



MUC-OFF PARTNERS WITH LOCAL COMPANIES IN PPE PRODUCTION

POOLE 02.06.2020, FOR IMMEDIATE RELEASE: Muc-Off, the UK based specialist in bike care, has operated at the pinnacle of bicycle and motorcycle performance for over 25 years. Facing into the pandemic, the team at Poole have switched gear in order to team up with local businesses to create PPE for the NHS & front line key workers.

“We normally create products that help teams win races. This pandemic has shown that we are all in a totally different race now. Acting at speed with other like minded businesses to create a range of support measures for front line key workers isn’t just the right thing to do, it’s a necessity.”

- Alex Trimnell, Muc-Off CEO

The team at Muc-Off have been unveiling a range of initiatives to support the fight against Covid-19. From a new range of sanitisers, product donations to front line workers and investment in the World Health Organisations Covid-19 Solidarity Response Fund, Muc-Off turned to the production of PPE as part of a mission it calls “Protect & Serve”.

Research & Development engineers at Muc-Off have switched their 3d printers from high performance bike components to PPE. Initially teaming up with Aetha Design, a local Poole based product design consultancy, meant that Muc-Off could commence production of face masks for local medical teams.

The next collaboration for Muc-Off was with another local Poole based business, Lush Fresh Handmade Cosmetics. Together, the two teams set about creating, sanitising and delivering hundreds of ear savers which reduce the incidence of chaffing when wearing face masks for prolonged periods of time.

Whilst Lush handled the production of the ear savers, Muc-Off reconfigured their equipment used for high performance bicycle chain optimisation to be able to sanitise and pack the ear savers. The team went on to deliver directly to the local NHS destined for teams in emergency, acute medical, and cardiac departments. The business has also supplied local care & nursing homes, homeless support workers, medical centres and teams handling adult learning programmes.

Mission Protect & Serve is a programme designed to offer protection against Covid-19 and support to front line key workers. Commitments already made by the Muc-Off team include the donation of 100,000 antibacterial products to front line key workers and the investment of 10% of profits generated from the sale of its new sanitiser range to the WHO Covid-19 Solidarity Response Fund.

CONTACT

Oli Rudgard, Muc-Off Global Head of Powersports Marketing
T +44 7969 998 040 E OR@muc-off.com

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