliver strong performance by killing 99.99% of bacteria. With its quick drying high alcohol formulation and broad range of bottle sizes, the Muc-Off Hand Sanitiser range can also be used on surfaces and other objects such as door handles, keys and steering wheels creating a truly versatile antibacterial support package. A 1litre option is also available so that it is possible to go green and refill.

Muc-Off are also committing to supporting the fight against Covid-19 by donating 10% of profits from the new range to the WHO Covid-19 Solidarity Response Fund. Alongside this, the team have committed to donating 100,000 antibacterial products to front line key workers. The programme of support provided by Muc-Off builds on its recent initiatives such as providing empty bottles to sanitiser manufacturers, cleaning equipment for bike share schemes, donating anti-bac moisturiser to nurses and paramedics to combat face mask chaffing as well as creating PPE at their R+D facility in Poole.

Available throughout Europe from Muc-Off dealers, e-retailers and direct from muc-off.com, the new range includes;

### **Antibacterial Sanitising Hand Spray**

Conforming to the WHO recommended formula, the Muc-Off Antibacterial Hand Spray contains 80% alcohol which kills 99.99% of bacteria. The broad range of bottle sizes in both fast action sprays and precision drop bottles means that maximum anti-bac performance can be achieved on the go, at home, school and work for all the family. With a 1litre refill available, it is also possible to go green and refill. Available in 32ml, 50ml, 120ml, 250ml, 500ml, 750ml and 1L.

### **Antibacterial Sanitising Hand Gel**

Containing 78.5% alcohol, Muc-Offs Antibacterial Hand Gel kills 99.99% of bacteria instantly. Without the need to wash your hands, this sanitiser is quick drying once applied. With its smooth gel formula contained in a precision drop bottle, it offers a discrete and portable anti-bac support for when you are on the go. Available in 50ml or 120ml.

### **Antibacterial Multi-Use Surface Cleaner**

The antibacterial multi-use surface cleaner contains quaternary ammonium compounds (QUAT) which kills 99.99% of bacteria and moulds. It's also effective against enveloped viruses, with longer lasting effects than alcohol-based sanitisers whilst still remaining safe to the environment. It's highly effective cleaning power cuts through dirt and grime making it suitable for any kitchen, work surface and other touch points around the home. Available in 500ml.

## **Antibacterial Device & Screen Cleaner**

Electronic devices are a breeding ground for bacteria. The Muc-Off Tech Care Cleaner is perfect for killing 99.99% of bacteria from your mobile, tablet, laptop or gaming device. It is also fully biodegradable and is formulated with PH neutral soap which make it safe on all screen types providing effective cleaning and anti-bac support. Available in 32ml and 250ml.

## **CONTACT**

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## **ABOUT MUC-OFF:**

Back in 1991 Rex and Marilyn Trimnell got things started with X-Lite UK. After designing and manufacturing the world's first twin crown bicycle fork, Rex created a perfectly pink spray to clean his kit. To make a long story short, Rex's cleaner was the best thing since sliced bread, and it wasn't long before word got out and Muc-Off was born.

Fast-forward to now and Muc-Off is now the go-to brand for top riders. Sporting partners across world leading bicycle & moto teams include Team Ineos, Team Bahrain Maclaren, Team Commencal Muc-Off, Sky VR46 and Aruba.it Ducati. In case you haven't noticed, they do a bit more than the original pink cleaner these days.

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