



MUC-OFF LAUNCHES NEW BIKE PROTECTION SERIES

POOLE 25.07.22, FOR IMMEDIATE RELEASE – Muc-Off, the global leaders in bicycle and motorcycle care and performance, continue to push innovation and performance boundaries with the release of their new Frame Protection Series.

The series is designed to provide protection for key areas of the frame, including rear stays, cranks, and forks, with kits available in combined and individual sets, in mountain and e-mountain bike size options. The kits offer a combination of strength and durability to protect frames from potential scratches, scuffs, and stone chips, and thanks to their modular design, they're easy to apply and remove and they fit even the most obscure bike geometries.

Each kit format is offered in six different designs, including, 'Bolt', 'Camo', 'Day of the Shred', and 'Punk' which matches offers from Muc-Off's Technical apparel and Ride Guard ranges, as well as Clear Gloss and Clear Matt options.

All the graphical Frame Protection Kits feature Muc-Off's innovative new Cube-Tec material, which was developed from the ground up by the brand's product design team, at their in-house research and development facility in Poole, UK. The material is comprised of multiple tessellating 45-degree-angled cubes, which due to their shape and pattern, provide more strength and more flexibility than the standard flat layered materials currently available. The Cube-Tec material sits on top the graphical and 3M adhesive weatherproof layers below, which make Muc-Off's kits both easy to install, as well as strong enough to shield the frame from impact.

The Clear Gloss and Clear Matt variants use TPU (Thermoplastic Polyurethane) film technology, which allows for a smooth and stealthy finish, whilst being equally as strong and durable as the graphical counterparts. In Muc-Off's typical 'bike care made easy' mantra, the clear frame protection kits are stain-resistant, non-yellowing, and self-healing,

meaning riders can simply apply warm water to any light scratches and scuffs, and watch them disappear as the material repairs itself. Installation is also a simple DIY task, and thanks to the new Muc-Off squeegee (sold separately), riders can achieve a professional finish, from the comfort of their own workshop.

“Being riders ourselves, we’ve seen first-hand the punishment bikes take out on the trails, so we knew we had to develop a super-strong, super-flexible material that performed better than anything else out there. In true Muc-Off style, our Bike Protection Series is the perfect blend of form and function, so riders can be confident their pride and joys are protected. We also know what a pain frame protection application can be and that it can put some people off, so having a super-easy application method was key from the outset of development.” - Alex Trimnell, CEO at Muc-Off.

Muc-Off have elected to produce kits which include up to forty-five pieces, to provide greater levels of bike coverage and more flexibility for the wide variety of frame geometries out there. All the graphical kits feature a durable and weatherproof 3M adhesive, so they’ll remain firmly in place whatever the conditions; and if riders choose to swap out their kits for a fresh look, the stickers can be removed with ease, without leaving residue on the frame.

Muc-Off has been protecting riders and bikes for nearly three decades; with protection sprays, tubeless and puncture prevention range, and more recently with products like the Tubeless Tag Holder, Stealth Tag Holder, and Bike Insurance. This Bike Protection Series launch steps their bike armour offering up yet another gear.

The full Bike Protection Series (available in six finishes for both MTB and EMTB size options) is broken down as follows:

- Frame Protection Kits: (45-piece) / Covering frame, top tube, downtube, chainstays and cable rub areas / Priced: £64.99 / €79.99 / \$99.99
- Chain Stay Protection Kits: (20-piece) / Covering chainstays and rear stays / Priced: £29.99 / €36.99 / \$39.99
- Fork Protection Kits: (8-piece) / Covering forks / Priced: £29.99 / €36.99 / \$39.99
- Crank Protection Kits: (2-piece) / Covering crank / Priced: £14.99 / €18.99 / \$19.99

The Bike Protection Series is available now from the Muc-Off global dealer network, select e-retailers and direct from www.muc-off.com.

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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. And, in case you haven’t noticed, they do a bit more than our original pink cleaner these days.